

THE MISSOURI BAR  
11TH ANNUAL FAMILY LAW CONFERENCE

**IF YOU'RE NOT ONLINE,  
YOU DON'T EXIST**

*STAYING RELEVANT IN THE DIGITAL AGE*

2011 PRESENTERS

LEILA SHEA LAW, LLC

leilashealaw.com

LEILA SHEA CHRISTENSEN

*happy or heartbreaking, family matters*



HANNON'S STUDIO

the art of family • celebrate, create, contribute • shannonsstudio.com  
shannon christensen

ADVANCES IN COMPUTER  
TECHNOLOGY AND THE  
INTERNET HAVE CHANGED  
THE WAY AMERICA WORKS,  
LEARNS, AND COMMUNICATES.  
THE INTERNET HAS BECOME  
AN INTEGRAL PART OF  
AMERICA'S ECONOMIC,  
POLITICAL, AND SOCIAL LIFE

BILL CLINTON

## WHY STAY RELEVANT IN THE DIGITAL AGE OF SOCIAL MEDIA?

- Recognition
  - People will know that you exist and who you are before they meet you
  - Demonstrates you are up on current technologies
  - Creates the image of an opinion maker, industry expert and leader
  - Demonstrates contributions through mentoring and volunteering
- Reputation
  - Create and control the image you want to put across
  - Character is harder to tarnish
  - Can open (or close) doors, lends authority & credibility
  - Other's interactions show social proof that you can be trusted
- Recommendation
  - Networking with associates and peers who generate leads and opportunities
  - Other's "likes" and "links" show that your opinion has prominence
  - Gives other's confidence to share your name by word of mouth
  - Creating a collective public experience that is a record for endorsement
- Revenue
  - Manage my case because you manage your online image well
  - You can take a virtual hit without destroying all revenue streams
  - Can seal a deal with being demonstratively authentic
  - Strengthens you business brand and can use as a marketing tool

## AT THE CORE OF SOCIAL MEDIA IS BEING SOCIAL

BE CIVIL TO ALL;  
SOCIABLE TO MANY;  
FAMILIAR TO FEW;  
FRIEND TO ONE;  
ENEMY TO NONE

BENJAMIN FRANKLIN

### WHAT ARE THE SOCIAL AVENUES IN THE ONLINE AGE?

- Facebook (Personal and/or Law Firm Page)      <http://www.facebook.com>
- Twitter (Personal and/or Law Firm Page)      <http://www.twitter.com>
- LinkedIn (Personal and/or Law Firm Page)      <http://www.linkedin.com>
- Website (Personal and/or Law Firm Page)      <http://www.wordpress.com>  
   <http://www.weebly.com>
- Blog (Personal and/or Law Firm Page)      <http://www.wordpress.com>  
   <http://www.weebly.com>  
   <http://www.blogspot.com>
- YouTube (Personal and/or Law Firm Videos)      <http://www.youtube.com>
- Yelp (Law Firm, Local Reviews)      <http://www.yelp.com>

PEOPLE RARELY  
SUCCEED UNLESS  
THEY HAVE FUN  
IN WHAT THEY  
ARE DOING

DALE CARNEGIE

## QUESTIONS TO CONSIDER IN CREATING ONLINE CONTENT

Do you want to be more public or private? Who do you want to share content with? Do you want other's to help provide content? Do you want to entertain, inform, provide an escape? How often do you want to post? What's missing in our industry? What is the future?

## HOW TO STRUCTURE INTERNET CONTENT - 2 WAYS

### BY TOPIC

- Personal Interest (Art & Law)
- Conference Reviews
- Association Meeting Summaries
- Book Reviews
- Profile other Professionals
- Case Law Updates
- Products and Product Reviews
- Local & National Services
- Movie Reviews or Suggestions
- Financial Tips
- Commentary or Rebuttals
- Freebies
- Interviews
- Humor, Jokes
- Local Happenings
- Stories
- National Laws
- Local Movements, Charities

### BY THEME

- Personal Interest (Business & Law)
- Getting Back on your Feet after a Divorce
- Successful Family Values/Skills
- Living Happily Ever After
- All about Kids
- Single Moms
- Single Dads
- Children and Joint Custody
- Celebrity Parents & Families
- The Life of a (New) Lawyer
- Celebrity Law Breakers
- Family Non-Profits
- Family and Religion
- Teen Needs
- The Healthy & Happy Lawyer
- Conflict Resolution/Mediation
- Family Finances
- Law in Layman's terms

WE KNOW WHAT  
HAPPENS TO PEOPLE  
WHO STAY IN THE  
MIDDLE OF THE ROAD.  
THEY GET RUN OVER.

ANEURIN BEVAN

## LEAVE WITH 2 INTERNET CONTENT OUTLINES

### INTRODUCTION • ME

- Tell about yourself

### REVIEW • CONFERENCE OR CLASS

- Write a summary for someone who's never been to this conference or class