

Social Media for Lawyers



CBA-BC: Law Practice Management Section

May 12, 2009

Vancouver, BC

Intrigue. Inform. Inspire.





Today's Session

1. Social Media - What it is & Why it matters
2. The Big Ones - overview
3. Workplace Policy, PR & Brand Management



Today's Session

1. Social Media - What it is & Why it matters



Social Media - What is it?

- **Social media** is a shift in how people discover, read and share news, information and content, transforming monologue (one to many) into dialog (many to many).
- Social media turns content readers into content publishers.



Why Social Media Matters - Trials

- Last week:
- Ontario's Associate Chief Justice allows live-blogging and twitter reports from bribery trial of former Ottawa mayor.

A screenshot of the National Post website. The top navigation bar includes links for Home, Business, News, Opinion, Arts, Life, Sports, Homes, Cars, Blogs, Multimedia, and Classifieds. Below the navigation bar is a yellow banner with the text "Be stock rally ready - STOCK MARKET CHALLENGE - TRAINING PLATFORM". The main headline reads "Ottawa courtroom to allow Twittering from mayor's bribery trial" by Glen McGregor, published Monday, May 04, 2009. A photograph of Ottawa Mayor Larry O'Brien is shown. The article text begins: "OTTAWA -- Television cameras are barred from the criminal trial of Ottawa Mayor Larry O'Brien, but observers are free to use Blackberrys, laptops and other forms of electronic text messaging to report live on the proceedings." The right sidebar contains sections for "Global News", "Most Popular", and "Achieve Financial Independence".



Why Social Media Matters - Trials

- Ottawa Citizen newspaper reporter's live trial twitter page

The screenshot shows a Twitter profile for 'oborientrial' (Glen McGregor) with a bio mentioning updates from the trial of Ottawa Mayor Larry O'Brien. The main content is a tweet from 24 minutes ago: "Judge: 'I think your point is made, Mr. Edelson.' And we're breaking for the day." Below this are several updates from the trial, including Edelson's questions about pay for Ottawa police cadets, Kilrea's challenge of ward boundaries, Edelson's charges that Kilrea made the OMB hearing into a political football, and Kilrea's statement about extra time in 2005.

twitter Home Profile Find People Settings Help Sign out

oborientrial
Following

Name Glen McGregor
Location Ottawa
Web <http://www.ottawa...>
Bio Live updates from the trial of Ottawa Mayor Larry O'Brien on charges of attempted bribery and purported influence peddling.

0 following 356 followers

Updates 272

Favorites

Actions
block oborientrial

Following

RSS feed of oborientrial's updates

Judge: "I think your point is made, Mr. Edelson." And we're breaking for the day.
24 minutes ago from web

Edelson now asking Kilrea about rates of pay for Ottawa police cadets to support numbers presented before OMB.
25 minutes ago from web

Edelson now asking about numbers Kilrea used at OMB hearing challenge of ward boundaries. (We have digressed somewhat O'Brien allegations)
27 minutes ago from web

Edelson charges that Kilrea made OMB hearing into a political football to raise profile of mayoralty bid. "That's incorrect," Kilrea says.
32 minutes ago from web

(Edelson has spent all of cross-examination tracing Kilrea's history of seeking political office, hasn't addressed O'Brien allegations)
34 minutes ago from web

Kilrea says he may have had extra time in 2005 that he used for OMB hearing, would have to check.
36 minutes ago from web

Kilrea said he took vacation time in 2005 for OMB hearing



Why Social Media Matters - Trials

- Yesterday's Globe and Mail: Newfoundland Judge uses Facebook evidence to reject bulk of claim:
- "I find it incredible that Mr. Terry's social life miraculously improved in the few months he was communicating on Facebook and that for the remainder of the time from 2001 to 2007 he essentially had no or little social life. Without this evidence, I would have been left with a very different impression of Mr. Terry's social life."

The screenshot shows the front page of The Globe and Mail newspaper. The masthead at the top reads 'THE GLOBE AND MAIL' with the tagline 'CANADA'S NATIONAL NEWSPAPER'. The date is 'MONDAY, MAY 11, 2009'. The main headline is 'Frantic to press their case, Tamils swarm Gardiner' with a large photograph of a protest. Other headlines include 'Economy boosting projects stall waiting for funds', 'Pope's pilgrimage to Holy Land fraught with political peril', and 'An untouchable woman's unstoppable rise'. The page also features a 'COFFEE BREAK' advertisement at the bottom.



Why Social Media Matters - Blogs

- 1 minute after taking office, Whitehouse.gov relaunched with a blog on the homepage





Why Social Media Matters - Twitter

• Twitterer Janis Krums is on a ferry in the Hudson as US Airways flight 1549 goes down & posts this photo from his iphone.



jkcrums

Follow

<http://twitpic.com/135xa> – There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

• 34 minutes later Krums is interviewed live on MSNBC as an eyewitness





Why Social Media Matters

- LinkedIn
 - 30 million users, strongly business-oriented, \$1 Billion+ valuation
- Facebook
 - BC Judge recently ordered computer hard drive exam to assess facebook use
 - Australia recently allowed service of court documents via FB
 - #5 top global website per Alexa | 132 million unique visitors/month
- Twitter
 - Fastest growing social network
 - Recently turned down \$.5 Billion buyout offer from Facebook
- YouTube
 - Now 2nd leading search engine
 - Bigger than Yahoo
 - Accounts for 25% of all Google searches



Social Media & Law Firms

- Currently approximately 45% of law firms blocking access to at least some social networking sites.
 - Most commonly blocked: Facebook | MySpace | YouTube
 - Most common reasons cited: Productivity | Viruses | Confidentiality
- Source: ABA Law Practice Magazine: Jan 2009 Social Media Survey
- (access it here) <http://www.abanet.org/lpm/magazine/articles/v35/is2/pg28.shtml>



Why does social media matter?

Law firm web strategy historically: “Yes we have a website.”





