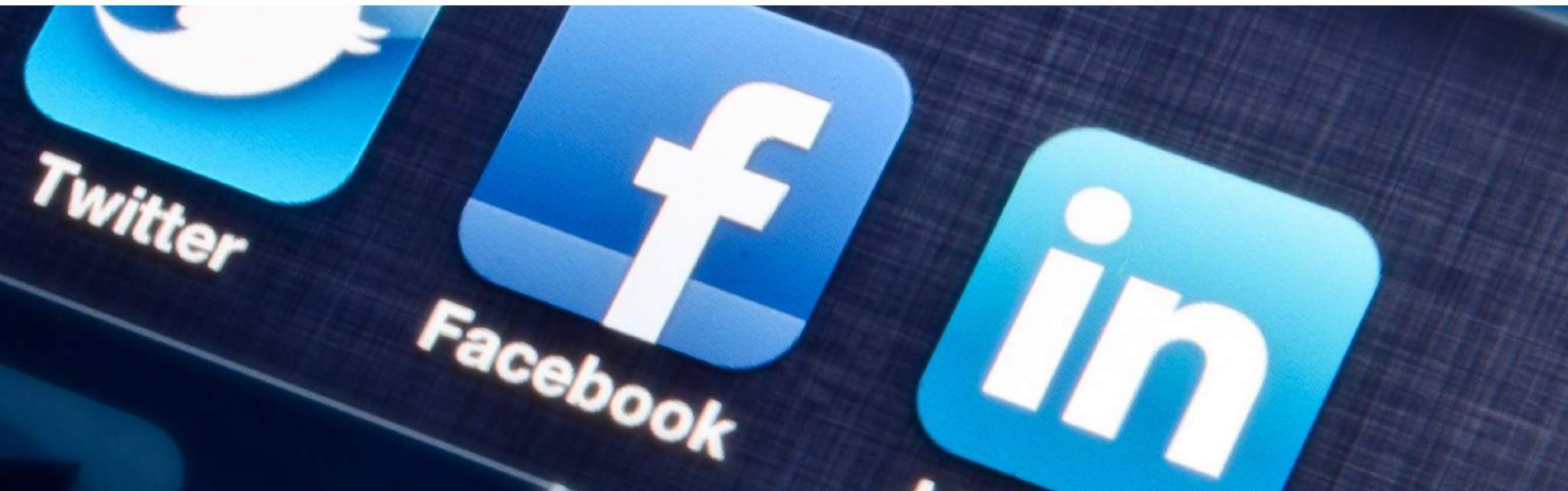


UpwardAction® Media presents

What's Hot in Social Media Marketing?

Practical strategies for lawyers.



**If it's WORKING,
it's HOT!**

**So, what's
working?**



**It's working if
it CONVERTS.**

**Stories &
Real-Time Acces**

Client Service

**Law & Human
Interest**





**Content that converts is wrapped around
your story, their need + an effective
solution.**

KEYS TO SUCCESS

4 Focal Points for Success in Social Media Marketing

S.M.A.R.T. Goals

**Content &
Medium**

Analytics

Conversion

Where is the action?



Instagram

LinkedIn

Twitter

Facebook



GOlive

Instagram

One of the fastest growing social networks.

Who's there?



Stories

Day in the life | A topic a week

Story Highlights

Frequently Asked Questions

Hashtags

Connect with relevant keywords

Video

Increase know, like and trust

Lawyers
should
help sort it
out, not
ramp it up.



is part of the
process, and I am
worthy of every
step, including
self-forgiveness.

- Alex Elle

Get out of
your own way.
(and then see
what happens)



Fear and
worry
have no
power.

- Melody Hansen

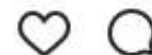
I just-I just
woke up
one day
and I knew.
What I was
never sure
of with you.





evansiplaw • Following
Las Vegas Convention Center

evansiplaw I had an amazing time in #Vegas at @nationalhardwareshow ✅ Here are pictures from the #pitchpanel. #Inventors did a great job #pitching their #inventions! 💪 Can't wait to see where they go from here! 🔥 #patentattorney #ip #patent #investinyouridea #trademark #nationalhardwareshow 🙌🎉👍



52 likes

6 DAYS AGO



My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style.

Maya Angelou



LANDLORD TENANT TIP

Under New York law, a Housing Court Judge can order:

1. Rent to be paid;
2. a Tenant out of an apartment,
3. a tenant back in the apartment,
4. repairs, or
5. money due to the tenant from the landlord/owner on counterclaims.

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"ATTORNEY ADVERTISING"
PRACTICE RESULTS DO NOT GUARANTEE A SIMILAR OUTCOME

This week is going to be filled with miracles, breakthroughs, good news, abundance and love.

MOTHER

[məTHər] *noun, verb*

1. A person who does the work of many. For free.

See also: crazy, masochist, saint, multi-tasker, teacher,



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LinkedIn

- Active Newsfeeds
- Hashtags
- Chat-like Messaging
- Live-Streaming



Share an article, photo, video or idea

 Write an article

 Images

 Video

Post

#Feminism 

#LegalProfession 

#LegalIssues 

#LawAndLegislation 


#Law 

#Careers 

#JobInterviews 

#HumanResources 

#BestAdvice 

#SocialEntrepreneurship 

#Philanthropy 

#Fundraising 

#Management 

#WhatInspiresMe 

#ShoppingAndTheRetailIndustry 

#Retailing 

Manage communities





Pin your favorite hashtags for quick access.

