

2024 Committee Report: Public Relations

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Facebook –

The LLA's most effective method of communicating with the public continues to be its Facebook page. In 2024, the LLA made about 50 Facebook posts.

The most popular (reaching at least five hundred people) unpaid/organic Facebook posts of 2024 were:

- Oath of Office – 535 people reached
- Pro Bono Award – 920 people
- Wills for Heroes Announced – 8,552 people reached
- Women Leaders in Profession – 575 people reached
- CCBL Award – 983 people reached
- WNEP Wills for Heroes Coverage – 563 people reached
- Wills for Heroes Volunteers – 636 people reached
- Project Linus Announcement – 835 people reached
- Fifty Year Plaque for M. Collins – 883 people reached
- Yoga in the Park – 1,036 people reached
- LLAF Scholarship Announcement – 568 people reached
- Love Your Lawyer Day – 918 people reached

There were two paid Facebook posts in 2024:

- Public Service Award – 3,076 people reached
- Wills for Heroes Thank You Volunteers & Sponsors – 2,904

Popular posts made to Lycoming County Law Day's FB page in 2024:

- Competition Announcement – 795 people reached
- Grand Prize Announcement – 4,349 people reached
- Law Day Committee – 1,056 people reached
- Competition Announcement – 2,184 people reached
- Winning song – 728 people reached
- Law Day Winners – 811 people reached

Press –

The LLA and LLAF's good relationship with the Williamsport Sun Gazette continued in 2024 with several submitted photos being published either in the newspaper and/or on the Sun's website.

As is usually the case, several editorials written by LLA members were published throughout the year.

The LLA had one paid ad published in the Williamsport Sun Gazette in 2024 thanking the attorney volunteers and sponsors that participated in Wills for Heroes.