

Social Media- What Counts?

March 2012

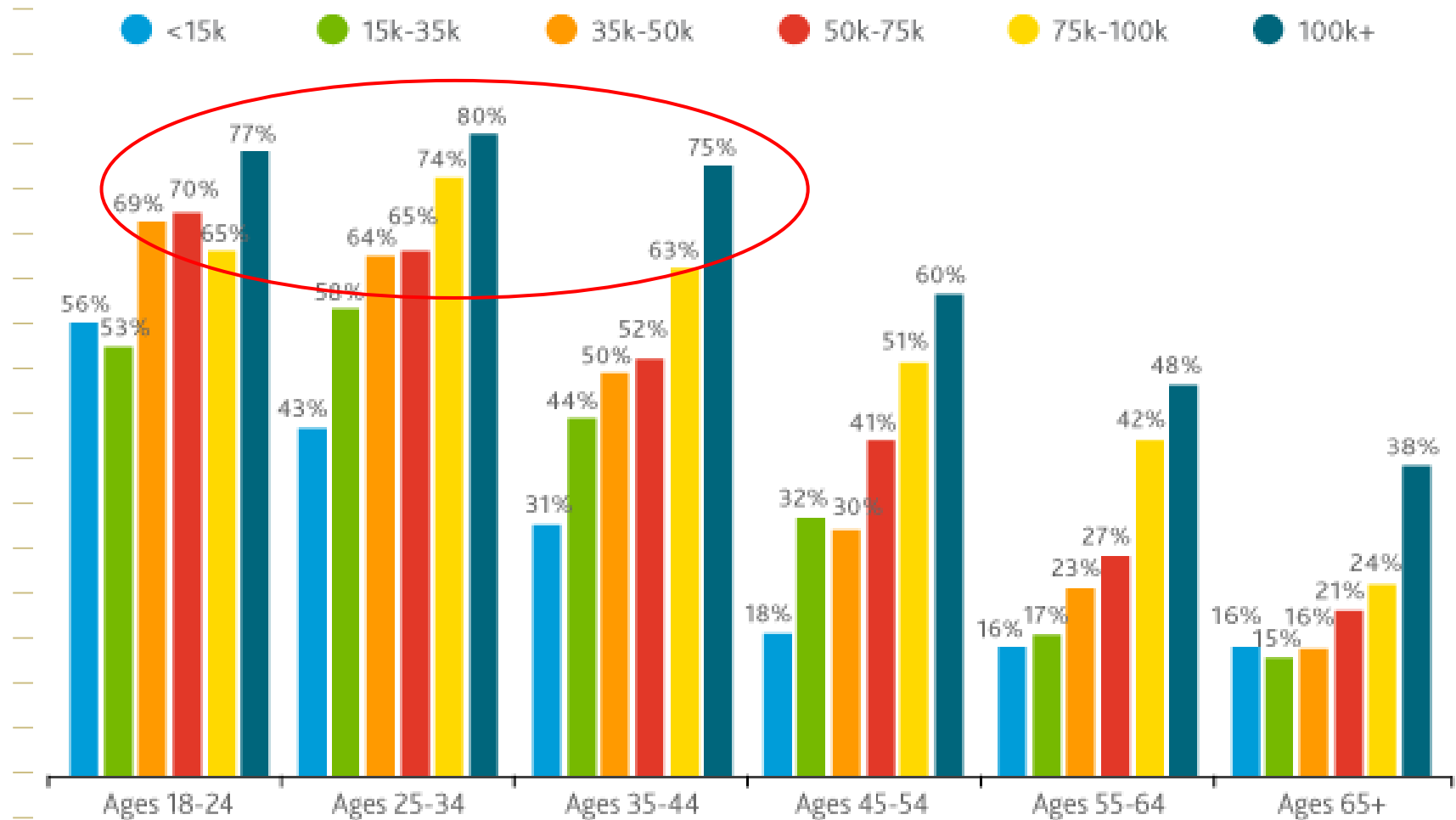
Russell Lawson

Agenda

- Start with Planning
- Brief Overview – Big Five
- What are Relevant Metrics?
- Boosting ROI

Smartphone Penetration by Age and Income

January 2012



Source: Nielsen

nielsen

Mobile devices are used throughout the day



67%

lying in bed



47%

waiting for
something



39%

while watching TV



25%

commuting



22%

spending time
with family



19%

in the bathroom



15%

while shopping



15%

at social gatherings

Get Inside Your Buyer's Head

- Demographics + Psychographics
- Understand their problems, using their language.
- Focus your message on solving their problems, *using their language*.
- Know where your buyers go to look for solutions to those problems. Be there.



Determining Your Investment

- How much time and/or money are you willing and able to commit?
- Most online tools don't cost (much) money, but hiring someone to do the work does.
- Different activities take different amounts of time.

