



Legal Social Media Seminars and Social Media Marketing Consulting
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David A. Barrett, Esq. is a business litigation and employment law attorney with Berkent Legal Services, P.C. in Greater Boston, Massachusetts. David has been in private practice since admission to the Massachusetts and Federal Court Bars in 2006.

David is also Director of Social Media for The Rainmaker Institute, the nation’s largest legal marketing firm, and Vice-President of Business Development for LawRex (the Lawyer Referral Exchange).

David’s use of social media and his blog “*The LinkedIn Lawyer*” have been featured in legal publications all around the country, including *North Carolina Lawyers Weekly*, *Michigan Lawyers Weekly*, *Missouri Bar Bulletin*, and *Massachusetts Lawyers Weekly*. In addition to guest blogging on *Lawyerist*, he guest blogs about social media and the legal profession on the *Total Practice Management Association* blog, the *LexisNexis Insurance Law* blog, and the *LexisNexis Workers Compensation Law* blog.

David frequently presents seminars and online webinars for lawyers on the topic of social media, including programs for The American Bar Association, West LegalWorks, Reed Business Seminars, the Georgia Bar Association, the National Constitution Center, the Massachusetts Bar Association, ExecSense Seminars, The Rainmaker Institute and for his own LinkedIn Lawyer Webinars.

David’s social media achievements include maintaining “The World’s Largest LinkedIn Lawyer Network,” being named one of “20 Twitterers Lawyers Should Follow on Twitter” by the *Legal Intelligence* blog, one of the “Top 50 Twitter Feeds” by the *Practical Paralegalism* blog, and one of the “Top 100 Twitter Feeds for Law Students” by *Online Best Colleges*.

David also provides services to lawyers that allow them to maintain a robust online presence while having time to practice law and run a law practice. David feels that “viral” or “spreadable” media is the key to unlocking the previously unseen marketing power of social networks, and wants to help lawyers break away from cliché lawyer marketing in order to venture into effective use of new media.

Seminar / Webinar Catalog

Facebook for Lawyers

- Why lawyers need a Facebook profile
- How to harness the multi-media power of Facebook
- Personal vs. Professional presence
- How Facebook can benefit your firm
- Facebook and lawyer ethics
- Facebook and viral/spreadable media
- Maximize content feeds into Facebook
- Facebook applications for lawyers
- When groups, fan pages and causes fail, and when they thrive and grow

Legal Blogging

- Surveying your area of expertise
- How microblogging with Twitter helps the blogger
- Legal blogging as your social network content hub
- Twitter engagement vs. blog engagement
- Guest blogging and strategic partnerships
- Choosing your law firm blog platform
- Blogging topics, titles and SEO
- Developing and ongoing system for capturing blog topics
- Legal writing and high quality blog content

Balancing Social Media and Practicing Law

- Steps to turn social media involvement productive using time management
- The importance of a social media policy, strategies and social media marketing plan
- Adopting a productive social media philosophy
- Techniques to build your online identity
- When administrative staff can help and what MUST be done yourself
- What tasks can be broken down into work units
- How systems can be set-up to leverage social networks on an ongoing basis
- Where to find internet tools to assist you
- Developing a systematic approach for blogging
- Managing 22 Tweets a day

Twitter for Lawyers

- How Twitter can help your business
- Understanding the Twitter culture
- Twitter vocabulary
- The anatomy of a Tweet
- Microblogging vs. conversational Tweeting
- Initiating and enhancing relationships
- Twitter and your networking targets
- Using Twitter to gain media attention
- How to effectively brand on Twitter
- Twitter feeds, social networks and static websites

LinkedIn for Lawyers

- Enhance your online reputation
- Grow your network
- Creating a robust, content rich profile
- Turn your profile into a business asset
- Drive more website traffic
- Why size matters
- Learn networking strategies / identify networking targets
- Increase capacity for lawyer to lawyer referrals
- Making the most out of existing LinkedIn Groups and groups you create and control
- Do's and Don'ts

Social Media for Lawyers

- Why social networking is permanently changing online business development
- Why a website is not enough
- How LinkedIn, Facebook, Twitter and blogs work together to enhance relationships
- Engagement marketing vs. interruption marketing
- The importance of an impressive profile to promote findability
- When to listen, when to engage
- Introduction to viral and spreadable media
- Attorney transparency and JD Supra
- Blogs and high quality content
- Social networking communities of interest

Recommendations and Testimonials

"David has developed true expertise with regard to leveraging social media networking and marketing to create more opportunities to find clients and referral sources. The way that he embraced this "new world" could even be called visionary."

[Tom McLain](#), *Shareholder & Attorney, Chorey, Taylor & Feil, A Professional Corporation*

"@barrettdavid is a star in the social media universe."

