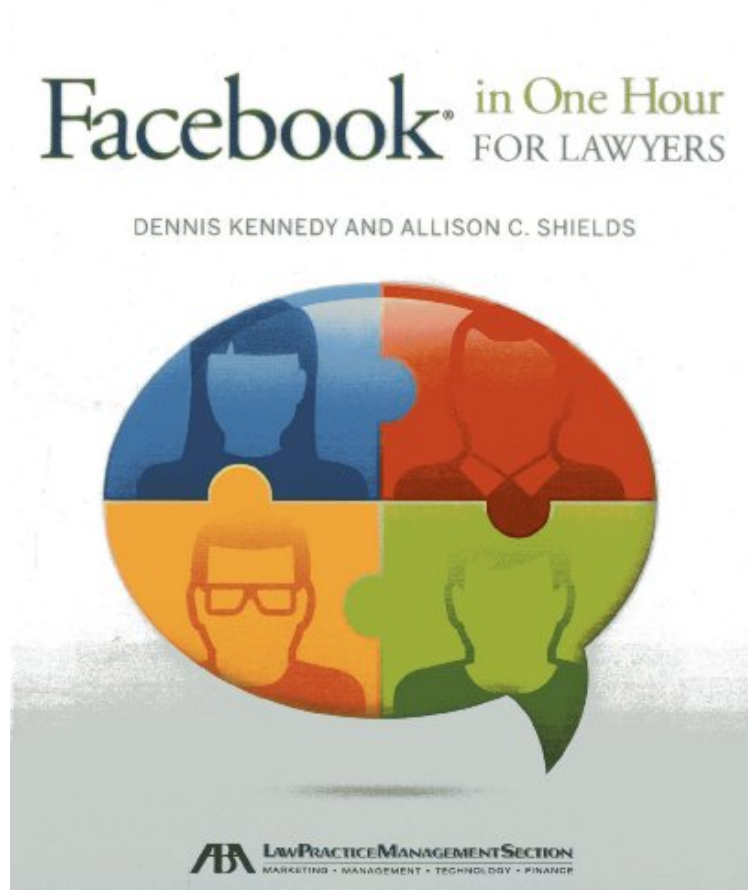


## Facebook in One Hour for Lawyers

*Dennis Kennedy, Allison C. Shields*  
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#2347010 in Books American Bar Association 2013-12-07Original language:EnglishPDF # 1 8.58 x .47 x 6.971, .90 #File Name: 1614385432173 pages | File size: 27.Mb

**Dennis Kennedy, Allison C. Shields : Facebook in One Hour for Lawyers** before purchasing it in order to gage whether or not it would be worth my time, and all praised Facebook in One Hour for Lawyers:

0 of 0 people found the following review helpful. Not very useful if you are already familiar with FacebookBy Matthew ColemanI was expecting some hidden secrets, but this book does not have them. You would probably have as much luck if you take advantage of the free help already available on Facebook.0 of 1 people found the following review helpful. Smart Marketing for the Small Firm LawyerBy Kenneth VercammenI read this book from cover to cover to help me write my book for the ABA, Smart Marketing for Smart Firm Lawyers. My staff implemented many of the ideas to improve our office. The ABA has the best books for helping attorneys, and this is one of them.You may also wish to purchase Smart Marketing for the Small Firm Lawyer List Price: \$59.95 Author(s): Kenneth A Vercammen Sponsor(s): Solo, Small Firm and General Practice Division Publisher(s): ABA Book Publishing ISBN: 978-1-62722-484-0 Product Code: 5150468 2014, 156 Pages, 7 x 10Marketing is essential to the growth of any enterprise. There are many low-cost and no-cost opportunities that exist. This book explores todays marketing

landscape and outlines its many facets for you in concise and easy to understand terms. Any business owner will tell you that marketing is vital to the success and growth of a venture, and a law practice is no exception! This book thoroughly explores today's marketing landscape and outlines its many facets for you in concise and easy to understand terms. This book will cover:

- \*Creating a blog for free\*
- \*How to leverage a wide array of social networking sites (like Facebook, Martindale Hubbell, Yelp, etc.)\*
- \*Best practices for marketing within the law office\*
- \*Low-cost and no-cost marketing activities\*
- \*Tips to increase your efficiency and reach\*
- \*and more!

Included with this book is a helpful CD-ROM with digital copies of all the exhibits used in the book and the various websites that are referenced. Learn how to make the most of the marketing opportunities that exist with *Smart Marketing for the Small Firm Lawyer*. Praise for *Smart Marketing for the Small Firm Lawyer*: "Vercammen's new marketing book belongs in the tool box and library of every lawyer regardless of firm size. Ken not only tells the lawyer WHAT to do, he shows the lawyer HOW to do it." Jay Foonberg Author of *How to Start and Build a Law Practice, 5th Ed*

Many lawyers use Facebook, the world's most popular social networking platform, to communicate with friends and family across the globe. But lawyers are missing a major opportunity if they do not consider the business possibilities of their Facebook accounts. With a few simple steps, lawyers can harness Facebook to market their services, grow their practices, and expand their legal network--all by using the same methods they already use to communicate with friends and family. *Facebook in One Hour for Lawyers* will show any attorney--from Facebook novices to advanced users--how to use this powerful tool for both professional and personal purposes. In just one hour, you will learn to:

- Set up a Facebook account
- Optimize privacy and other settings
- Create a profile and manage your timeline
- Find, organize, and manage friends
- Use Facebook search and navigation
- Participate on Facebook with updates, comments, likes, and timelines
- Send messages, join groups, and subscribe to feeds
- Establish a business page
- Monitor your Facebook network
- Develop a Facebook strategy to grow your legal network

About the Author Dennis Kennedy (St. Louis, Missouri) is an information technology lawyer, as well as a widely published author and frequent speaker on legal technology and Internet topics. Allison C. Shields, Esq. (Long Island, New York), Founder and President of Legal Ease Consulting, Inc., helps lawyers create productive, profitable and enjoyable law practices through practice management and business development coaching and consulting.