Put It All Together

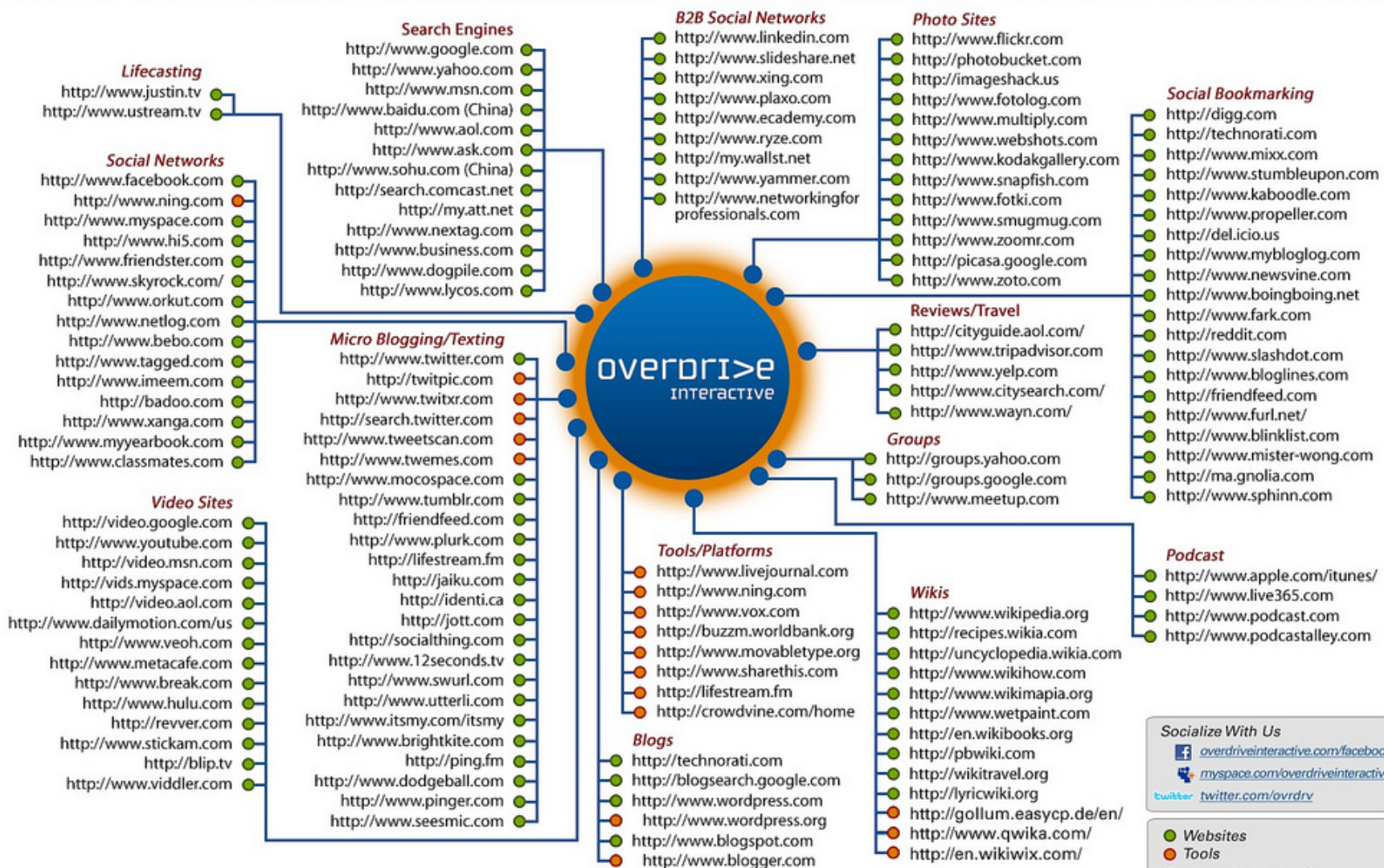
Look at each channel and ask these questions...

1. Does my current business profile/culture/climate fit with this channel?
2. Are my buyers using this channel to solve their problems/fill their needs?
3. Can I consistently invest the amount of time needed to successfully leverage this channel?
4. Does it fit with the other channels I am considering?



Overdrive Interactive Social Media Map

The Stuff We Think You Should Care About



Overdrive Interactive is an online marketing services firm that helps companies create genuine and lasting connections with their target audiences and customers using Social Media Marketing, Search Engine Marketing and Online Media. Learn more by visiting us at www.OverdriveInteractive.com or call 617-254-5000.

Socialize With Us

overdriveinteractive.com/facebook

myspace.com/overdriveinteractive

twitter.com/ovdrv

● Websites
● Tools

Are we missing one?
Submit your website and see
the expanded version at
overdriveinteractive.com/social-media-map

THE CMO'S GUIDE TO: THE SOCIAL LANDSCAPE

2010 IS THE YEAR CMOS WILL HEAVILY INVEST IN SOCIAL MEDIA. HERE'S A GUIDE TO HELP YOU UNDERSTAND HOW BEST TO LEVERAGE MAJOR SOCIAL MEDIA SITES.

GOOD!

OK.

BAD!

WEBSITE

CUSTOMER COMMUNICATION

BRAND EXPOSURE

TRAFFIC TO YOUR SITE

SEO

twitter

A microblogging site that enables users to send 'tweets', or messages of 140 characters or less

Use keyword search monitoring through a program such as Hootsuite, TwitJump or Radian 6 to track what people are saying about you and your competitors.

Offers unique opportunities for Web site integration and to engage with customers in a viral way, helping your company stand out from the masses.

Potential can be large, but promotion is an art form -- promote your brand too heavily and turn off followers, yet don't promote enough and receive little attention.

Value to your site's SEO is limited, but tweets will rank high in search results -- good for ranking your profile name and breaking news, though shortened URLs are of little benefit.

facebook

A social networking site where users can add friend, send messages and build their own profile

Great for engaging people who like your brand, want to share their opinions, and participate in giveaways and contests.

Facebook brand pages are great for brand exposure. Jump-start your brand exposure through the ad platform, or hire a Facebook consultant to help you grow your brand presence.

Traffic is decent and on the rise thanks to share buttons and counters, but don't expect massive numbers of unique visitors to go to your site.

Little to no value, aside from blogs picking up and featuring your posted links. Not worth the time expenditure.

Linked in

A social networking site for business professionals

Not the primary focus, but customer engagement opportunities are possible by answering industry-related questions, establishing yourself as an expert in the field.

Effective for personal branding and demonstrating your organization's professional prowess. Encouraging employees to maintain complete profiles to strengthen your team's reputation is advisable.

Unlikely to drive any significant traffic to your site, though you never know who those few visits might be from -- perhaps a potential client or customer.

Very high page rank -- almost guaranteed on the first page of search results -- especially for your company name or individual employees' names, but that's about it.

You Tube

A video sharing website where users can share and upload new videos

Whether you seek to entertain, inform, or both, video is a powerful channel for quickly engaging your customers, responding to complaints, and demonstrating your social-media savvy.

One of the most powerful branding tools on the Web when you build your channel, promote via high-traffic sites, and brand your videos.

Traffic goes to the videos. If the goal is to get traffic back to your site, then add a hyperlink in the video description, but don't expect traffic to correlate closely with video views.

Very good for building links back to your site because videos rank high. Also a tried-and-true way for your brand to gain exposure.

What Will You Measure?

Attorney Social Media Plan Worksheet for _____
Date: _____

<i>Detail</i>							
<i>Social Medium</i>	Use (Y/N)	Implementation date	Responsible (lawyer/staff)	Audience/target	Activity, content	Keywords	Goal
Martindale.com							
Martindale Connected							
LinkedIn.com							
Facebook.com							
JDSupra.com							
Twitter.com							
Yammer.com							
Delicious.com							
YouTube.com							
Vimeo.com							
Flickr.com							

Build a 6-Month Plan

- Throttle – one new thing each month
- Prioritize
- Define specific time blocks, for example: 2 hours per week first month, 3 hours second month, 4 hours third through sixth
- Fill in the slots with your channels.
- Get out your calendar and block out the time on your schedule.