[Lance Godard](#), *Law Firm Business Development and Marketing Consultant, The Godard Group*

"David Barrett makes the inscrutable understandable to newbies, and he shows more experienced users how to leverage social media as an effective tactic for business development. Lawyers seeking help with social media could not find a more capable sherpa!"

[Julie Fleming](#), *Coach, consultant, and speaker for lawyers, Life at the Bar*

"As a fellow social media enthusiast and presenter, I am in a good position to say that David is a bonafide expert."

[Dr. Shaun Jamison](#), *Law Professor, Coach, Speaker*

"I consider David at the top of the social media and web-based marketing game."

[Martha Sperry](#), *Owner, AdvantageAdvocates*

"David A. Barrett, Esq. is the guru of social networking."

[Debra Tuomey](#), *Debra Tuomey, Attorney at Law*

"Not only am I an avid reader of his blog, but I have had the great pleasure of using David's assistance with social networking."

[Mina Sirkin](#), *Attorney, Sirkin and Sirkin*

"Dave communicates his expertise to newcomers without overwhelming them and also educates and challenges the sophisticated users. Dave is a maverick who is breaking new ground."

[Karen Yotis](#), *Site Coordinator, LexisNexis Insurance Law Center, LexisNexis/Emerging Solutions/Matthew Bender*

"David Barrett is one of the most knowledgeable, experienced, and influential Web 2.0 social media networkers currently online."

[Stephanie Williams, J.D.](#), *International Human Rights, Criminal Law*

"David has incredible depth of knowledge on the subject of social networking. Anyone who is interested in using this tool to enhance their professional life would be well-advised to make use of David's expertise."

[Barry Eagar](#), *Partner Cullen & Co*

"If you want to know how to get started online - or, for that matter, how to take your social media/networking strategy to the next level -- connect with David, watch what he does, and listen to what he has to say."

[Adrian Lurssen](#), *Communications Director, JD Supra LLC*

Media Attention

- [Massachusetts Lawyers Weekly: "How to Use LinkedIn"](#)
- [OnlineBestColleges.com: "Top 100 Twitter Feeds for Law Students" \(#47 out of 100\)](#)
- [LexisNexis Blog: "Are You LinkedIn? The Benefits of Online Social Media for Lawyers"](#)
- [Martindale Hubbell Blog: "The Travelers Guide to Twitiverse - Part 2: So Here We Are"](#)
- [Legal Intelligencer Blog: "20 Twitterers All Lawyers Should Follow on Twitter" \(#5 out of 20\)](#)
- [Maryland Bar Bulletin: "Welcome to the 21st Century, Web 2.0 and Social Networking"](#)
- [22 Tweets: "Twitterview with @barrettdavid"](#)
- [JD Supra Blog: "Lawyers to Follow on Twitter" \(#11 out of 736\)](#)
- [BlawgTalkRadio: "Tia Talks to David A. Barrett, Business Lawyer and Social Media Maven"](#)
- [Michigan Lawyers Weekly: "Sending a Tweet in the Right Direction"](#)
- [The LinkedIn Lawyer Blog: "Twitter for Law Firm Business Development"](#)
- [Topsy.com: Rated "Highly Influential" for Lawyer Tweeting](#)
- [Law.com: "Maintain a Web Presence to Help Your Job Search](#)
- [Practical Paralegalism: "Top 50 Twitter Feeds for Paralegals:](#)

Recent Seminars

- [ABA-CLE: "Online Social Networking Gets Professional: The Pitfalls vs. the Rewards](#)
- [West LegalWorks: "Online Networking Opportunities: Using Social Networking Sites for Competitive Advantage:](#)
- [National Constitution Center CLE: How to Be a Rainmaker in 2009 – LinkedIn, Twitter, Facebook and Blogs"](#)
- [Georgia Bar Association: "Marketing Yourself in the Online Legal Community"](#)
- [Reed Seminars: "What Lawyers Need to Know About Facebook"](#)
- [LinkedIn Lawyer Webinars: "Social Networking Basics for Lawyers"](#)
- [LinkedIn Lawyer Webinars: "Secrets of LinkedIn, Twitter and Social Networking Systems"](#)
- [LinkedIn Lawyer Webinars: "Online Network Building and Business Development"](#)
- [ExecSense Seminars: "What Lawyers Need to Know about Blogging"](#)
- [Suffolk Law School: "Facebook, LinkedIn, Twitter and Social Media for Law Students and Lawyers.](#)
- [American Law Institute – American Bar Association: "Social Media and Online Networking for Lawyers"](#)
- [Massachusetts Bar Association – "Online Business Development for Lawyers"](#)