



**Axley**  
Attorneys Since 1885

New ideas, old values, hard work.®

# Catch Up... or Catch Ya Later: An Introduction to Social Media

Thursday, January 29, 2009

12 p.m.

Axley Brynelson, LLP

AXLEY BRYNELSON, LLP



# What is social media?

As a trend, **social media** is how people use decentralized, people-based networks to get the things they need from one another rather than from traditional institutions, like business or media.

As a technology, **social media** is any tool or service that lets you share information and network with others.

[www.advergirl.com](http://www.advergirl.com)

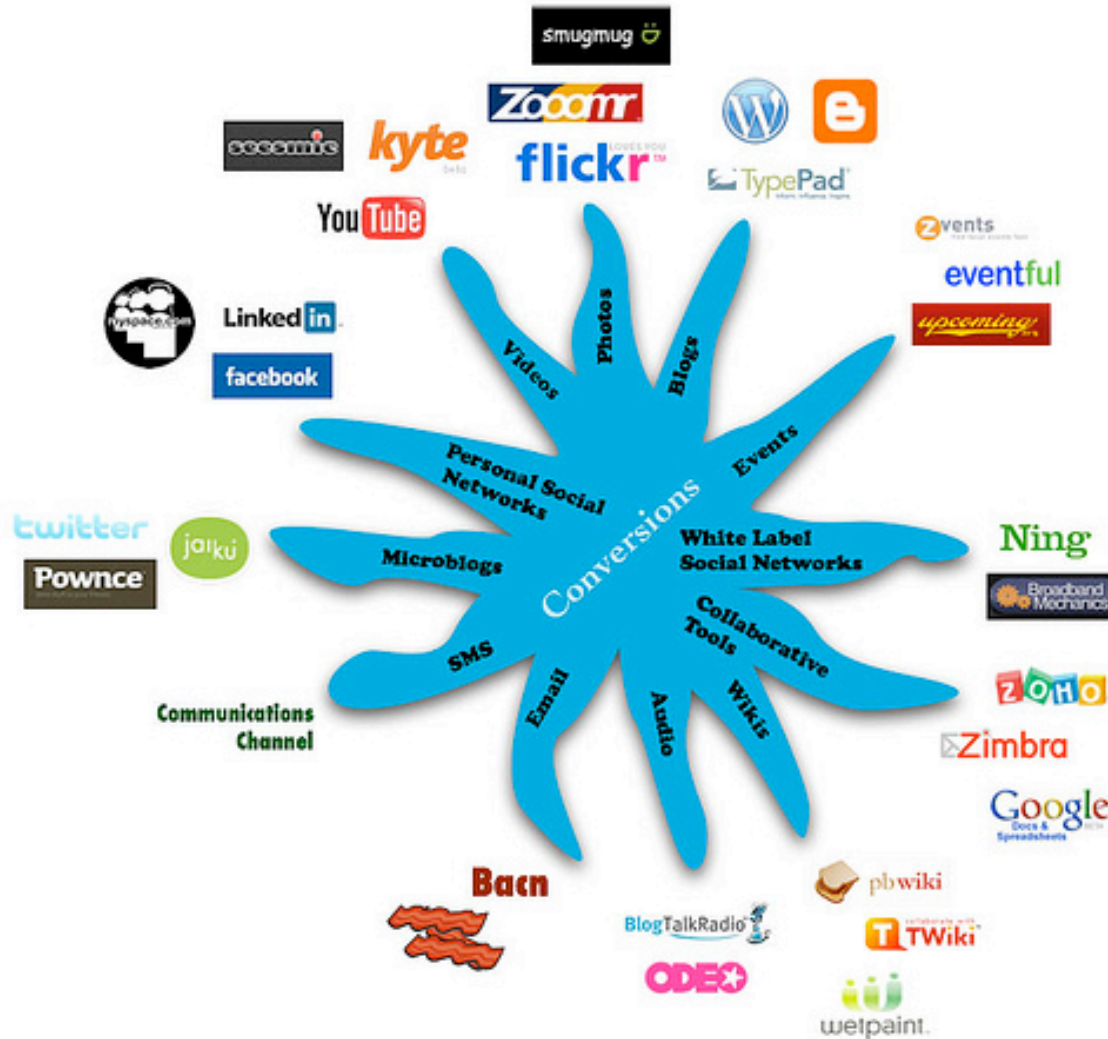
# Social media platforms





**Axley**  
Attorneys Since 1885

New ideas, old values, hard work.®



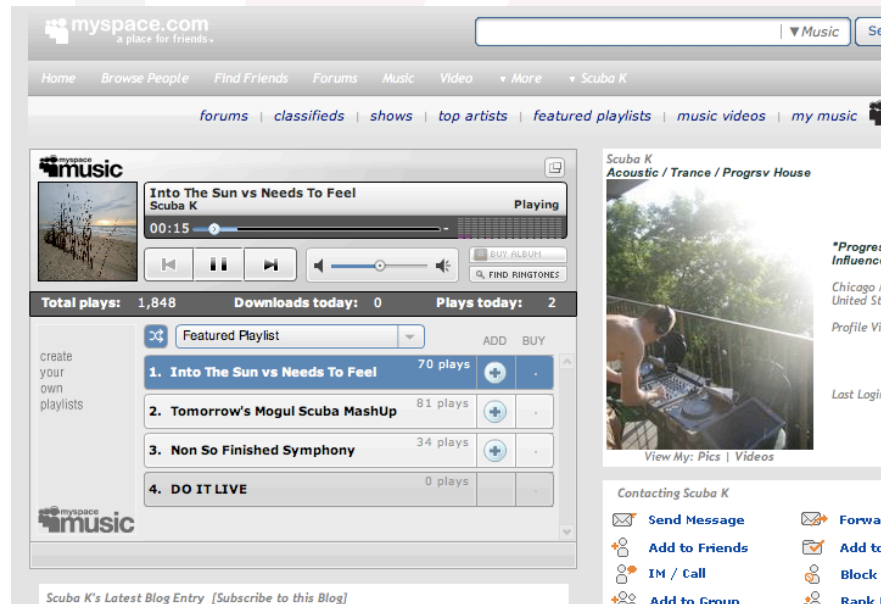
AXLEY BRYNELSON, LLP

“Power to the people - Social Media Tracker Wave 3,” Universal McCann.