The Big Five

- Facebook - > 845 million
- Twitter - > 200 million
- LinkedIn - > 200 million
- Blogs – 181 million
- YouTube - > 152 million

Facebook

- 1 out of every 7 people on earth, half log in daily – 46% men, 54% women
- 35+ demographic represents 1/3 of user base
- 18-34 year olds – 48% check FB right when they wake up, 28% on mobile phones before getting out of bed
- 71% of U.S. web audience on FB
- Source: Mashable.com

Twitter

- 48% men, 52% women – 60% outside U.S.
- 52% update status daily – 37% login through mobile device
- 25% follow a brand, 67% will purchase that specific brand
- 48% of user base is “in college” – but only 8% of teenagers report use
- Source – gigaom.com and Pew Internet & American Life Project

LinkedIn

- Replacing the Rolodex and email lists
- 88 million U.S., 112 million non-U.S.
- 17 million in groups, 1.2 million posts and comments per week
- 6 million+ sales professionals; 4 million+ engineers; 4 million+ IT professionals; 2.5 million+ finance professionals; 1.4 million+ accounting professionals
- Source – LinkedIn.com

Blogging

- Key tactic in “owned media” and website search engine optimization
- May be declining in use among teens (about half as many bloggers since 2006)
- Use appears to be growing in 35+ demographic
- Mobile – 47% of American adults use cell phones and tablets computers to get their news
- Source - Pew Internet & American Life Project

YouTube

- 800 million monthly visitors – 4 billion views per day – 70% of traffic non-US
- 62% of visitors in 35+ demographic
- Average user spends 15 minutes a day watching
- Second largest search engine on internet
- Source – comScore.com and YouTube.com

Facebook Metrics

- Updates - frequency
- Friends – social activity and messaging
- Fans – word of mouth
- Like – more word of mouth across platforms

Facebook Tips

- Offers and interests must go together
- Friends and Fans are the main distribution channels
- If you are in other channels, automate your updates
- Treat Facebook like a broadcast channel
- Audiences are communities of mutual interest

Status update is key – 90% of Facebook users interact via the news feed



North Carolina & Vir... Sands Anderson Google

www.facebook.com/profile.php?id=1155920899

Doodle: easy ... Imported Fro...

facebook Search Sands Anderson Find Friends Home

Sands Anderson

Worked at Sands Anderson PC Add your school Add your hometown Edit Profile

Update Status Add Photo / Video

What's on your mind?

Wall

- Info
- Photos
- Notes
- Friends
- Subscriptions

Find Friends

- Best Friends
- Coworkers
- Classmates

Friends (35)

- Nancy Leyes My...
- Mark Beese

Sands Anderson

Lee Byrd has been elected President of the firm. <http://bit.ly/zHNVR5>

Virginia business: Sands Anderson litigator to head firm

www2.timesdispatch.com

L. Lee Byrd has been named president of the Richmond-based law firm of Sands Anderson PC.

Like · Comment · Share · February 27 at 9:39am

Sands Anderson

Let's Talk about Virginia's General Assembly, February 27, 2012 with Ben Lacy and Jayne Pemberton <http://bit.ly/yBpEP3>

Let's Talk about Virginia's General Assembly, February 27, 2012 with Ben Lacy and Jayne Pemberton

www.youtube.com

Weekly recap for Monday, February 27, 2012, of Virginia General Assembly activity from the Lobbying group at Sands Anderson PC, Ben Lacy, Virginia lawyer, an...

Like · Comment · Share · February 27 at 9:38am

Sands Anderson

Ben Lacy, lobbyist, reports on the second week of Virginia's 2012 General Assembly.

<http://www.youtube.com/watch?v=-Tfk7IGohMs&list=UUHu541CnA5xp31qTMS1uLg>

<http://www.youtube.com/watch?v=-Tfk7IGohMs&list=UUHu54>

People You May Know See All

- Susan Greenbaum**
7 mutual friends
Add Friend
- William Martin**
5 mutual friends
Add Friend

Sponsored See All

- Diana Lyons** likes Target.
Target Like
- Diana Lyons** likes Walmart.
Walmart Like

New Marvel Game!

You are SHIELD's newest recruit! It's your job to assemble and train a team of all your favorite Marvel heroes! Click to learn more!

Guy Gear. Dirt Cheap.

Get up to 80% off on top tier guy brands at JackThreads. Exclusive pricing for members. Join now for free and start saving.

111,749 people like JackThreads.

Twitter Metrics

- Tweet frequency is under your control
- Can't track analytics because app users are not counted in Twitter.com
- Add Google tagging or use a link shortener (bit.ly, tiny.cc, goo.gl) to YouTube tweets to count clicks
- Totals to watch: Followers, Lists
- Success: direct message

Twitter Metrics

North Carolina & Vir... Sands Anderson PC Google

Twitter, Inc. [US] <https://twitter.com/#!/sandsanderson>

Doodle: easy ... Imported Fro...

Home @ Connect # Discover Search

 **Sands Anderson PC**
@SandsAnderson
legal services for business, government and insurance
Virginia, North Carolina <http://www.SandsAnderson.com>

Follow 801 TWEETS 66 FOLLOWING 228 FOLLOWERS

Tweet to Sands Anderson PC

@SandsAnderson

Tweets

Following Followers Favorites Lists Recent images

Similar to Sands Anderson PC

Edward Wiest @erwiest Follow
Jackie Hutter @IPStrategist Follow
Susan Cartier Liebel @SoloPracticeU

Tweets

 **UR School of Law** @URLawSchool 5h
Congratulations to the Richmond Law alumnae named the 2012 Influential Women of Virginia! bit.ly/AdaphR
Retweeted by Sands Anderson PC

 **Donna Berkelhammer** @DBerkelhammer 5h
Copyright issues for bars, restaurants and retail owners: ow.ly/9usuu
Retweeted by Sands Anderson PC