Why does social media matter?

Law firm web strategy 2009:

- Database-driven CMS site(s). Blogs. RSS feeds. Search Engine Optimization. Search Engine Marketing. Video. Podcasts. Online directories. Social Media (LinkedIn, Twitter, YouTube, Facebook), Content Portals (JD Supra), Custom Mashups (Yahoo Pipes, HP Tabbloid).





Why Social Media Matters

Key takeaways:

- The rest of the world is moving onto these forums - quickly.
- Your web presence has to move beyond the firm website.
- Law firms CANNOT bury their heads in the sand.



Today's Session

2. The Big Ones - overview

[LinkedIn](#) | [Twitter](#) | [Blogs](#) | [Facebook](#)



LinkedIn

- One of the oldest and most established social networking sites
- Conservative
- Business-oriented
- Good search engine visibility
- An easy entry-point for law firms





LinkedIn

Uses:

- Historically - an online CV/bio
- Link to firm website
- An online rolodex
- See connections in network

The screenshot shows a LinkedIn profile for Doug Jasinski. The profile is set to public and includes the following information:

- Name:** Doug Jasinski
- Title:** Agency Principal, Skunkworks Creative Group Inc.
- Location:** Vancouver, Canada Area
- Industry:** Marketing and Advertising
- Summary:** Doug Jasinski is working on social media & blogging presentations in Vancouver/Toronto this week and next 1 day ago
- Current Positions:**
 - Agency Principal at Skunkworks Creative Group Inc.
 - President at LawOne Lawyers Network (Access Legal Systems Inc.)
- Past Positions:**
 - Director, West Coast Operations at The Brand Factory
 - President at The sBrand Factory
 - Staff Lawyer at City of Vancouver Law Department
- Education:**
 - University of Victoria
 - The University of Calgary
- Recommendations:** 2 people have recommended Doug
- Connections:** 46 connections
- Websites:**
 - Skunkworks Creative Group
 - Blog: Legal Marketing Canada
 - LawOne Lawyers Network
- Public Profile:** <http://www.linkedin.com/in/douglasinski>

Additional features visible on the profile include a navigation menu on the left (Home, Groups, Profile, Contacts, etc.), a search bar at the top, and several advertisements on the right side.



LinkedIn

- Now more powerful: Add in original content (presentations etc.)
- Ask questions/provide answers in the “Answers” section Law & Legal category
- Improved functionality of groups several legal groups exist
- Suggestions of people you may know
- Business tie-in w/ Martindale-Hubbell
- NYT connectivity

The screenshot shows the slaw.ca website interface. At the top, there's a navigation bar with links for HOME, ABOUT, FEATURES, RESOURCES, ARCHIVES, and CONTACT. Below this, there's a search bar and a RSS feed icon. The main content area features a headline: "LexTweet Helps Filter Tweets From a Courtroom Near You | Law Students Agree - They Can't Write". Below the headline is a profile picture of Connie Crosby and the title of her article: "LinkedIn Becoming More Powerful for Legal Industry Use". The article text discusses how LinkedIn has become more useful for legal professionals, mentioning features like third-party applications, group functionality, and suggestions of contacts. To the right of the article, there's a sidebar with a map titled "Mapping Canadian Lawyers" and a section for "Special Projects" including TOROG memos, mapping lawyers, recent comments, and member login. Below the article, there's a section for "The Column" by John Willinsky, dated January 16, 2009, discussing "Open Access and Academic Reputation". At the bottom, there's a group page for "Knowledge Management for Legal Professionals" with a sidebar showing group details and a main area for discussions and activity.



SKUNKWORKS
CREATIVE GROUP INC®

Twitter

- “Blogging on Crack”

The word "twitter" is written in a light blue, bubbly, rounded font with a white outline, centered on the page.



Twitter

Key points:

- Brief text messages of 140 characters or less.
- Can be done via web, via SMS on cellphone, via email, etc.
- Concept: a hybrid of blogging and text messaging.
- You won't get it at first.





Twitter - Who Does This Stuff? Law

1. **Your competitors** (Clark Wilson, Osler, Gowlings)
2. **Big law** (Allen & Overy, DLA Piper, Deacons)
3. **Small law** (e.g. Erik Magraken)
4. **3700+ other law types** (Lextweet.com)
5. **Professional bodies & Advisors** (American Bar Association, Will Hornsby, David Bilinsky, Legal Marketing Association)
6. **Law Schools** (Harvard Law, U of T Law School)
7. **Law Firm Consultants** (Ross Fishman, Gerry Riskin, Kevin O'Keefe)



Twitter - Who Does This Stuff? Non-Law

1. **Business Groups** (Vancouver Board of Trade)
2. **Big Business** (Richard Branson, Dell)
3. **Local business** (ICBC, Polygon homes, Broadway Wine)
4. **Politicians** (BC Liberal Party, BC NDP, Carole James, John McCain, The White House, etc.)
5. **Media** (Vancouver Sun, CKNW, CBC Vancouver, Globe and Mail, NY Times, Cdn Lawyer, CNN, etc.)
6. **Bloggers & Writers** (Douglas Coupland, William Gibson)



Twitter

Home Profile Find People Settings Help Sign out

140

What are you doing?

Latest: Ottawa Citizen is live-tweeting the trial of former Ottawa Mayor following ruling last week permitting same: @obriental about 1 hour ago

Home

TheTye tune in to our twitter feed tomorrow (May 12th) for live election coverage and leads as we get them: a special feature for Tye followers.

half a minute ago from web

bcliberalparty The BC Liberals: Best team, best leader: <http://tinyurl.com/dc2wyr> #bcelection

1 minute ago from web

RossRunkel 27 Arrests on Migrant-Smuggling charges <http://tinyurl.com/r9moqk> via @BobKraft

1 minute ago from TweetDeck

dhowell On Time <http://ff.im/-2NPAT>

2 minutes ago from FriendFeed

agilenature RT @PositiveCities: Measuring Social Media ROI: A Case Study (Plus: Tweet to Beat Winners) <http://ping.fm/f7jQ6> @ironeus

3 minutes ago from TweetDeck

MattFankhauser No we are not in a Post-Tiger Era. He is just dealing with what happens when you don't play for 8 months. <http://tinyurl.com/pwu8gh> #golf

3 minutes ago from TweetDeck

mak506 New personal best: 66 on #flightcontrol - New Level: Cabin Crew, <http://cloudcell.com/r.php?...>

3 minutes ago from Cloudcell

DougJasinski

468 following 430 followers 185 updates

Grav-i-ty

n. a native Twitter client for the Nokia S60 platform.

