

# SMU Law School Marketing on the Internet

February 27, 2012

Deborah McMurray, CEO and Strategy Architect  
Content Pilot LLC

Contentpilot.net  
Law Firm 4.0 Blog



# Tonight's Agenda

- Who is Content Pilot?
- Internet marketing in 2012
- AmLaw 100 Web Sites: The Ten Foundational Best Practices Research
- How social media is influencing serious business
- Manage your online reputation
- Questions as we go

## Setting the Stage

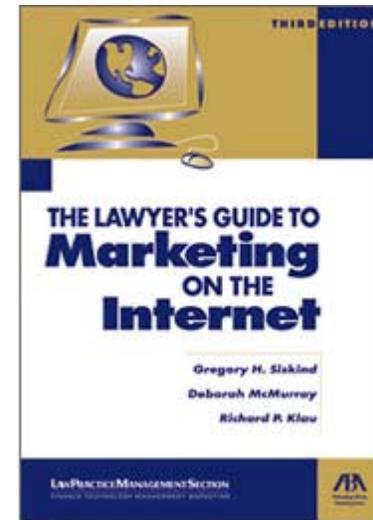
1. When you think of starting your careers in a year or two, what is the biggest opportunity that you see the Internet can bring you?
2. What is your greatest fear when you think about the Internet and your career?

## Content Pilot's Approach

- Strategy, branding and technology experts
- We base web design decisions on the only website research based on objective criteria in the legal industry—that we create and conduct
- We've conducted more than 300 interviews with buyers of legal services – we know what buyers are looking for from their law firms
- 11 years working with corporate counsel - Lexis Nexis Counsel to Counsel forums
- A reputation of unparalleled service and responsiveness

## We Wrote the Books

- Two editions of the ABA's "Lawyer's Guide to Marketing on the Internet, 2<sup>nd</sup> and 3<sup>rd</sup> editions"
- Also, co-editor of the ABA's "Lawyer's Guide to Marketing, 2<sup>nd</sup> edition"
- Two Guides to Legal Directories – published by ELD International
- Numerous white papers, articles, speeches
- Law Firm 4.0 Blog



# National and Global Clients

JMBM | Jeffer Mangels  
Butler & Marmaro LLP

Davis Wright  
Tremaine LLP  
DEFINING SUCCESS TOGETHER

MANNING FULTON  
Attorneys

Fenwick  
FENWICK & WEST LLP

Ballard Spahr  
LLP

Baker Hostetler  
Counsel to Market Leaders

Brownstein | Hyatt  
Farber | Schreck

GIBSON DUNN

WINSTEAD  
ATTORNEYS

ANDREWS  
ATTORNEYS KURTH LLP  
STRAIGHT TALK IS GOOD BUSINESS.®

PORTER & HEDGES LLP  
— [Business is personal.]

FRIED FRANK

GRUBER | HURST | JOHANSEN | HAIL

*goulston&storr*

G O D W I N G R U B E R

GOODWIN  
PROCTER

PRACTICAL ADVICE FOR THE REAL WORLD  
COX | SMITH  
ATTORNEYS

LINOWES  
AND BLOCHER LLP  
ATTORNEYS AT LAW

MCNAIR  
ATTORNEYS

White and  
Williams LLP

D  
Dilworth  
Paxson LLP

RICHARDS  
LAYTON &  
FINGER

Bowditch  
& Dewey  
ATTORNEYS

whitleypenn

THOMPSON  
COE

JONES  
DAY

MILLER  
CHEVALIER

Littler

haynesboone  
Setting precedent.

GT GreenbergTraurig

ROGERS & HARDIN

Hogan  
Lovells

PATTON BOGGS LLP  
ATTORNEYS AT LAW

SUTHERLAND

CONTENT PILOT

# Internet Marketing for Lawyers in 2012

## What lawyers have at their disposal:

### ENTERPRISE

- Law firm Web site
- Directories: Martindale, Chambers, Best Lawyers, other
- LinkedIn and Facebook groups, other

### PERSONAL

- LinkedIn, Facebook, Twitter, Google Profile, other
- Blogs – your own, comments on other blogs
- Martindale Connected, Martindale Community
- College/law school alumni sites

# 2012 Ten Foundational Best Practices

## The 2012 list:

1. **Communicating your message** – strategy, brand and first impression / who are you and why should I care?
2. **Graphics and design** – consistency, compatibility and legibility
3. **Navigation** – intuitive, descriptive and one-click
4. **Lawyer biographies** – relevant, current, SEO and human friendly
5. **Narrative content** – visitor/client focused, current and compelling

# 2012 Ten Foundational Best Practices

The 2012 list, continued:

6. Website interactivity and outreach – dynamic, interactive and Web 2.0
7. Site search – relevant, multiple search tools and easy finding
8. Site optimization for online awareness – site and content optimized/SEO strategy
9. Firm citizenship – demonstrated commitment and that you are a good corporate citizen
10. Site “hygiene” – visitor page tools, spelling, nothing broken

# Foundational Best Practice #4

## Lawyer biographies

- First 2-3 sentences of the bio are current, compelling and relevant to lawyer's practice (visitor and SEO benefit)
- Bio is SEO friendly (think how humans search for people)
- Current photos—ones that show personality and support messaging
- Full contact info is easy to find and links to v-card
- Includes links to social media profiles and pages
- Bios list and link to practices/industries, articles/news/events
- Bios include deals/cases info that is the most relevant to the practice
- Bio design provides for listing most recent deals/cases, pubs and presentations, with a link to >>view all

# Foundational Best Practice #4

The screenshot shows the website for Goulston & Storrs, a law firm. The header includes the firm's name and logo, and navigation links for Boston, New York, Washington D.C., and Beijing. A sidebar on the left contains navigation options like 'people', 'practices / industries', and 'clients'. The main content area features a profile for Brian D. Goldstein, including a photo, contact information, a list of practices/industries, and an overview of his experience. A '中文' (Chinese) button is also visible.