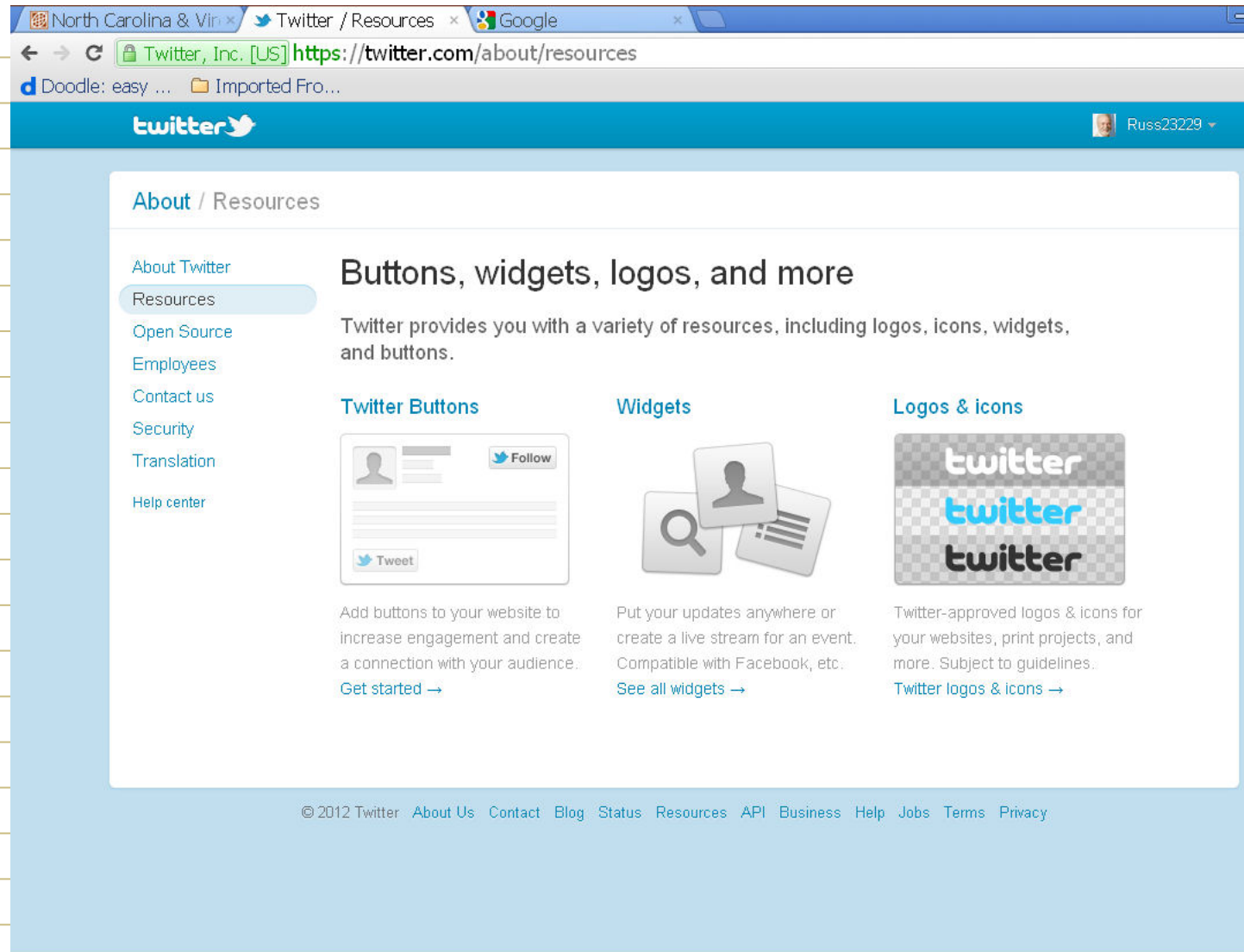
 **Sands Anderson PC** @SandsAnderson 4h
RT @VALocalityLaw: New on VaLocalityLaw: "Influential Women of Virginia" Include Virginia Local Government Attorneys bit.ly/yrrhPUG

 **Donna Berkelhammer** @DBerkelhammer 5 Mar
RT @the_sba: If you missed The Small Business Authority Hour this Saturday, check out the podcast thesba.com/the-small-busi...
Retweeted by Sands Anderson PC

 **Sands Anderson PC** @SandsAnderson 5 Mar
RT @VATruckLawyer: NSF poll indicates 14% of #transportation workers responding say they had near miss b/c of sleepiness bit.ly/A7lcNG

 **Sands Anderson PC** @SandsAnderson 5 Mar
RT @VATruckLawyer: Great tip for #trial #lawyers. Jurors notice

Twitter Metrics



LinkedIn Metrics

- Connections
- Invitations
- Recommendations

LinkedIn Metrics

Featured Updates

[View All Updates](#)

PROFILE CHANGES



Sandina Heckert has an updated profile (Experience)

[Update your profile](#)



Nicole Quigley has an updated profile (Experience)

[Update your profile](#)



Brian Scotti has added skills: Civil Litigation, Professional Liability, Medical Malpractice, and 3 more

[Update your profile](#)



Stefan Calos has an updated profile (Specialties)

[Update your profile](#)



Peter Marx has added skills: Entrepreneur, Intellectual Property, Digital Media, and 4 more

[Update your profile](#)

NEW CONNECTIONS



Laurie Baldwin is now connected to **David Bullock**



Kevin O'Keefe is now connected to **Vivek Joseph K** and 1 other person




Sakira Lilly is now connected to **Lorrie Pearson**

LinkedIn Metrics


Featured Updates

View All Updates



PROFILE CHANGES



Brian Scotti has added skills: Civil Litigation, Professional Liability, Medical Malpractice, and 3 more
[Update your profile](#)



Stefan Calos has an updated profile (Specialties)
[Update your profile](#)



LinkedIn Metrics



Sands Anderson Law Firm

Discussions

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[Manage](#)

[More...](#)



[My Activity](#)

Start a discussion or share something with the group...

Maximum length is 200 characters.

[Attach a link](#)

[Share](#)

What's Happening ▾

NEW

[Show all RSS discussions ▾](#)

Most Popular Discussions



Donna Ray
[Stop Following](#)

Article for business owners explaining M&A terms
(optional)

