Introduction to Social Media
What Are You Doing Online Today?

INTERNET   MICRO
CONNECTIVITY  BLOGGING
WEB 2.0
SOCIAL MEDIA  NETWORKING
TECHNOLOGY
SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A #DONUT
FACEBOOK  I LIKE DONUTS
FOURSQUARE  THIS IS WHERE I EAT DONUTS
INSTAGRAM  HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE  HERE I AM EATING A DONUT
LINKED IN  MY SKILLS INCLUDE DONUT EATING
PINTEREST  HERE'S A DONUT RECIPE
LAST FM  NOW LISTENING TO "DONUTS"
G+  I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
Benefits for the Bar:

1. Build relationships
2. Extend communication channels
3. Engage members
4. Reach non members and the public
Benefits for You:

1. Exchange of valuable information
2. Expands your professional network
3. Humanize your firm/practice
4. Attract potential clients
About LinkedIn - Generally

- 175 million + members in over 200 countries (August 2012)
- 4.2 billion searches in 2011
- Available in 19 languages
LinkedIn – Your Profile

• Create a detailed profile
  • Goal is 100% complete
  • Profile is indexed by Google

• Linking In
  • Don’t send an invitation to everyone in your contacts
  • Send personal one-on-one invitations when possible
  • Join groups

• Anatomy of a Profile
• http://www.linkedin.com/in/catherinereach
Promote Your Profile

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

Profile Content

- Make my public profile visible to no one
- Make my public profile visible to everyone

- Basics
  - Name, industry, location, number of recommendations
- Picture
- Headline
- Current Positions
  - Show details
- Past Positions
- Skills
- Education
  - Show details
- Additional Information
  - Websites
  - Groups
  - Honors and Awards
- Interested In...

Your public profile URL

Your current URL
www.linkedin.com/in/catherinereach
Customize your public profile URL • View your public profile

Profile Badges
Create a profile badge to promote your profile like this:

View my profile on LinkedIn
Connecting with people

[Image of a section from LinkedIn showing 'People You May Know']

Catherine Reach
Director, Law Practice Management & Technology at The Chicago Bar Association
Greater Chicago Area

Marcia Hill
Chief Staff Attorney at St. Louis County Division of Child Support Enforcement
St. Louis County, Missouri

Lykke van Buskirk
Public Relations Professional
Baltimore, Maryland Area

Margaret Wims
Solicitor at Salisbury Garden Group
Rochester, Virginia Area

Adam Reach
Executive Legal Assistant & Production Manager at Cernan Div. Special Projects, Touch & Go
Greater Chicago Area

Heather Bruno
Manager at Krista K Boutique
Greater Chicago Area

Kari E. McLean
Strategic Communicator | Team-Oriented | Imaginative | High Energy | Direct | Reliable
Greater Chicago Area

Mary Jenkins
Library Director at Hamilton County Law Library
Cincinnati Area

See more

[Image of a screenshot of a LinkedIn page showing 'Get started by adding your email address']

Your email: catherine@netzero.com
Email password

Connections
Add Connections

Get your contacts ready!

See Who You Already Know on LinkedIn

Home | Profile | Connections | Groups
Connecting with people

Invite Anthony to connect on LinkedIn

How do you know Anthony?
- Colleague
- Classmate
- We’ve done business together
- Friend
- Other
- I don’t know Anthony

Include a personal note: (optional)
I’d like to add you to my professional network on LinkedIn.
- Misty Mountain

Important: Only invite people you know well and who know you.

Send Invitation or Cancel

Larry Bodine
Editor in Chief of Lawyers.com at LexisNexis
Greater Chicago Area | Online Media

Previous: Larry Bodine Marketing, Sidley Austin LLP, Lawyers USA

Education: JD, Law at Seton Hall University School of Law

Connect

Send Larry an InMail

www.linkedin.com/in/larrybodine

ENGAGE

Get introduced
Find references

Summary
The “Social” Part – Updating Your Status
The “Social” Part – News Feed/Homepage

Ireneo A. Reus III, Esq. likes this update.

Exchanges Submit Compensation Committee Plans to SEC

complianceweek.com • Major stock exchanges submitted proposals to the SEC for new independence requirements for compensation committees, set forth in the Dodd-Frank Act. Nasdaq detailed a requirement that listed companies must now have a...