Home

@DougJasinski

Direct Messages 97

Favorites

Trending Topics

Following add

View All...

RSS feed



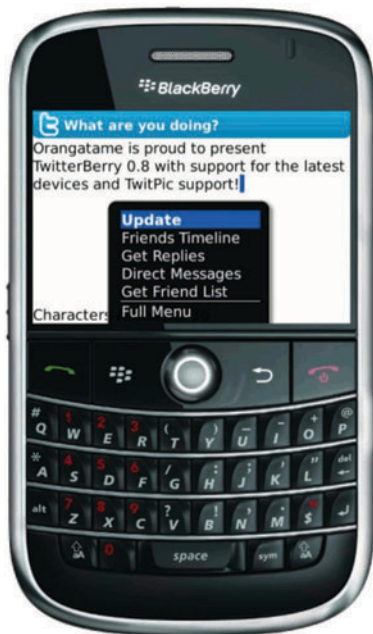
Twitter: TweetDeck lets you categorize information

The screenshot displays the TweetDeck application interface, which is designed for organizing and viewing tweets in a structured manner. The interface is divided into several vertical columns, each representing a different category or group of tweets.

- Top Bar:** Includes the application name "TweetDeck", a search bar with the text "What are you doing?", and navigation icons for Twitter and Facebook. It also shows "Remaining API: 20/100 Resets: 13:07" and a user count of "140".
- Columns:**
 - All Friends:** Displays tweets from all friends, such as "RT @Expert_Image: 'It opportunity doesn't knock, build a door.' -Milton Berle".
 - Group: Law:** Displays tweets related to law, including "Reading: 50 Domains with word geek - #imageek" and "On-Campus Online Notoriety Continues to Haunt Graduates".
 - Group: Tech & Marketing:** Displays tweets related to technology and marketing, such as "RT @ZoeSasha: @freshbooks is hiring! Gather 'round and read up on the positions available." and "Headed to airport, going to Amsterdam. Will swing by Forrester's Leadership Board meeting on Tuesday as next stop."
 - Replies:** Displays replies to tweets, including "RT @DougJasinski: Prepping presentation on social media for Cdn. Bar Assoc. BC Law Practice Mgmt Section tomorrow".
 - Direct Messages:** Displays direct messages, such as "sounds great Doug. will you be posting on your blog page?" and "Thanks for following VololLegal, can I see the press release when we go live?".
- Bottom Bar:** Shows the status "Last Updated: 13:03 with 2 tweets / next update 13:04" and "Twitter Status: All Good".



Twitter: TwitterBerry or Tweetie let you go mobile





LinkedIn vs. Twitter

- **Twitter moves fast.** (See “Rex Gradeless” - coming up)
- **LinkedIn**
- Connections are permission based
- Jasinski = member for 29 months.
- 59 connections
- **Twitter**
- Connections are unilateral
- Jasinski = member for 8 months.
- 430 followers



Twitter: Case Study 1 - Sending

- Remember Breck Shampoo commercials from 1970's?
- “She told two friends and they told two friends. . . .”





Twitter - Case Study #1

- Announced a seminar on Twitter.
- Time = approx 30 seconds.



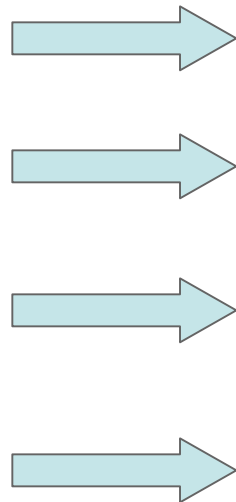
Presenting on Social Media/Networking to LMA Vancouver next week. LinkedIn, Twitter, Blogs & RSS at top of my list. Suggestions? Comments? 12:14 PM Jan 15th from TweetDeck





Twitter - Case Study #1

- 4 people “ReTweeted” the announcement



Replies 4

 @DougJasinski Facebook, Orkut if international. Good luck

vancouveresque, [+] Thu 15 Jan 12:33 via TweetDeck in repl!

 @DougJasinski Legal Onramp would be a good one to mention, too.

kevinaschenbren, [+] Thu 15 Jan 12:20 via TweetDeck in rep

 @DougJasinski followers 185, added since yesterday 0, average growth per day 2, predictions: tomorrow 187, next month 245 (twittercounter.com)

Thu 15 Jan 12:11 via TweetDeck Services

 RT @shaboom: social media for lawyers seminar in Vancouver by @dougjasinski <http://tinyurl.com/9pavef> (RT @erikmagraken)

• Rex7, Wed 14 Jan 20:26 via Search

 social media for lawyers seminar in Vancouver by @dougjasinski <http://tinyurl.com/9pavef> (RT @erikmagraken)

• shaboom, Wed 14 Jan 20:25 via Search

 RT @erikmagraken: social media for lawyers seminar in Vancouver by @dougjasinski <http://tinyurl.com/9pavef>

• lawfirmblogger, Wed 14 Jan 20:20 via Search

 social media for lawyers seminar in Vancouver by @dougjasinski <http://tinyurl.com/9pavef>

• erikmagraken, Wed 14 Jan 20:18 via Search



Twitter - Case Study #1


- Those 4 twitterers + my own (6672 + 2253 + 363 + 623 + 199)
- = **10,110 messages delivered**