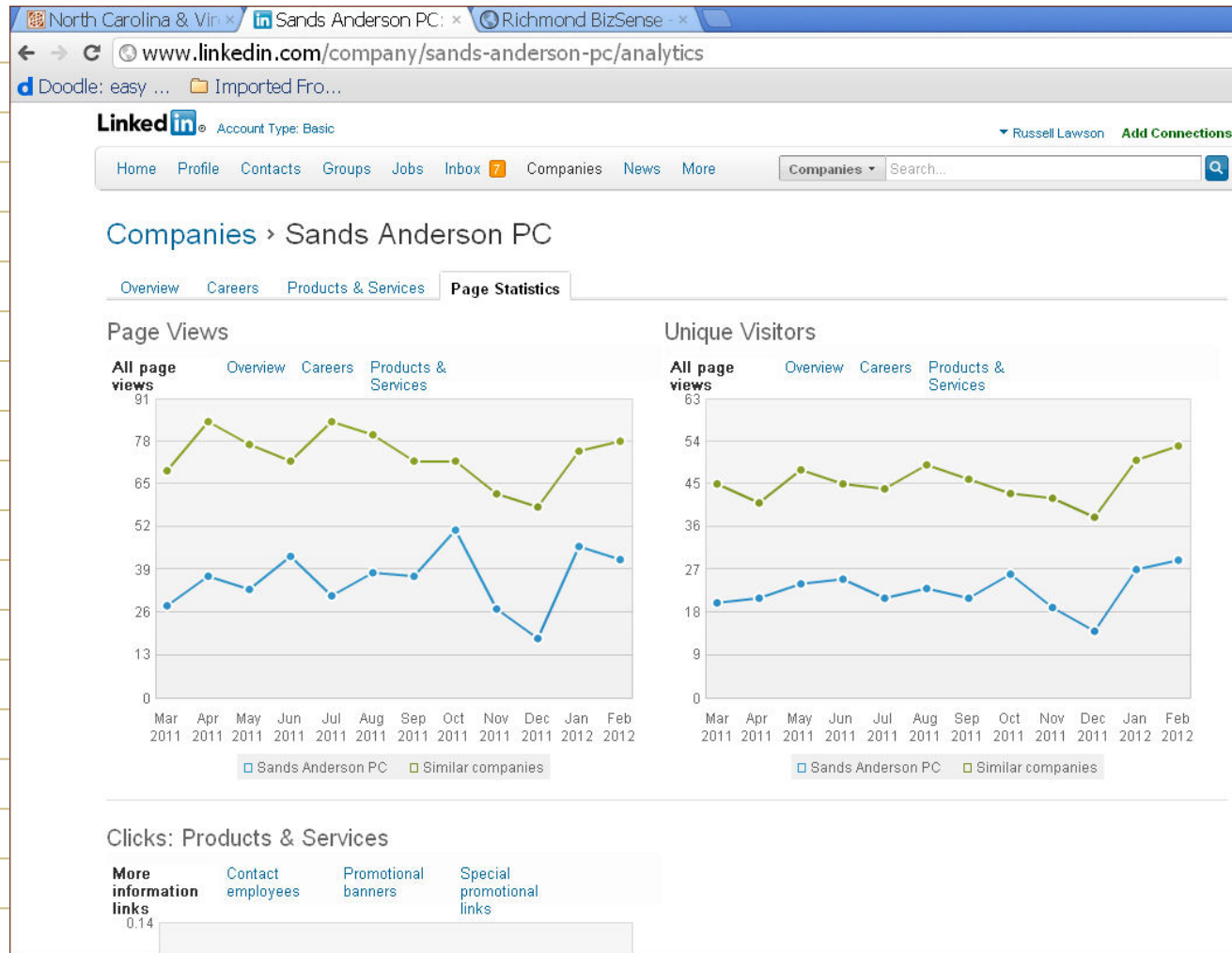


[Helping Entrepreneurs Make Sense of M&A Deal Terms | Xconomy](#) [xconomy.com](#)

Selling a company is hard. For starters, how do you know if you're getting a good price, especially with a company that has little to no revenue? Is \$10 million posted 5 months ago

Russell Lawson 5 months ago • Russell likes this.

LinkedIn Metrics



LinkedIn Metrics

The screenshot shows a web browser window with multiple tabs. The active tab is 'People Search Result' for 'Richmond BizSense'. The address bar shows the URL: www.linkedin.com/search/fpsearch?searchLocationType=Y&keepFacets=keepFacets&page. The LinkedIn header is visible, including the logo, account type 'Basic', and navigation links: Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, More. A search bar on the right contains the text 'People' and a search icon. Below the header, a search filter dropdown is set to 'People'. The main content area displays search results for 'Sands Anderson PC'. It shows '25 results' and a 'Sort by: Relevance' option. A link to 'See all results' is provided. The results list includes profiles of Cullen Seltzer, Steve Baril, Brian Scotti, Aaron Bailey, Daniel Siegel, Ronniye Arrington, and Maria (Wallin) Martell, all associated with 'Sands Anderson PC' or 'Sands Anderson Marks & Miller'. Each profile entry includes a profile picture, name, title, location, industry, and a 'Message' button. The bottom of the page shows a partial URL: www.linkedin.com/groups#.

North Carolina & Vir... People Search Result Richmond BizSense

www.linkedin.com/search/fpsearch?searchLocationType=Y&keepFacets=keepFacets&page

Doodle: easy ... Imported Fro...

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More People Search...

Sands Anderson PC 1st Connections 2nd Connections Group Members

25 results Sort by: Relevance View

New results (25) for saved search "Sands Anderson PC 1st" | See all results »

Cullen Seltzer 1st
Attorney, Sands Anderson PC
Richmond, Virginia Area Law Practice
54 shared connections Similar Message

Steve Baril 1st
Trial Lawyer, Complex Business Litigation
Richmond, Virginia Area Law Practice
54 shared connections Similar Message

Brian Scotti 1st
Attorney at Sands Anderson PC
Washington D.C. Metro Area Law Practice
27 shared connections Similar Message

Aaron Bailey 1st
Attorney at Sands Anderson, PC
Raleigh-Durham, North Carolina Area Law Practice
Similar Message

Daniel Siegel 1st
Bond Lawyer
Richmond, Virginia Area Law Practice
14 shared connections Similar Message

Ronniye Arrington 1st
Professional Assistant at Sands Anderson Marks & Miller
Richmond, Virginia Area Legal Services
4 shared connections Similar Message

