Florida Supreme Court launches Facebook page

TALLAHASSEE – The Florida Supreme Court has added to its inventory of public outreach programs by placing its own page on Facebook, with its address on the web at: https://www.facebook.com/floridasupremecourt/

“This addition to our outreach efforts is a product of the new statewide Court Communication Plan approved by the full Court in December,” said Florida Chief Justice Jorge Labarga. “It is yet another way we will tell our story to the public.”

The Facebook page joins existing Supreme Court pages on Twitter, LinkedIn, Instagram, and Google+. The Court also uses YouTube but embeds videos within its own webpages to minimize distractions to viewers.

The Court primarily will use its Facebook page to tell the public news about the Supreme Court family such as people winning awards, personnel recognized for lengthy service, and other soft news.

This will contrast with Twitter, which the Court has used since 2009 mainly to distribute hard news such as filings in high-profile cases.

###