



SOCIAL MEDIA, BRANDING, AND BUSINESS DEVELOPMENT FOR LAW FIRMS

OBA CPD SELECT



accredited
CPD

Professionalism Hours:
This program contains 4h 00m.

RUN TIME: 4h 02m

Learn how to develop a marketing plan for yourself and your firm. Our experts will walk you through various social media platforms including LinkedIn and Twitter to help you expand your network and boost your visibility in the profession. Gain practical tips on brand management, content marketing, and business development strategies to grow your firm.

CHAPTER 1: Social Media 101

1.1 Top Platforms and Social Media Basics

[Joyce Thomas and Mana Khami](#)

Develop a marketing plan for yourself and your firm. Our speakers will discuss hashtags, LinkedIn, Twitter, and blawging. Hear about marketing strategies that you can use to attract referrals from clients and other lawyers.

1.2 Why Should You Use Social Media?

[Ashlee Froese](#)

Who is using social media? Learn about the demographics of social media users and hear about the top social media platforms that are being used by lawyers. Ashlee will provide an overview of how best to establish the purpose of your social media efforts to help you meet your objectives.

[Andrew Feldstein and Warren Coughlin](#)

Generating brand awareness and being visible on the internet are important marketing priorities in an increasingly competitive legal landscape. How can you use social media to generate business and to establish yourself as a subject matter expert? Learn how to use social media to gather information for your practice and bolster your marketing and lead generation efforts. Andrew and Warren will provide an overview of how to develop a content strategy that is consistent with your brand to meet your business objectives.

CHAPTER 2: Beyond the Basics of Social Media

2.1 Benefits, Risks, and Limits of Social Media

[Gail Cohen](#)

What are the benefits and limits of each social media platform? Gail will help you boost your marketing strategy on social media.

[Lorraine Fleck](#)

What are the risks and benefits associated with social media? Lorraine will share some best practices and maxims for safe social media usage.

2.2 Measuring Results of Social Media

[Omar Ha-Redeye](#)

Time is a valuable currency for lawyers. How can you measure the results of the time that you spend on social media efforts? Omar will provide an overview on how to use search engine optimization and Google Analytics to demonstrate that your social media efforts are beneficial and gaining traction.

2.3 Maximizing the Value of Your Profile and Content Exposure on LinkedIn

[Diana Shedletsky](#)

Great content tells a great story. How do you use content to tell your personal and professional story? What do you want your brand to be? Diana will guide you through the steps of setting up a strong LinkedIn profile, determining your target audience, and developing an effective content strategy to maximize your exposure on LinkedIn.

PROGRAM REGISTRATION IS ONLINE www.oba.org/pd

Questions? pd@oba.org

2.4 Twitter Best Practices

Daniel Cole
One of the challenges on the social media playground is dealing with unpredictable reactions online. Daniel will share some rules of thumb and provide examples of what not to do on Twitter. Hear strategies for navigating the real time dangers of social media. Learn how to limit liability, capitalize on other brands, handle social content issues, and improve your engagement on social media.

CHAPTER 3: Brand Management

3.1 Developing an Effective Content Strategy

Karen Schulman Dupuis
What is design thinking and can you use it to develop an effective content strategy for your brand? Use branding to make people want to engage with you and to tell your story across various channels. Karen will share a sample of the work she has done for a law firm to showcase creative marketing through a blawgazine, Facebook, Twitter, and LinkedIn. Learn how to integrate your marketing and content strategy so that your efforts are not segmented into silos.

CHAPTER 4: Business Development

4.1 How to Be a Rainmaker

Jason Leung
Explore various styles of networking and business development. Jason will share the rainmaking strategies that he used during his first ten years of practice at a firm, followed by the next stage of his career when he started his own firm. Hear anecdotes that will illustrate successes and failures in building a book of business and gain tips on how to market yourself when you are a part of a firm and what to do when you establish your own firm.

	CBA Member	Non-Member
Webinar	\$99*	\$199*

*Plus applicable taxes

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