Profile: Rex7



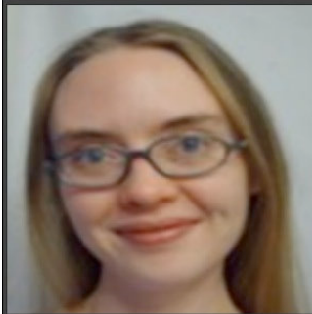
Twitter for legal community? Let's see: 3rd year law student, seeking litigation position, Published, Litigation Certificate, Marathon runner #Lawyer #attorney
 Location: St. Louis, Missouri
 Time Zone: Central Time (US & Canada)
 Joined: Mon 17 Nov 2008 18:23
 Following: 6889
 Followers: 6672
 Updates: 1286
 Favorites: 2
 Friend: No
 Notifications: No
 Protected: No
 Web: <http://socialmediaalawstudent.com/>
 Twitter: twitter.com/Rex7

Profile: Molly Gordon (shaboom)




Bringer of help, hope, and hilarity to Accidental Entrepreneurs. Knitter, bad princess, grandma, & gardener.
 Location: Seattle, Washington
 Time Zone: Pacific Time (US & Canada)
 Joined: Wed 21 Nov 2007 21:24
 Following: 2025
 Followers: 2253
 Updates: 1266
 Favorites: 259
 Friend: No
 Notifications: No
 Protected: No
 Web: <http://www.shaboominc.com/blog>
 Twitter: twitter.com/shaboom

Profile: Amy Derby (lawfirmblogger)



Law Firm Blogger : helping busy lawyers write better blogs
 Location: Chicago
 Time Zone: Central Time (US & Canada)
 Joined: Wed 29 Oct 2008 17:50
 Following: 393
 Followers: 363
 Updates: 143
 Favorites: 1
 Friend: No
 Notifications: No
 Protected: No
 Web: <http://lawfirmblogger.com>
 Twitter: twitter.com/lawfirmblogger

Profile: Erik Magraken (erikmagraken)

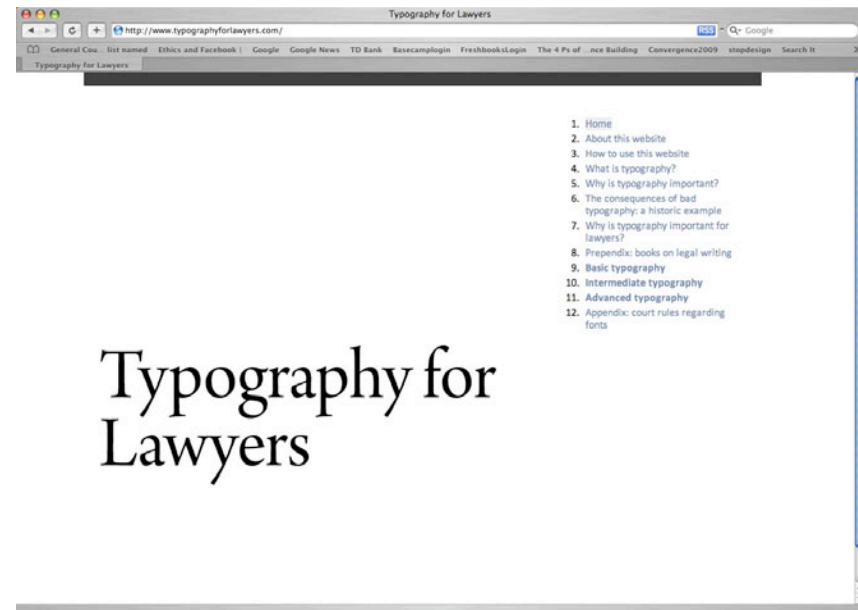


Personal Injury Lawyer (ICBC Claims Lawyer), Husband and Proud Father of 2 Great Boys
 Location: British Columbia, Canada
 Time Zone: Pacific Time (US & Canada)
 Joined: Tue 23 Sep 2008 16:52
 Following: 728
 Followers: 623
 Updates: 1167
 Favorites: 1
 Friend: Yes
 Notifications: No
 Protected: No
 Web: <http://icbdaw.com/blog/>
 Twitter: twitter.com/erikmagraken



Twitter: Case Study #2 - Receiving

- I came across an arcane resource for my niche via Twitter
- “Typography For Lawyers”
- Expert resource created by Lawyer + former Typographer





Twitter: Case Study #2 - Receiving

- Contacted by industry peer shortly thereafter w/ question from large international law firm client w/ typography question.
- Able to instantly provide relevant advice and valuable resource
- One month later, large international law firm = my new client.

Subject: Custom law firm fonts?

Hey Doug,
Some quick feedback if you can.
Have you heard of law firms retaining designers to create a custom font for the firm? And if not, do you have any design contacts within the legal industry that might confirm? If you have any thoughts, and could relay in the am, that would be great...
(Client)is in a bit of crunch for time.

Thanks much,

(Colleague)



Twitter for Lawyers

- “I have seen the future and his name is Rex Gradeless”
- 3rd year tech-savvy law student.
- **Joined twitter November 17, 2008**
- **By January 2009: 6000+ followers on Twitter.**

January 13, 2009 by [Lisa Kennelly](#)

Rex Gradeless (@Rex7) of Social Media Law Student [LexBlog Q & A]



Those on Twitter might know Rex Gradeless better as **Rex7**, the profuse tweeter of links on a variety of topics, many of them social media-related. He also has almost 6,000 followers after just under two months on Twitter, good for a No. 1 ranking on **LexTweet**.

Rex is a strong supporter of the power of social media, with the evidence to back it up. “The most rewarding part about Twitter is helping others and building relationships,” he says. “I can send out a request and get 5 people willing to help in seconds.”