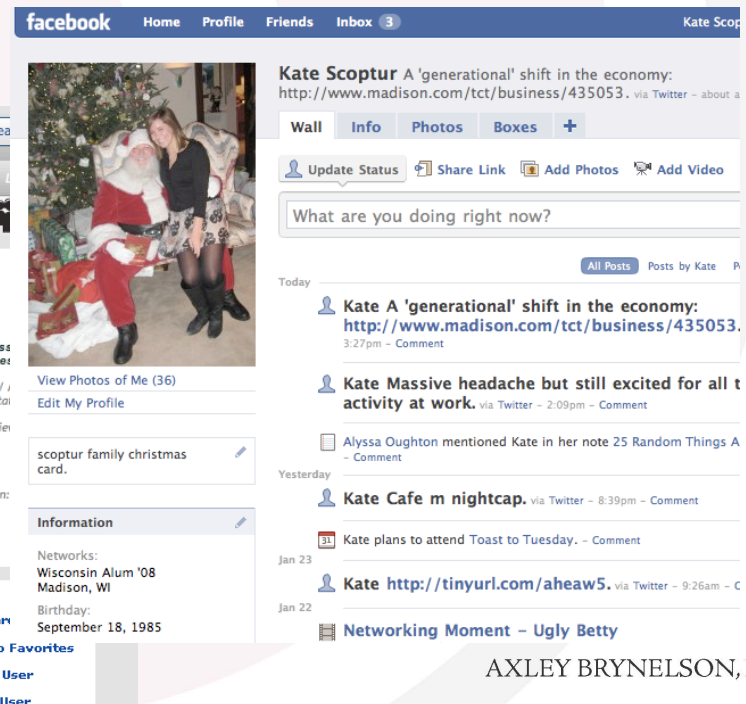


# Social networks

**Social networks** are sites that connect people with shared interests, backgrounds, etc.



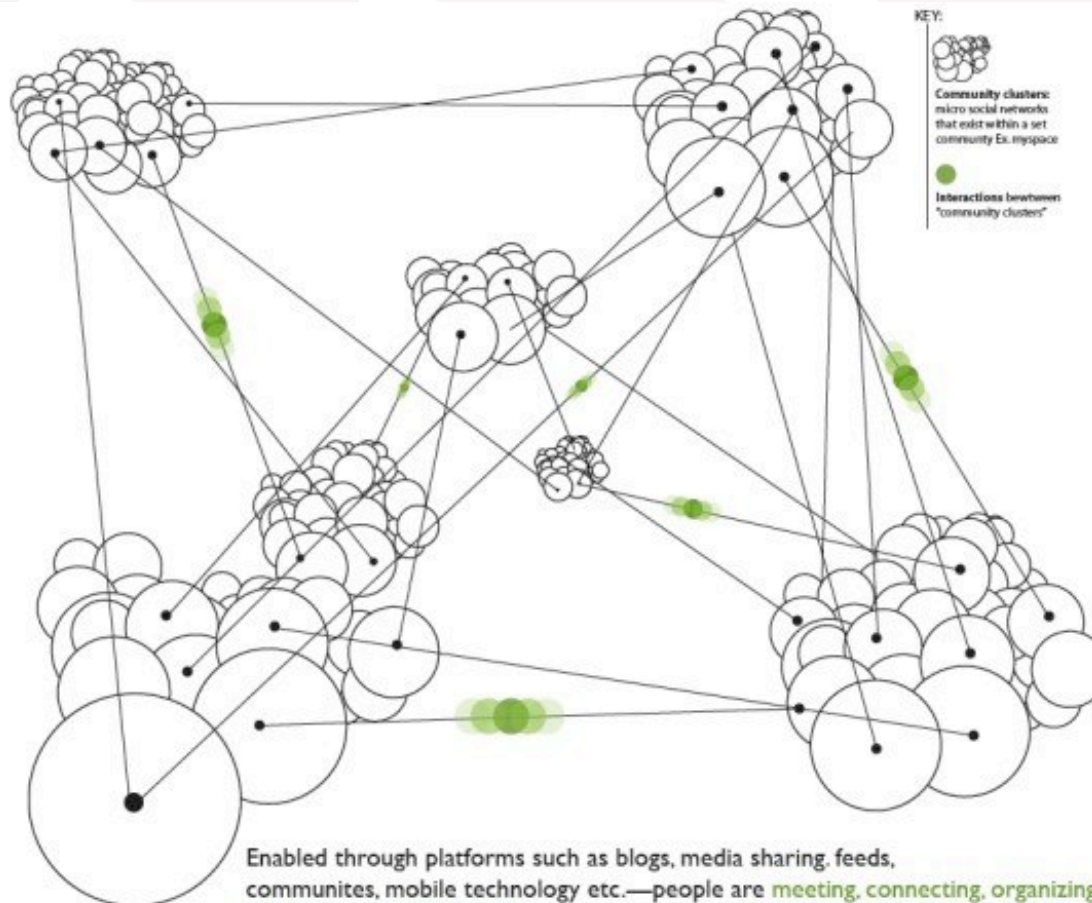
The screenshot shows the Myspace.com website. At the top, there's a navigation bar with "Home", "Browse People", "Find Friends", "Forums", "Music", "Video", and "More". Below this is a search bar and a "Music" dropdown menu. The main content area features a music player for "Into The Sun vs Needs To Feel" by Scuba K, with a progress bar and playback controls. Below the player is a "Featured Playlist" with four tracks: "Into The Sun vs Needs To Feel" (70 plays), "Tomorrow's Mogul Scuba MashUp" (81 plays), "Non So Finished Symphony" (34 plays), and "DO IT LIVE" (0 plays). At the bottom, there's a "Scuba K's Latest Blog Entry" link.



The screenshot shows a Facebook profile for "Kate Scptur". The profile header includes "facebook", "Home", "Profile", "Friends", "Inbox 3", and "Kate Scptur". The main content area features a photo of Kate Scptur with Santa Claus. Below the photo is a post titled "A 'generational' shift in the economy:" with a link to a Madison.com article. The post has a "Wall" tab selected, and there are buttons for "Update Status", "Share Link", "Add Photos", and "Add Video". The post text asks "What are you doing right now?". Below the post is a list of recent activity, including a post by Kate Scptur about a "massive headache" and a post by Alyssa Oughton mentioning Kate. The profile information section shows "Networks: Wisconsin Alum '08 Madison, WI" and "Birthday: September 18, 1985". At the bottom, there are buttons for "Send Message", "Add to Friends", "IM / Call", "Add to Group", "Forward", "Add to Favorites", "Block User", and "Rank User".

# Why are social networks important?

Visualizing the social network



# Social media & the legal industry

*“Social networking Web sites are just glorified directories - the 21st century version of the phone book or the legal directory.”*

“Social Networking May Pay Off in the End,” Law.com. June 9, 2009.

*“Blogging and podcasting are the 2009 versions of writing articles and giving CLE presentations.”*

ABA Journal, January 2009.

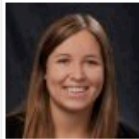
Almost 50% of lawyers are members of online social networks  
More than 40% of lawyers believe professional networking will change the business and practice of law over the next five years

“Survey Highlights the Power of Social Networks,” Law.com. October 24, 2009.

# What can you tell me about LinkedIn?

It's like a huge professional networking event, happening all the time, online.