Maria (Wallin) Martell 1st
Paralegal at Sands Anderson Marks & Miller
Richmond, Virginia Area Law Practice
Message

www.linkedin.com/groups#

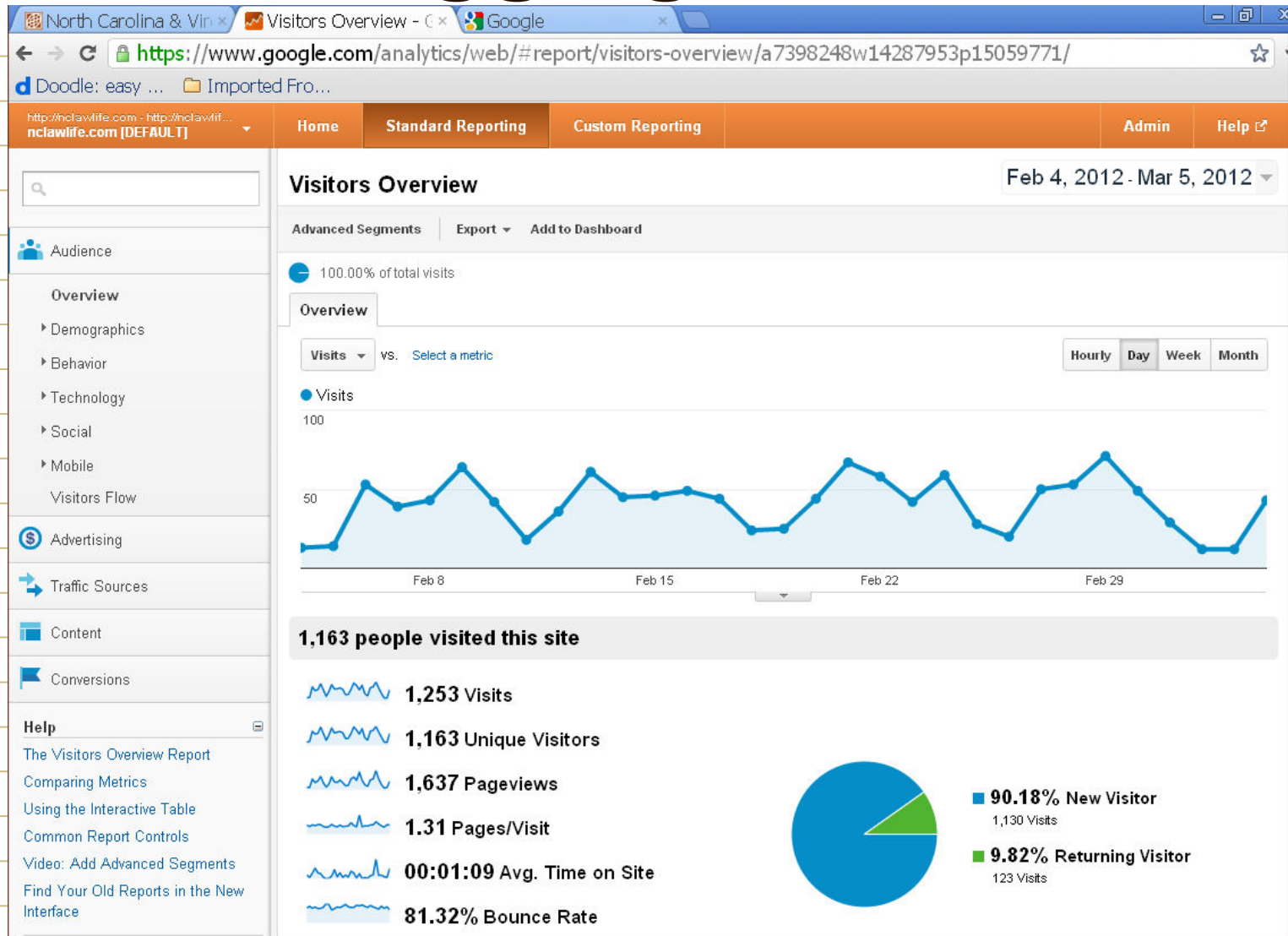
Blogging Metrics

- Success: Readers who pass you along
 - StumbleOn (Share plug in)
 - Diggs (Share plug in)
 - Google+
 - Facebook Like
- Install Google Analytics

Bloggging Metrics

- Comments?
 - Don't count on it
 - Provide easier engagement
 - B2B blogs have fewer comments

Bloggging Metrics



YouTube Metrics

- Views
- Engagement

YouTube Metrics

North Carolina & Vir... YouTube - Broadcast... Google

www.youtube.com/my_videos?feature=mhee

Doodle: easy ... Imported Fro...







YouTube [Search] Browse Movies Upload SandsAndersonPC

Video Manager Video Editor Subscriptions Analytics **Inbox (3)** Settings

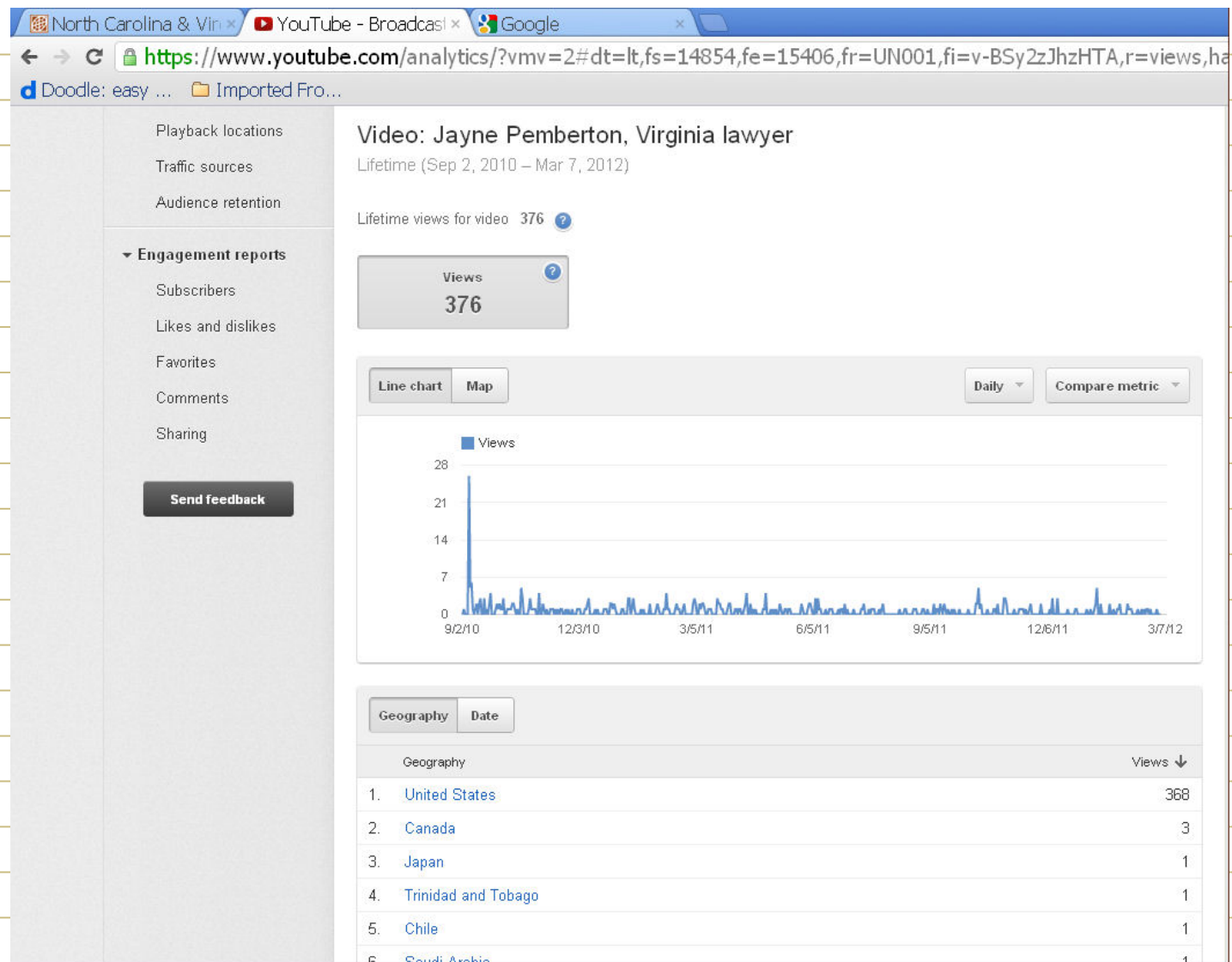
Upload [Dropdown]