#Entrepreneurship 

#LeanStartups 

#ProfessionalWomen 

#E-commerce 

#Futurism 

#Innovation 

#Technology 

#SocialNetworking 

#SocialMedia 

#DigitalMarketing 

#AdvertisingAndMarketing 

#Branding 

#OnlineShopping 

#Fundraising 

#Philanthropy 

#SocialEntrepreneurship 

#Law 

#LegalIssues 

Twitter



More Access.

Build relationships

Less Noise

Be seen and get heard.

280 Characters

Make a bigger impact.

BE HELPFUL. MAKE FRIENDS.



D.C. Bar @DC_Bar · May 14

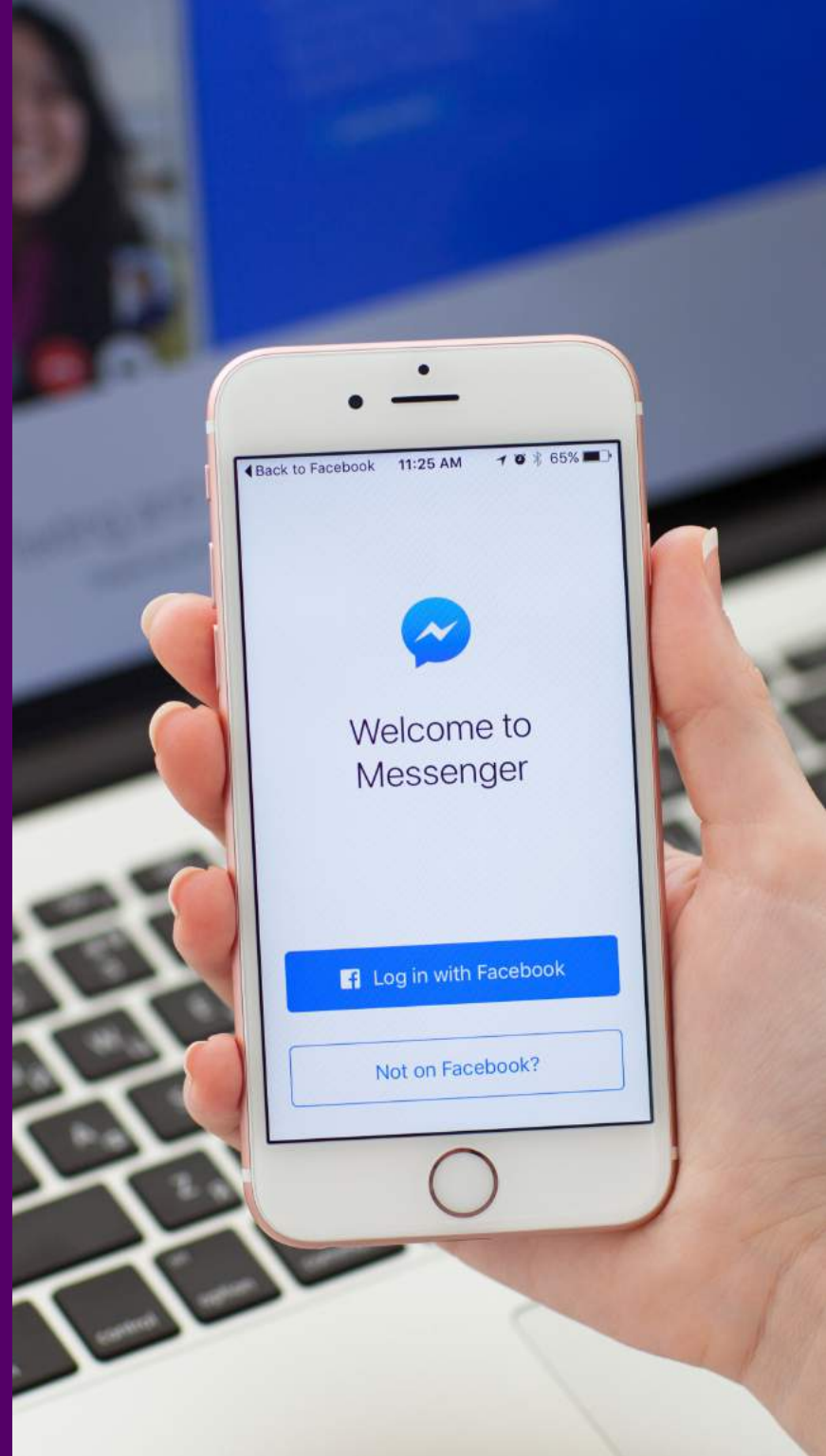
Thinking of hanging your own shingle? Before you do, hear from #experts like @danielmills, @CoachAnnaDC +@upwardaction about how to ease your transition to #solo practice. Step 1? Have a plan. tinyurl.com/ycm67ecq #MondayMotivation



Daniel M. Mills

Facebook

- Messenger
- Chatbots
- Stories
- Live Streaming



Human Interest & *Your* Law Practice



Complimentary Communities

- Podcasts
- Live Streams
- Associated brands

**THANKS FOR
YOUR
PARTICIPATION!**

TASHA "TC" COOPER

Founder of UpwardAction® &
creator of LawyersLaunchpad™



LET'S CONNECT!



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