Rex also blogs at **Social Media Law Student**, though unlike most bloggers he started on Twitter first and then founded a blog afterward. In his day job, he’s a third-year law student at Saint Louis University School of Law. We caught up with Rex via e-mail for this LexBlog Q&A to ask him about his extensive following, what his job prospects look like post-Twitter and what he’s learned that they don’t teach in law school.

See our e-mail exchange with Rex ([after the jump](#)).

Lisa Kennelly: When and why did you join Twitter?

Rex Gradeless: I joined Twitter on November 17, 2008. Hearing about effective uses of Twitter, and social media technologies, made me want to learn more about this service. Initially, Twitter looks bizarre and confusing. After a few minutes, you begin to understand how it works. I joined Twitter because I enjoy learning new things. Choosing a career where I would always be learning new things has always been important for me. That’s one reason I went to law school.

Source: lexblog.com



Twitter for Lawyers

- Rex Gradeless today:
- May 2009: 51,000+ followers
- Has developed a comprehensive blog resource w/ multiple student authors
- North America-wide profile in legal community

The screenshot shows the homepage of the "SOCIAL MEDIA LAW STUDENT" blog, a blog by Rex Gradeless. The page features a navigation menu with links for Home, About, Contact, Contributors, Privacy Policy, and Terms of Service. The main content area includes a "Lead Article" titled "Blackberry Bold vs. iPhone" with a sub-headline "LEAD ARTICLE Blackberry Bold vs. iPhone". The article text discusses the debate over which smartphone works better for the legal profession. Below the article is a "Share This" button. To the right of the article is a "SOCIAL MEDIA" sidebar with various social media icons including Digg, Justia, JDSUPRA, LEXTWEET, LinkedIn, ABA JOURNAL, lawyers, LegalBirds, and YouTube. The page also features a "FEATURED" section with a "Will Return Twitter Song In The Meantime" article and an "ATTORNEY GADGETS" section with a "Blackberry Bold vs. iPhone" article. The bottom of the page includes a "COURTROOM TECHNOLOGY" section with a link to "All Things ABA TECHSHOW 2009 (Day 3)".



Twitter for Lawyers

- Start by exploring LexTweet.com
- A collection of 3000+ lawyers & legal professionals on Twitter
- Get a sense of how other lawyers are using the medium.

The screenshot shows the LexTweet website, a service of LexBlog. The page features a search bar, navigation tabs for 'Community Tweets', 'Community Members', and 'What is Twitter?', and a 'RECENT ACTIVITY' section with several tweets. A 'DON'T GET LEFT BEHIND, GET YOUR OWN BLOG' section is also visible. On the right, there are 'TWITTER TESTIMONIALS', a 'JOIN LEXTWEET!' button, and a 'LEXTWEET TOP ATTORNEYS' list.

RECENT ACTIVITY

- New blog update: Where I was when history was made. <http://is.gd/gEua>
PaulKennedy, 1 minute ago from twhirl
- A lawyer who wants nothing and has nothing to lose is the most dangerous animal on earth.
ThatLawyerDude, 1 minute ago from TweetDeck
- Going to try for a "quick" visit to Ikea. (Not including the hour and 10 minutes each way
ryangoldvine, 1 minute ago from TwitterBerry
- @sglassmeyer: I want to ride in Trolley One!
mak506, 2 minutes ago from web
- #amgrat for the blessings of this wonderful, historic and extra-ordinary day.
jiversmn, 2 minutes ago from web
- trying to find an app to turn my iPhone into a TV remote. Anyone seen one?
conniecrossby, 2 minutes ago from twitterrific

LEXBLOG

First Name: _____
Last Name: _____

LEXTWEET TOP ATTORNEYS
Top attorneys being followed on twitter

Attorney	LexTweet Rank	Followers
Rex7	LEXTWEET RANK #1	7964 FOLLOWERS
BILLROMANOS	LEXTWEET RANK #2	6328 FOLLOWERS
JohnCulberson	LEXTWEET RANK #3	5609 FOLLOWERS
Alexis Martin Neely	LEXTWEET RANK #4	4956 FOLLOWERS
Lessig	LEXTWEET RANK #5	4129 FOLLOWERS

VIEW THE COMPLETE LIST



Twitter Do's & Don'ts for Lawyers

1. **Do:** Use your real name
2. **Do:** Replicate your offline network
3. **Do:** Be strategic about who you follow
4. **Do:** post your blog posts to Twitter
5. **Do:** Keep a balanced approach between professional and personal characteristics

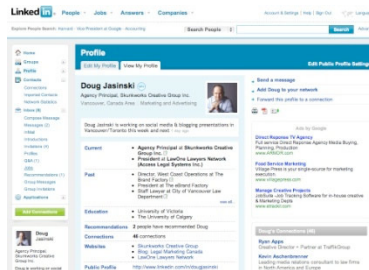
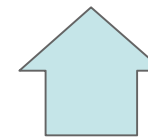
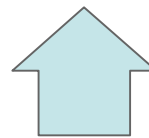
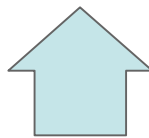
6. **Don't:** Try to solicit business directly
7. **Don't:** Tweet anything you wouldn't want quoted in the news
8. **Don't:** Tweet about a client without explicit permission
9. **Don't:** Tweet more than 10 times a day
10. **Don't:** Expect to read every thing in your Twitter feed. Jump in, jump out.

Source: Steve Matthews | 29 Do's and Don'ts | www.slaw.ca



Using Blogs as a Marketing Tool

Your blog can act as the hub of your social media strategy & enhance your personal digital profile





SKUNKWORKS
CREATIVE GROUP INC.®

Using Blogs as a Marketing Tool

Promoting Niche Practice Areas

All About Information

FRONT PAGE ABOUT ARCHIVE

Case Report - Ont. C.A. considers deemed undertaking rule
January 22, 2009 - 360 comments

On December 24th, the Ontario Court of Appeal issued a judgment on the deemed undertaking rule. It held:

- That it only prescribes use and disclosure of information obtained in discovery by the recipient (and not by the provider, whose privacy interest the rule protects)
- That it acts as a shield against production in a subsequent action subject to its exceptions, including the exception for court-ordered relief
- The "interests of justice" versus "prejudice" balancing test for court-ordered relief does not protect the personal privacy interest of an

2008 Finalist CLWBIES
Canadian Law Blog Awards

To search, type and hit enter

ALL ABOUT INFORMATION

A legal blog about privacy and access to information, protection of confidential business information and the law of production. It is authored by **Dea Mitchell**, a Toronto-based lawyer who works at **Mills & Keele**. Please read the Disclaimer below.