Uploads 78

[Add to] [Actions] View: **Newest** [Search uploads]

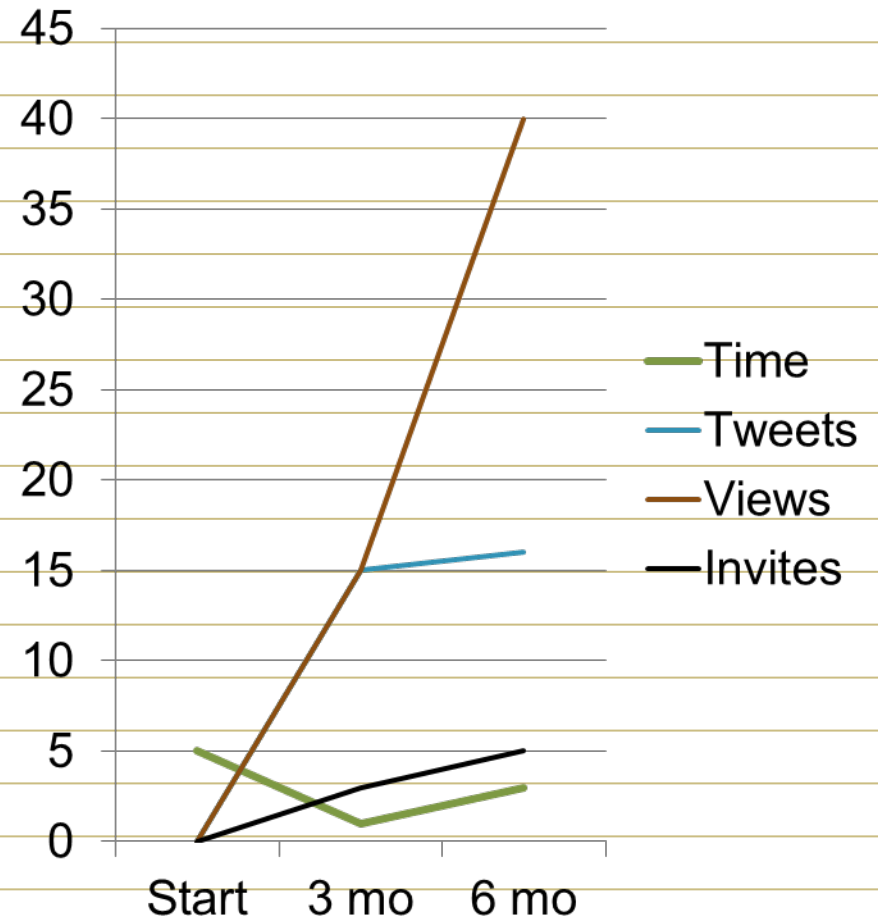
<input type="checkbox"/>	 5:02	Let's Talk about Virginia's General Asse... March 5, 2012 11:55 AM	[Lock]	5 0 0
<input type="checkbox"/>	 2:16	Brad King, Virginia lawyer February 27, 2012 2:13 PM	[Share]	18 0 0
<input type="checkbox"/>	 4:57	Let's Talk about Virginia's General Assem... February 27, 2012 8:22 AM	[Share]	37 0 0
<input type="checkbox"/>	 4:27	Let's Talk about Virginia's General Assem... February 20, 2012 8:31 AM	[Share]	16 0 0
<input type="checkbox"/>	 2:11	Terrence Graves, Virginia lawyer February 17, 2012 11:44 AM	[Share]	15 0 0
<input type="checkbox"/>	 HD	Equity Concepts Talking Points. A Sands ...		7

YouTube Metrics



Deriving ROI

- Benchmark
- Record
- Track
- Compare



Driving ROI

The screenshot shows the Sands Anderson law firm website. At the top left is the logo. At the top right, a search bar is circled in orange, and social media icons for Twitter, LinkedIn, Facebook, and YouTube are also circled in orange. Below the header is a navigation menu with links: ATTORNEYS, OUR WORK, DIVERSITY, CAREERS, ABOUT US, NEWS & EVENTS, and OFFICES. The main banner features a photo of a smiling man and the text "our lawyers get your point". To the left of the photo are the office locations: Christiansburg, Fredericksburg, McLean, Raleigh, and Richmond. Below the banner, the main content area is divided into three columns. The left column contains a paragraph about the firm's services, a list of work areas, and a paragraph about being a mid-sized law firm. The middle column contains a list of work areas. The right column contains two sections: "FAST FINDS" with a "Find an Attorney" link, and "RECENT BLOG POSTS" with three blog entries. A large orange arrow points from the middle column to the right column. At the bottom left, there is a "request..." link.

SANDS ANDERSON

Twitter LinkedIn Facebook YouTube Search our site

ATTORNEYS OUR WORK DIVERSITY CAREERS ABOUT US NEWS & EVENTS OFFICES

Christiansburg
Fredericksburg
McLean
Raleigh
Richmond

our lawyers get your point

Sands Anderson PC's Virginia and North Carolina **attorneys** offer a comprehensive range of **transactional and litigation legal services** to businesses, business owners and company executives, financial institutions, governments, healthcare providers, professional service firms and practitioners, the insurance industry and individuals.

