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Younger Exec = Young Members?

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How a Young ED Can Help Your Association

When it comes to hiring your next executive director, maybe the number of years of experience shouldn't be what wins the day. According to Tim Ebner at [Associations Now](#), a young CEO can be an outstanding choice to lead a professional association. And no, it's not just the extra energy to get through all those board meetings and special events ... It's a generational perspective that can help freshen up the bar to attract and retain younger members.

Grandma's on Facebook ... So, Where Are Young People Headed?

Speaking of "young," here's something you should know if you have a bar Facebook account and think you have social media covered: Increasingly, that's not where your younger members and other stakeholders will be. Where are they going instead? To highly visual and mobile-focused platforms like Instagram and Snapchat. The kicker? Even those young people (currently tweens and teens, but they'll be in law school before you know it) who do remain on Facebook spend less time there and are less engaged. Can you wait and watch this trend, or is there something you should do now? At [ragan.com](#), Beki Winchel offers insights from a recent e-marketing report.

Supervisors: Are You Sleeping Well at Night?

Actually, that's a good question for all of us—because whichever end of the relationship we're on, new research shows that sleep deprivation can cause hostility between managers and their employees. And this may be true even when the manager has no idea there's a problem, according to researchers Cristiano Guarana and Christopher M. Barnes. "Much like a person who has had a little too much to drink and does not realize they will be impaired when driving," they write, "sleep deprived leaders are essentially clueless about how their sleep deprivation leads their employees to mistrust and dislike them." Read more about their fascinating research (but not too close to bedtime) at [Harvard Business Review](#).

Is That a Fact? ABA Debuts Online Resource to Help People Understand Law

"In an era of alternative news and fake facts, the ABA should be the definitive source of real facts when it comes to the law," Hilarie Bass told the ABA House of Delegates recently, shortly before she became the association's president. Toward that end, the ABA has launched an online resource called ABA Legal Fact Check, which uses case law, statutory law, and other legal resources to help people distinguish between facts and opinions—or pure fiction—when it comes to the law. [ABA Journal](#) has more details about this resource, and links to the first topics it has addressed.



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