Canadian Trademark Blog

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Categories

- Branding
- Case Law
- Domain Name Disputes
- Domain Names
- Famous Marks
- Foreign Protection
- Legislation
- Protection & Enforcement
- Registration
- Trade-mark Oppositions
- Uncategorized

Popular Posts

- September Case Law
- Trademark Expungement Despite Plans for Future

Trade-marks Act Amendments: Put Down That Glass of Canadian Burgundy!
January 12, 2009

On December 31st, while many readers (and writers!) of the Canadian Trademark Blog were likely raising a glass to celebrate the New Year, long-awaited amendments to the Canadian Trade-marks Act quietly came into force. The changes pertain to Section 11.1 of the Act which deals with geographic indications. In particular, the amendments eliminated several terms from a list of wine names that had been deemed generic, and accordingly available for use by anyone, in Canada.

The amendments were motivated by an agreement struck in 2003 between the Canadian government and the European Community concerning trade in wine and spirits. Under the terms of that deal, the Canadian government agreed to amend the Trade-marks Act to gradually eliminate the use of certain European wine and spirit names on Canadian labels, thereby opening the door to European producers to apply for the protection of these names as geographical indications in Canada.

Read more...
SHARE

About The Authors

The authors of the Canadian Trademark Blog are all members of the Canadian law firm Clark Wilson LLP, based in Vancouver, Canada. Each author's practice focuses—either in whole or in substantial part—on Canadian intellectual property law. Together, they manage the trade-mark portfolios of local, national and international brand owners in nearly all industries and markets.

Human Rights in the Workplace
Discussing Canadian Human Rights Law Issues Affecting Today's Workplaces

About Donna Seale

I help companies prevent and resolve human rights issues in-house so they don't become costly external liabilities.

Im a lawyer with extensive knowledge and experience in the area of human rights law and the investigation and mediation of human rights complaints, having acted as both counsel to the Manitoba Human Rights Commission and its Board of Commissioners and as the Commission's Manager of Investigation & Mediation. In 2006, I founded my own consulting company, Donna M. Seale Consulting Services. Through my company, I provide public and private sector employers in Manitoba an experienced resource they can turn to for a practical approach to understanding and resolving workplace human rights issues and conflicts.

I also continue to work with the Manitoba Human Rights Commission by developing and delivering public education sessions in the area of workplace human rights law on their behalf.

My husband and I have twin daughters and live just outside of Winnipeg, Manitoba.

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- Man to Plea in Tocchet Gambling Case
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- BetOnSports Plc Agrees to Permanent Injunction Shutting It Out of the US Market
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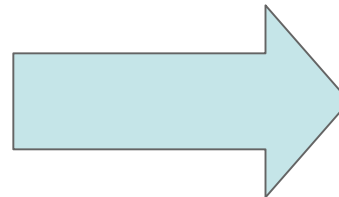
Topics

- Aboriginal Gaming
- Gambling Addiction
- Gaming Advertising

Two Former Neteller Executives Arrested in US
 The two Canadian founders and former directors of Neteller PLC, the Internet payment processing company, were arrested in the United States today. John David Lefebvre and Stephen Eric Lawrence, both originally from Calgary, Alberta, were charged with laundering billions of dollars in gambling proceeds. Lefebvre was arrested yesterday in Malibu, California and Lawrence was arrested in the U.S. Virgin Islands. The criminal complaints against them were unsealed in U.S. District Court in Manhattan yesterday. The press release from the United States Attorney General's Office is available here.
[Download as statement.pdf](#)
 January 16, 2007 in [Online Gambling](#) | [Permalink](#) | [Comments \(3\)](#) | [TrackBack \(0\)](#)

Man to Plea in Tocchet Gambling Case
 James Ulmer, an accomplice in an alleged multimillion-dollar betting ring that catered to professional hockey players will plead guilty tomorrow in a deal that guarantees his cooperation against NHL coach Rick Tocchet, according to The Star-Ledger of Newark. Ulmer will plead guilty to promoting gambling and conspiracy with the expectation he will serve up to 364 days in county jail. Ulmer, Tocchet and former state trooper James Harney were charged in February with taking more than 1,000 wagers worth \$1.7 million during a six-week period that ended with last season's NFL Super Bowl. You can read more [here](#).
 November 30, 2006 in [Gaming U.S.A.](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

James Giordano Held Without Bail
 James Giordano, the professional poker player accused of operating a \$3.3 billion gambling enterprise, was ordered held without bail today in a New York





Facebook

- Another entry point
- Many lawyers may/will have a facebook page for their “personal life”
- Increasingly personal & professional will blend

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font with a registered trademark symbol (®) to the right, is centered on a solid blue rectangular background.