Like (1) • Comment • Share • 5 minutes ago

Yvonne Cockram McGhee, JD, CAE is now connected to Jodi Myatt, Serial Innovative Entrepreneur, Writer, Author and President of Bio Cybertronics, James LaRosa, Founder JuniSolutions Inc (formerly JuniStaff), Parent of CYLA, JuniStaff & JXP Search, and John DeWald, Operations Lead at At-Risk International, LLC

Send a message • 4 minutes ago

Luigi Benettin

Google says Maps not waiting in wings for iPhone 5 | Reuters http://ow.ly/e0con

What’s on Your Bucket List? 101 Things To Do Before You Die

personalexcellence.co • A few days ago, I was surfing online when I came across someone’s bucket list. It quickly inspired me to create my own bucket list as well and write an article at the same time. If you haven’t heard about the bucket list, a...

Like • Comment • Send a message • Share • 5 minutes ago

8 people have been endorsed for their skills and expertise.

Joshua Lange Smith was endorsed by Rod Keller for Evidence.

Endorse Connections • 5 minutes ago
The “Social” Part – Groups

Your Groups (20) Reorder
- Practice Management Advisors of North America
- ABA Law Practice Management Section
- ABA Section of Science & Technology Law
- ABA TECHSHOW
- Alternative Fee Lawyers
- Big Data Technology
- Clifford Law Offices
- e-legal
- e-LEGAL
- Intranet Professionals

ABA Section of Science & Technology Law

Start: Discussion  Poll
Start a discussion or share something with the group...

Choose Your View  NEW Show all RSS discussions

Most Popular Discussions

Voting For The Oscars Is Going Electronic
Oscar, you've got mail: Electronic voting on tap for 2013 Oscars. reuters.com
* First online voting in Academy Awards 85 year history * Paper ballots also allowed as a new system phased in * Email votes could give edgier films an edge (Recasts, adding reaction)... posted 7 days ago

Daniel Bulgas 6 days ago - Daniel likes this.

What will happen in the coming days when smartphones are able to be remotely hacked?
This is an important consideration before having a password management or google wallet app on your phone...

Cyberattack: Your smartphone will (eventually) be hacked. money.cnn.com
Smartphone cyberattacks are few and far between, but experts continue to predict that a malware doomsday is upon the mobile world. Here's why it hasn't happened yet and still could happen in the future.
posted 8 days ago

Kimberly Rice 7 days ago - Kimberly likes this.
How to Stay Active & Engaged?

Outlook Social Connector
Quickly and easily build your network using Outlook

- Build your network from frequent contacts
- Manage your LinkedIn contacts in Outlook
- Stay connected to your network

Nerino Petro  Practice Management Advisor, State Bar of Wisconsin

Download the app for your device below:
- iPhone
- iPad
- Android
- Blackberry
- Windows
Your Stats

Profile Stats

Who's Viewed Your Profile

Last Week

Director at Thomson Reuters

Mike O'Horo
Co-creator of the 1st Interactive Virtual Biz Dev Training for Lawyers. Effective, convenient, affordable.
Las Vegas, Nevada Area | Professional Training & Coaching
In Common: 58 shared connections 7 shared groups

Partner at Thorp Reed & Armstrong, LLP

Slacey Gerrard
LIANS Counsel at Lawyers' Insurance Association of Nova Scotia
Halifax, Canada Area | Insurance
In Common: 3 shared connections

Someone in the Law Practice industry from Great Falls, Montana Area

Last 90 Days October 20, 2012 – January 18, 2013

Trends

Views Appearances in Search

Total Views 149

General: 149
Dec: 125
Nov: 24
Oct: 0

Appear more often in search results

Linkedin Premium

Unlock the full list of who's viewed your profile, detailed profile stats, and more.

Top Search Keywords

1. Director - %
2. Manager - %
3. International - %
4. Executive - %
5. CEO - %
6. Expert - %

Sample Upgrade to see yours

Viewers by Industry

Industry Visits

Staffing and Recruiting -
Business Development -
Venture Capital -

Get more insights about who's interested in you.
Learn more »
Facebook – People versus Pages

**People**

- **Shah Peerally Law Firm**
  
  - 227 subscribers
  - Lives in Newark, California
  - Knows French, English, Mauritian Creole
  - From Newark, California
  - 2 mutual friends

- **LeNoir Law Firm**
  
  - Studied Finance at New York University Stern School of Business
  - 1 mutual friend

- **Abood Law Firm**
  
  - 483 subscribers
  - Lives in East Lansing, Michigan
  - From East Lansing, Michigan
  - 1 mutual friend

- **Burnett Law Firm**
  
  - Studied at The University of Alabama
  - Born on December 18, 1979
  - 1 mutual friend