**Kate Scoptur**  
Marketing Coordinator at Axley Brynelson, LLP  
Madison, Wisconsin Area



[Contact Directly](#)

[Get introduced through a connection](#)

**Current**


- Marketing Coordinator at Axley Brynelson, LLP

**Past**

- Marketing Intern at M&I Bank
- Customer Service Representative/Personal Banker at M&I Bank

**Education**

- University of Wisconsin-Madison
- Boston University
- Divine Savior Holy Angels High School

**Connections**  56 connections

**Industry** Marketing and Advertising

**Websites**

- [Axley Brynelson Web site](#)
- [My Web site](#)
- [Work Samples](#)


Public profile powered by: **Linked in**

Create a public profile: [Sign In](#) or [Join Now](#)

**View Kate's full profile:**

- See who you and **Kate Scoptur** know in common
- Get introduced to **Kate Scoptur**
- Contact **Kate Scoptur** directly

[View Full Profile](#)

 **Name Search**

# Why LinkedIn?

*“In my humble opinion, it’s the most powerful marketing tool out there. It’s a quick, simple way to manage a wide range of relationships.”*

Paul Trout, Akina Corporation. “Attorneys are getting LinkedIn to clients online,” *Wisconsin Law Journal*. September 22, 2008.

- Over 30 million members from over 50,000 companies
- 216,000 lawyers had LinkedIn profiles in June 2008, compared to 163,000 in April
- 60% of active LinkedIn users are business decision-makers
- 40 years old is the median LinkedIn user age
- Executives from all Fortune 500 companies are LinkedIn
- 45 Axley employees currently are LinkedIn



**Axley**  
Attorneys Since 1885

New ideas, old values, hard work.®

# How do I get started?



[www.linkedin.com](http://www.linkedin.com)

AXLEY BRYNELSON, LLP





**Axley**  
Attorneys Since 1885

New ideas, old values, hard work.®

## Some testimonials

From a partner at Davis & Kuelthau, s.c. in Milwaukee...

“In response to two of his emails asking clients to connect, not only did they accept his invitation, but also, they contacted him, saying, ‘I’ve been meaning to get in touch with you about...’. Two new matters landed on his plate, with very little effort on his part.”

“Attorneys are getting LinkedIn to clients online,” Wisconsin Law Journal. September 22, 2008.

## Some testimonials

Attorney Thomas N. Shorter, “a shareholder in the Madison office of Godfrey & Kahn S.C., says he has LinkedIn set as his homepage. Every time one of his 200 or so connections adds a connection, he is notified of that. If the new connection is someone that Shorter would like to know professionally, he telephones his connection and asks him to or her to make an introduction. This has happened a number of times since joining LinkedIn in February, and he’s garnered a number of new cases and clients via this method.”

“Attorneys are getting LinkedIn to clients online,” Wisconsin Law Journal. September 22, 2008

# On LinkedIn Q&As

On LinkedIn Q&As...

“I use LinkedIn quite a bit to write articles. I am an attorney. If there is a specific legal issue I want to write about, I will submit the issue to all the attorneys in my network. The answers often give me new direction and insight into the subject matter.”

Brian Cuban, via LinkedIn questions

# Another way to use LinkedIn

“Lawyers are under a lot of pressure to bill so they know how to value their time. A lesson some of the rest of us could learn from. The way you can help them is to find the specific areas where they can comment. It is time consuming looking for appropriate topics, questions to answer and blogs to contribute to. If you or their admin could filter the opportunities you may have some success breaking through.”

Reno Lovison, LinkedIn Answers



# Axley

Attorneys Since 1885

New ideas, old values, hard work.®



AXLEY BRYNELSON, LLP



# On social media

*“The can of worms is open. It’s much better to be a participant than not. But, walk, don’t run.”*

Kurt Karlenzig

USE SOCIAL MEDIA to:

- Look at things in a new way
- Break down barriers, and
- Solve problems through collaboration

# For more thought

[“What is social media and why should I care?”](#)

[“The Tao of Twitter”](#)

[“The Video Revolution”](#)

Common Craft videos  
on [LinkedIn, part one](#)  
on [LinkedIn, part two](#)  
on [Twitter](#)  
on [Social Networking](#)



Axley  
Attorneys Since 1885

New ideas, old values, hard work.®

# Questions?

[View slide show online on SlideShare.net](#)

Kate Scoptur

Axley Brynelson, LLP

[www.axley.com](http://www.axley.com)

w. 608.260.2484

e. [kscoptur@axley.com](mailto:kscoptur@axley.com)

[www.linkedin.com/in/katherinescoptur](http://www.linkedin.com/in/katherinescoptur)