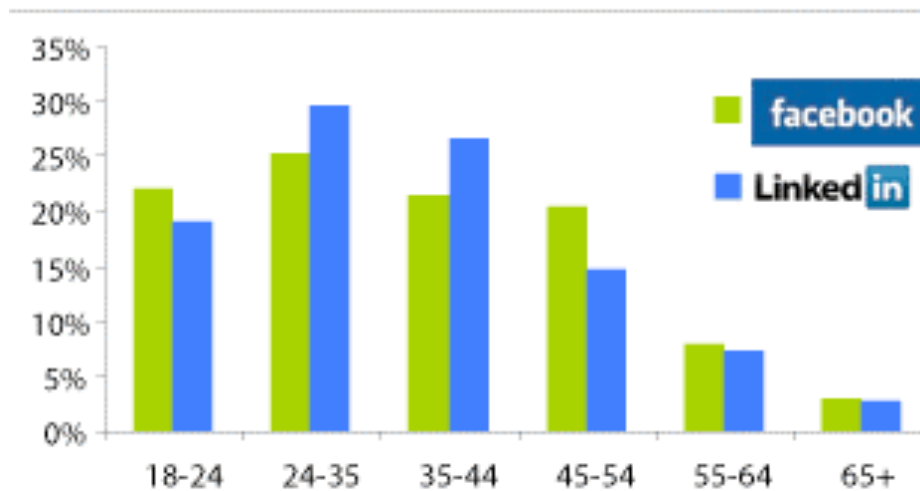


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Facebook vs. LinkedIn - Age Breakdown
June 2008



Source: [compete.com](http://www.compete.com)



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State	Subject Matter	Doc Type	Case/Document Name
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MA	Constitutional Law, Criminal Law, Science, Computers, & Technology	Legal Memorandum, Pre-Trial Motions	Motion for Entry of a Preliminary Injunction

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Documents Practice Info

Subject Matter	Case/Document Name
Personal Injury	Why A Speeding Vehicle Is Not Always At Fault For A Car Crash
Insurance, Personal Injury, Zoning, Planning & Land Use	How A Telephone Pole Can Be Responsible For A Car Crash

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Yesterday

Why a Speeding Vehicle is not Always at Fault for a Car Crash 2:12pm

As a personal injury lawyer I often hear comments along the following lines during initial consultations "The cops didn't give me a ticket so I'm not at fault" or "the other guy was ticketed for speeding so he was totally at fault". A common misconception is that if a driver is in violation of the [...]

January 16

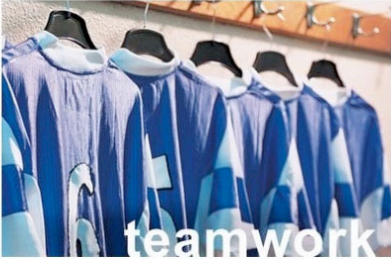
How a Telephone Pole can be Responsible for a Car Crash 1:58pm

One thing that I find irritating as a personal injury lawyer is when



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teamwork

Founded: **April 15, 1985**

▼ **Information**

Website: <http://www.munsch.com>

Company Overview: In 1985, six attorneys left one of the largest law firms in Dallas to form Munsch Hardt. Their idea was to create a new type of law firm, one that did not operate like the old guard firms. They envisioned a firm that was more energetic, agile and responsive; a firm that focused on the practice areas, industries and needs critical to a new generation of business leaders. Building on the philosophy of our founders, we are now one of the dominant players in Texas with more than 100 attorneys in... (read more)

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1 post by 1 person. Updated on January 9, 2009 at 7:45am

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2009 New Associate Class

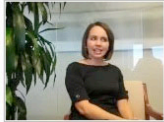
Robert Daniel	University of Texas School of Law
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The culture at Munsch Hardt...
0:21 Added about 3 months ago




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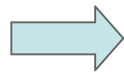
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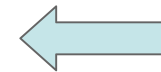
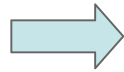
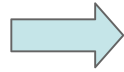


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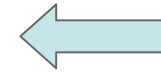
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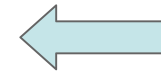
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Blending - add your Twitter posts into your blog

Kevin O'Keefe is the moderator of the *Legal Blogging group* on LinkedIn. If you're already a member of the *Legal Blogging group*, join the discussions or start your own. If you're not yet a member of the group, you can request to join.

TAGS: Blog Basics, LinkedIn, New Media, Social networking, discussion, legal blogging group, roundup

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JANUARY 17, 2009

by Kevin

Six ways to make people follow your blog and Twitter feed

'Good advice never ages,' says Steve Rubel, commenting in his link to a blog post at Hoover's Insight Blog titled 'Dale Carnegie and the Social Media.'

Dale Carnegie's seminal business book 'How to Win Friends and Influence People' came out in 1936. But you'd be hard pressed to find better methods for getting people to follow your

Search Engine Optimization
 Tech Issues

MARKETING BLOG RESOURCES ARCHIVES

@kevinokeefe
 Kevin's most recent twitter posts

Wow, Lextweet.com twitter legal community goes over 1,400 members; keep spreading the word guys. about an hour ago

RT @marshallk: added Lincoln's 1st and 2nd Inaugural speeches to word cloud comparison of Obama and Bush's <http://bit.ly/16Q2W> about 9 hours ago

RT @blawreview: @kevinokeefe Real President Has Blog <https://www.whitehouse.gov/blog/> about 5 hours ago

RT @mglickman: Maybe [blog describing accident] is a call to action for his employees to descend. pan hapless accident victim w/ brochures? about 10 hours ago

@commonscold: Twitter panel added to LegalTech New York <http://is.gd/gzX3> and I'm on the panel about 10 hours ago

'Driver of SUV Sustains Injuries In Utah Rollover' <http://is.gd/gzVI> This is a blog post? Seems like crap to me. about 10 hours ago

Wired's @stevenjayl: The Burden of Twitter <http://is.gd/gwhZ> ignoring blog & other social media while enjoying Twitter about 10 hours ago

@joshfruchter: LinkedIn for Lawyers 101 <http://is.gd/gyZl> about 10 hours ago

Tom Peters: Sixty-six years and 74 days, and I have never been so proud to be an American. <http://is.gd/gzSA> about 10 hours ago

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 Marketing Your Blog
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 Live LexBlog blogs for the week of 1/12-1/16
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2009 Associate Class