- **Menes Law Firm**
  
  - Lives in Dallas, Texas
  - From Dallas, Texas
  - Born on May 31

- **Cincinnati Law Firm**
  
  - 1 mutual friend

**Pages**

- **Terani Law Firm**
  
  - Legal/Law
  - 4,468 likes

- **Law Firm Marketing**
  
  - 2487 S Gilbert Rd · Gilbert, Arizona
  - Lawyer
  - 2,359 likes

- **Rosen Law Firm**
  
  - Legal/Law
  - 5,231 likes

- **The Haymond Law Firm**
  
  - Professional Services
  - 3,725 likes

- **The Presser Law Firm**
  
  - 800 Fairway Drive Suite 340 · Deerfield Beach, Florida · 33441
  - Legal/Law
  - 10,891 likes

- **Boates Law Firm, PLLC**
  
  - Anthem, AZ · Professional Services · Community Page
  - 5,288 likes

- **The Griffin Law Firm, P.C.**
  
  - 2336 Wisteria Drive, Suite 540 · Snellville, Georgia · 30078
  - Local Business
  - 9,679 likes · Open for about 55 minutes.

- **Rossi Law Firm**
  
  - 68 Niagara Street · Buffalo, New York · 14202
  - Professional Services
  - 1,625 likes

- **Elwakeel Law Firm**
  
  - Alexandria, Egypt · Legal/Law
  - 3,296 likes

- **The Law Firm of Hill, Jordan & Greer, PC**
  
  - Huntsville, AL · Professional Services
  - 2,817 likes
AABANY on Facebook
Twitter

• Another place to create a highly visible profile
• Spice up your tweets with pics/video  
  • Try the free TwitPic or Twittvid
• Do you follow everyone who follows you?
• Tweet your blog post and time your tweets  
  • Hootsuite; Tweetdeck; SocialOomph
• 140 character limit
• Use active voice, strong verbs, links, and attribution
• Self-filter: Think before you tweet
Boo. @TolbertReport on Arkansas politics Blue Dog blog shut down; law librarian at @Bowenlaw (my JD) contrib'd http://bit.ly/qPiu0c
Welcome to the new bitly

What are bitmarks?
Bitmarks are better bookmarks
Save, search, and organize all your links from around the web. Group them into bundles. Share them with friends. If you don’t want them on your public profile, just mark them as private.

Tools and apps
There are many ways to save, organize and share your bitmarks from just about anywhere.
Find out how on our tools page
Hashtags

- Twitter hashtags provide community before, during, and after an event or topic
- **Examples:**
  - #bli13
  - #abatechshow
  - #chicago
What is Google+?
Google+ ...

- Launched June 2011
- Launched business pages November 2011
- Helps with Google search exposure
- Over 100 million active users
  - Mostly male, tech/science oriented
- Blog substitution?
- Add rich media to posts, including animated gifs
Ryan Hanley  3 months ago

Just as a test I wrote a very specific update on Google+ with a link to my website... Then I searched Google for a long-tail keyword phrase that was in that Google+ update.

The Google+ update was the #2 search result.

When have you ever seen Facebook updates in Google Search results?

That should be reason enough to work on Google+.

Thanks!!!
Law Firm of Kevin D. Judd  Mar 29, 2012 - Public

As this activity increases, my firm is sure to see a similar increase in clients seeking foreclosure help through a Chapter 7 or Chapter 13 bankruptcy.

‘Tis the Season for Foreclosures »
Last month, the state attorneys general and the nation’s biggest mortgage lenders reaching a $25 billion settlement over the industry’s alleged foreclosure abuses.

Law Firm of Kevin D. Judd  Mar 26, 2012 - Public

It appears that the banks are now addressing the backlog of homes with mortgages that had gone unpaid during the process of reaching that settlement.

‘Tis the Season for Foreclosures »
Last month, the state attorneys general and the nation’s biggest mortgage lenders reaching a $25 billion settlement over the industry’s alleged foreclosure abuses.
Start a Hangout

Hanging out is fun with friends. Start typing below or click a friend to invite them.

Hang out

Try Hangouts with extras to preview new features.
How do I manage all of this???
POST ONCE,
UPDATE MANY
Third Party Tools

twitter feed
TweetDeck
hootsuite
SocialOomph
friendfeed
Ping.fm
Extended Share for Google Plus 2.2.2
Extends Google+ to share to Facebook, LinkedIn, Twitter, and many more. Options View in Web Store
Sign up for a Hootsuite Account

You've signed out.

Keep it going on Mobile

Still need to spread messages, monitor conversations?

iPhone App
iPad App
Android App
Blackberry App

Login or Signup with OpenID
Select one of these third-party accounts:

Google
Yahoo!
myOpenID
mixi

Login
Email Address:
Password:

Forgot Password?