Our work includes:

- Business & Professional Litigation
- Business, Finance & Real Estate
- Healthcare
- Local Government
- Risk Management
- Trusts and Estates

We are a mid-sized law firm, which enables our clients to be assured that their matters are attended to by the best and most experienced lawyers in our Virginia and North Carolina offices. Our size means our clients have access to the resources and expertise of a large, multi-practice law firm while experiencing with our attorneys a level of personal service and contact of the quality more often found in smaller law firms.

Attorneys in Virginia and North Carolina

We are experienced attorneys servicing the Mid-Atlantic region for clients with sophisticated litigation and business transactional needs. Sands Anderson has lawyers and legal services support professionals located in **Richmond, Christiansburg, Fredericksburg, and McLean**, Virginia, and **Raleigh**, North Carolina.

Learn more about our team of Virginia and North Carolina lawyers and what we can do for you.

FAST FINDS

[Find an Attorney](#)

RECENT BLOG POSTS

"Influential Women of Virginia" Include Virginia Local Government Attorneys
March 6, 2012

A Man Walks into a Bar...And Sues for Copyright Infringement
March 6, 2012

Virginia Supreme Court Opinion Affecting Local Government Law: March 2, 2012
March 2, 2012

But Wait.... There's More: Recent Offers to Trademark

request...

Driving ROI

Search by:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Attorney Last Name:

Practice Area:

Location:

- Joel M. McCray - (804) 783-7223
- David L. McKenzie - (919) 706-4214
- Erin R. McNeill - (804) 783-7245
- Andrew R. McRoberts - (804) 783-7211
- Bruce L. Mertens - (804) 783-7203

RECENT NEWS

A Forum on Employment Practices Liability (EPL) Coverage and Best HR Practices
4/18/2012

Lee Byrd Elected President of the Firm
2/24/2012


Jeff Geiger Talks about Internet Privacy
2/20/2012

Waiver of Dual Representation Insufficient to Cure Conflict in Bankruptcy Court
2/16/2012

Runner Calos Covered In Tri-City Health
2/10/2012

Select a Blog

FEATURED VIDEO



David McKenzie, North Carolina lawyer

Driving ROI

North Carolina & Vir... (5) Welcome, Russel... Richmond BizSense - x

www.richmondbizsense.com

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Richmond's Premier Event Space


BizSense Pro Username Password Log In Register

Richmond BizSense
Your city. Your business.

THE WINE LOFT
WINE BAR
www.wineloftrichmond.com

Home News The List BizSense Pro Advertise About Us **Subscribe to Newsfeed** Search here..

 **The Docket: Court Roundup for 3.1.12**
A busy Docket this week including suits filed against the RRHA, a ...

 **Rich Wire**
SHARE YOUR STORY

Allianz Global Assistance goes Red for Women with the American Heart Association
As part of the campaign, associates collected more than 130 pounds of pennies and spent more than 140 hours weaving a rug out of recycled red T-shirts for the Go Red for Women auction.
February 23, 2012 | [Read the story >](#)

Eagle's Home Gallery Wins Gold for Best Design Center in North America at the 2012 Nationals
RICHMOND, VA (February 13, 2012) - The National Sales and Marketing Council (NSMC) of the National Association of Home Builders (NAHB) honored Eagle Construction of VA, LLC at the 2012 ...
February 14, 2012 | [Read the story >](#)

Rich Wire is a paid news service.

ground up instead of rehabbing vacant and abandoned buildings. Great idea”
kon One or two bedrooms, with a view (for everyone)

“Looks nice. I live near hear and welcome the growth. I hope this inspires some of the nearby ...”
Brett on One or two bedrooms, with a view (for everyone)

Today's Legal Talking Point
from Sands Anderson PC

Phyllis Katz
On Confidential Employee Data

TalkingPoints
01:41


advisOR
navigatOR
supporteR

REALTOR
RICHMOND ASSOCIATION OF REALTORS®
WeAreTheR.com

SUBSCRIBE
to RSS Feed

884
Followers

1263
Fans



Driving ROI

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www.virginiabusiness.com
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VIRGINIA BUSINESS
virginiabusiness.com

Virginia Society of Healthcare Engineers
Annual Conference & Golf Invitational
Ma

Industry News | Opinion | Reports | Companies | Rec... | Calendar | Lists | Current Issue

Search: submit [Login](#) | [Register](#) | [Contact Us](#) | [Advertise](#) | [Subscribe](#) | [Media kit](#) | [Follow @VirginiaBiz](#)

 **Corporate expansion in Virginia**
Virginia announced 406 economic development projects last year that are expected to create 27,938 jobs and \$3.3 billion in investment.

 **Political Blog Roll**

Newsletters
[Daily e-News](#)
[RE Intel](#)
[Special Publications](#)
[Selection Guide](#)
[Meeting Planner](#)
[Special Reports](#)
[11 Best Places to Work](#)
[Guide to Doing Business](#)
[11 Fantastic 50](#)
[Super CPAs](#)
[Legal Elite](#)
[1 CEO pay survey](#)
[Nomination Forms](#)
[CFO Awards](#)
[Best Brokers & Deals](#)

The daily business news you need to start your day. Sign up for the Virginia Business e-news!

PROJECTS and DEALS
2011
Virginia's Best
In July, Virginia Business will profile the state's top commercial real estate deals of 2011. Our stories will focus on the deals and people who made them happen in nine categories:
Best Office Project
Best Retail Project
Best Industrial Project
Best Mixed-Use Project

Latest News
County leaders urge Virginia senators to pass a budget
Officials stressed the importance of a state budget for localities and cited critical deadlines such as May 1 for teacher contracts

Samsung, Google lead mobile phone market
Survey by Reston-based comScore finds 100 million Americans use smartphones

---Advertisement---
 **Sands Anderson PC**
SandsAnderson
URLawSchool Congratulations to the Richmond Law alumnae named the 2012 Influential Women of Virginia! [bit.ly/AdaphR](#)
6 hours ago • reply • retweet • favorite
DBerkelhammer Copyright issues for bars, restaurants and retail owners: [ow.ly/9usuu](#)
5 hours ago • reply • retweet • favorite
twitter Join the conversation

Social Media Strategy

- Supports current marketing
- Knowledge is the biggest obstacle
- Reputation is the biggest benefit
- It works like a conversation
- Lawyer is the content
- Niche is crucial
- Benchmark, plan, measure, improve

Questions?

Russell Lawson

Cell: (804) 240-8862

<http://www.linkedin.com/in/russelllawson>

rlawson3@gmail.com