2009 New Associate Class

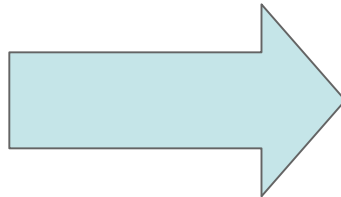
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David Dotson	SMU Dedman School of Law
Mike Gavin	SMU Dedman School of Law

2009 Summer Associate Class

Erreka Campbell	SMU Dedman School of Law
Meghan George	Texas Tech School of Law



Blending - add your blog posts into your LinkedIn profile



Add Connections

Doug Jasinski
Agency Principal, Skunkworks Creative Group Inc.
Doug is working on social media & blogging presentations in Vancouver/Toronto this week and next
1 day ago [Edit]

Your profile is 95% complete [Edit]

Education

- University of Victoria
- The University of Calgary

Recommendations 2 people have recommended Doug

Connections 46 connections

Websites

- Skunkworks Creative Group
- Blog: Legal Marketing Canada
- LawOne Lawyers Network

Public Profile <http://www.linkedin.com/in/douglasinski>

Summary

Marketing, advertising and branding services for lawyers, law firms and professional services organizations in the financial services, real estate, human resources and technology industries. Former practicing lawyer, advertising copywriter and brand strategist.

Specialties

Marketing strategy, brand development, website development and internet marketing. Corporate identities, print advertising and brochures for lawyers and other professionals.

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Legal Marketing Canada

Social Media For Lawyers Breakfast Seminar - LMA Vancouver January 21, 2009
Wed Jan 14 2009
For Vancouver area lawyers and legal marketers interested in the exploding world of Social Media/Social Networking and ... [read more](#)

Legal Marketing Canada

Seeking 16 BC Lawyers for focus group January 22, 2009
Fri Jan 02 2009
Courthouse Libraries BC is continuing the development of a major revamp of their web presence to be released later in 2009. As ... [read more](#)

Legal Marketing Canada

The Twitter Update: Day 90 and no end in sight
Tue Dec 16 2008

Doug's Connections (46)

Ryan Apps
Creative Director + Partner at TraffikGroup

Kevin Aschenbrenner
Leading media relations consultant to law firms in North America and Europe

Michelle Beaubien
Marketing Assistant at Oyen Wiggs Green & Mutala LLP

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Doug Recommends (1)

Ishan Ghosh, Executive Vice President
Strategic Planning & Partner, The Brand Factory

“ I had the privilege to work with Ishan early in...”

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Viewers of this profile also viewed...

Tina Lai
Senior Manager, HR & Corporate Communications

Heather Gray-Grant



Today's Session

3. Workplace Policy, PR & Brand Management



Social Media Policy - Resources

Establish social media policy with your authors at the outset:

- RESOURCES
 - Jaffe Associates - Social Media Policy Template
http://www.jaffeassociates.com/pages/articles/view.php?article_id=330
 - Doug Cornelius Blogging/Social Internet Policy for a Law Firm
<http://dougcornelius.com/2008/11/bloggng-social-internet-policy-for-a-law-firm/>
 - Kevin O'Keefe commentary on LexBlog
<http://kevin.lexblog.com/>



Controlling Content & Brand Management

Limiting Negative PR & Bad Press:

- Moderate comments to control dialogue to extent necessary
- Be prepared to live with negative feedback
- Social Media can be used for proactive PR - ensure your message is heard and is timely



Controlling Content & Brand Management

Blog PR example

BOUCKS LAW BLOG
justice systems canada .com
Hon. John C. Bouck

« CRIMINAL LAW – DOUBLE JEOPARDY | Main

January 18, 2009

CRIMINAL LAW – IVAN WILLIAM HENRY

1. Introduction

Visitors to this site may have read about the personal attacks on me coming from investigators hired by the B.C. Attorney General. The investigators did not bother to interview me before they condemned me publicly nor did they send me a copy of their report.

The attacks by the Attorney General arise out of a trial I conducted about 23 years ago where a jury convicted Mr. Henry of multiple counts of rape. Subsequently, the Crown brought dangerous offender proceedings against him and I found him to be a dangerous offender resulting in a life sentence.

This posting attempts to tell the other side of the story as compared to what has been published in the popular press. I am handicapped with respect to some of the details since I do not have a copy of the trial transcript or the investigators' report.

2. Pre-trial proceedings

Add me to your TypePad People list

ABOUT THE AUTHOR

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- Civil Justice Systems
- Court Organizations
- Criminal Jury Trials
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Vancouver Law Librarian Blog: Canadian Law Blogs

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Vancouver B.C. Region National World Weather Traffic Cams Today's Paper

Trial judge defends Ivan Henry's conviction

BY IAN MULGREW, VANCOUVER SUN JANUARY 18, 2009 COMMENTS (11)

STORY
PHOTOS (1)

Ivan Henry is believed wrongly accused for dozens of sexual assaults. The prime suspect in the assaults has not been named or contacted by police and prosecutors.
Photograph by: handout, .

The judge who presided over the 1983 sex-crimes trial of Ivan Henry reopened by the Court of Appeal has fired back in his blog at critics who have questioned the fairness of the trial.

Retired B.C. Supreme Court justice John Bouck says he did everything possible to ensure Henry got a fair trial and he continues to believe justice was done in spite of last week's announcement that another man

MORE ON THIS STORY

- Excerpt from the blog of B.C. Supreme Court justice John Bouck

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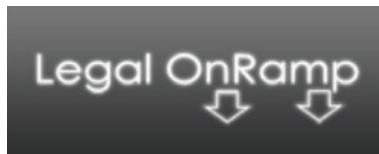
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[Give Content. Get Noticed.]



Why Social Media Matters

Key takeaways:

- The rest of the world is moving onto these forums - quickly.
- Your web presence has to move beyond the firm website.
- Law firms CANNOT bury their heads in the sand.

Thank You



Doug Jasinski, LL.B.
Agency Principal
604 739 8976
doug@skunkworks.ca
www.skunkworks.ca

Intrigue. Inform. Inspire.