Remember Me

Secure Login

Single Sign-On user? Login here »
<table>
<thead>
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<th>Username</th>
<th>Message</th>
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<tbody>
<tr>
<td>aabany</td>
<td>National South Asian Summit 2013 - National South Asian Summit 2013 Ap... 12:50pm</td>
</tr>
<tr>
<td>aabany</td>
<td>@ChinatownRW Happy to be a Founding Community Supporter. Good luck to... 9:48am</td>
</tr>
<tr>
<td>Postling Suggestion</td>
<td>Reach out to your new influential follower, @HunterCRAASH Mar 06</td>
</tr>
<tr>
<td>aabany</td>
<td>Congratulations to Judge Pamela K.Chen - <a href="http://t.co/QYyI3xNpJU">http://t.co/QYyI3xNpJU</a> Mar 06</td>
</tr>
<tr>
<td>aabany</td>
<td>Asian Jade Society Dinner honoring Hon. Randall Eng at Jing Fong this... Mar 06</td>
</tr>
<tr>
<td>FredOrth</td>
<td>RT @RichardLui: Best part of hosting @aabany diversity awards &amp; dinner... Mar 04</td>
</tr>
<tr>
<td>Postling Suggestion</td>
<td>Reach out to your new influential follower, @NYCBarLRS Mar 04</td>
</tr>
<tr>
<td>RichardLui</td>
<td>RT @RichardLui: Best part of hosting @aabany diversity awards &amp; dinner... Mar 04</td>
</tr>
<tr>
<td>RichardLui</td>
<td>Best part of hosting @aabany diversity awards &amp; dinner last week, @Cor... Mar 04</td>
</tr>
<tr>
<td>RichardLui</td>
<td>Best part of hosting @aabany diversity awards &amp; dinner last week, Mar 04</td>
</tr>
</tbody>
</table>
Finding Things to Share
Information Digests

- Apps: Zite, Flipboard
- RSS Readers: Google Reader, NetVibes
- Regurgitation
Snapshot: AABANY

- Established 1989
- New York affiliate of NAPABA (National Asian Pacific American Bar Association) and one of the largest in the country
- Approximately 2000 current and past members on mailing list
- Part-time admin hired in 2008
- Executive Director hired in 2009
- AABANY Legal Intern program established in 2011
AABANY: Social Media Experience

- Established Facebook, LinkedIn and Twitter accounts in 2010
- Not until 2011 under President Linda Lin’s administration did we do anything with those accounts
- President Lin’s theme for the year was “Get Connected @ AABANY” - part of getting connected involved use of social media to improve communications with our members and general public
- We got some free advice from a PR professional on ways to improve our communications - she was helpful in bringing us up to speed on social media
- Created Communications Committee in 2011 and part of its charter was to make more effective and regular use of social media
- At NYSCBL spring conference learned services like Hootsuite and Tweetdeck to post once and distribute simultaneously to multiple accounts - we use Postling, a free service
- Updating of social media now mostly done by staff with intern assistance (college students)
AABANY: Protocol

• We send out a once weekly email blast on Mondays through Mail Chimp which contains a table of contents for our Weekly Announcements
• Readers can click on a link to be taken to the article on the website
• This blast can be received on smartphones and cellphones that are set up to receive email
• Rather than send out more than one blast per week to the entire membership, we carve out reminders and short bursts of information to disseminate to FB, LinkedIn and Twitter through Postling
• Example - regular reminders about deadlines to register for events, like the Annual Dinner
• Smartphones can also be configured to receive these updates as text messages
AABANY: How Has It Worked Out?

- Facebook page - has metrics that tell us what posts or items are of particular interest
- Postling has similar tracking
- Mail Chimp tracks which items get clicked by whom and how often
- Twitter - more activity seems to be happening from others in our network ("Followers") than from our own members adopting Twitter as a way to stay connected
- LinkedIn - more activity among the members by way of posting links to articles written by them
- Overall: experience has been good, and it has allowed us to supplement our primary form of communication with our members, which remains email
Thanks!

Yang Chen
Executive Director at Asian American Bar Association of New York
Greater New York City Area | Law Practice
Current: Asian American Bar Association of New York
Previous: Constantine Cannon, McDermott Will & Emery, Breed Abbott & Morgan
Education: NYU School of Law

Catherine Reach
Director, Law Practice Management & Technology at The Chicago Bar Association
Greater Chicago Area | Information Technology and Services
Current: Director, Law Practice Management & Technology at The Chicago Bar Association
Past: Director, Legal Technology Resource Center at American Bar Association
Education: University of Alabama
Recommendations: 5 people have recommended Catherine
Connections: 500+ connections
Websites: Chicago Bar Association, CBA LPMT Blog