**goulston&storrs**  
counselors at law

**thinkresults**

BOSTON NEW YORK WASHINGTON D.C. BEIJING

people  
practices / industries  
clients  
about us  
news / events  
join us

**GOVERNOR'S**  
GREEN ENERGY COUNCIL  
PARTICIPANT

search site advanced  
search people  
practice/industry

**Brian D. Goldstein**  
617.574.3535  
bgoldstem@goulstonandstorr.com  
Fax: (617) 574-7670  
Download vCard

**Boston**  
400 Atlantic Avenue  
Boston, MA 02110-3333

中文

**Education**  
University of Virginia,  
B.A., 1981, with honors  
University of Virginia  
School of Law, J.D., 1983

**Practices/Industries**  
Corporate  
Cross-Border  
Intellectual Property  
Emerging Technologies &  
Venture Capital  
Securities  
Mergers & Acquisitions  
Retail, Restaurant &  
Consumer

**ADMISSIONS**  
Massachusetts

**Overview**  
Brian Goldstein, a Director, has over 20 years of experience in the area of business and securities law, mergers and acquisitions, venture capital and corporate finance. He represents growth oriented companies in a variety of industries, primarily in Internet, high technology and medical devices, as well as venture capital and private equity firms. Brian's expertise consists of business counseling, mergers and acquisitions, public and private financings, domestic and international technology licensing and distribution agreements, and strategic partnerships and joint ventures. His international practice includes cross border financings and acquisitions, and in particular representation of companies with operations in Israel.

# Foundational Best Practice #4

PRACTICAL ADVICE FOR THE REAL WORLD™

**COX | SMITH**  
ATTORNEYS

People Practices Industries Offices News/Events Careers

Home > People > Peter R. Broderick

**Peter R. "Pete" Broderick**  
Shareholder  
prbroder@coxsmith.com  
Download VCards  
[in](#)

San Antonio  
112 E. Pecan Street  
Suite 1800  
San Antonio, Texas 78205  
210-554-5448 tel  
210-226-8395 fax

Overview | Experience | News/Events

Pete Broderick has built an extensive commercial real estate leasing practice representing landlords and tenants of commercial properties of all kinds, with a particular emphasis on retail and office leasing. In retail leasing, he is well versed in addressing the challenges and intricacies of mixed-use projects in addition to having experience with mall and large lifestyle center leases.

Pete is on the forefront of green building issues, and the legal nuances and administrative processes associated with sustainable projects. In addition, he assists both private and municipal clients with real estate development, economic development and land use planning projects. He has experience negotiating entitlements and land use controls applicable to large development projects and negotiates economic development incentives for projects ranging from hotels and conference centers to automobile assembly plants.

He also has experience representing clients in other traditional real estate matters including the purchase and sale of income-producing properties and the financing and development of all types of commercial real estate projects. Pete is board-certified in commercial real estate law by the Texas Board of Legal Specialization.

**PROFESSIONAL AND COMMUNITY ACTIVITIES**

- Greater San Antonio Chamber of Commerce, Leadership San Antonio, Class XXVIII

**PROFESSIONAL RECOGNITION**

- Martindale-Hubbell® AV® Peer Review Rating
- Selected for inclusion in *The Best Lawyers in America®*, 2009-2011
- Scene in SA, "San Antonio's Best Lawyers," 2008-2010
- Selected for inclusion as a "Texas Super Lawyer," *Law and Politics Magazine*, 2003

**Related Practices**  
Real Estate

**Related Industries**  
Retail  
Real Estate  
Automotive

**Certifications**  
Board Certified in Commercial Real Estate Law

**Education**  
- The University of Texas at Austin, J.D., 1987  
- Trinity University, B.A., cum laude, 1984

**Admitted to Practice**  
- Texas, 1988

**Site Search**  
SEARCH KEYWORD  
SEARCH

Home People Practices Industries Offices News/Events Careers Contact Us Site Map Disclaimer

**About Cox Smith**  
Community Involvement Firm History  
Diversity Pro Bono

Copyright 2010 Cox Smith Matthews Incorporated. All Rights Reserved. Attorney advertising.  
Our principal office is located in San Antonio, Texas.

POWERED BY CONTENT PILOT.

# Foundational Best Practice #4

The image shows a screenshot of a law firm's website, specifically the bio page for Peter R. Broderick at Cox | Smith. The page is titled "PRACTICAL ADVICE FOR THE REAL WORLD" and "COX | SMITH ATTORNEYS". The navigation menu includes "People", "Practices", "Industries", "Offices", "News/Events", and "Careers".

On the left side, there is a contact information section for Peter R. "Pete" Broderick, including his title as Shareholder, email (prbroder@coxsmith.com), and office address in San Antonio, Texas. Below this is a link to "Overview | Experience | News/Events".

The main content area features a bio paragraph: "Pete Broderick has built an extensive commercial real estate leasing practice representing landlords and tenants of commercial properties of all kinds, with a particular emphasis on retail and office leasing. In retail leasing, he is well versed in addressing the challenges and intricacies of mixed-use projects in addition to having experience with mall and large lifestyle center leases." This text is highlighted with a red arrow pointing to a callout box.

Below the bio paragraph, there are sections for "Related Practices" (Real Estate), "Related Industries" (Real Estate), and "Certifications".

At the bottom, there is a "PROFESSIONAL RECOGNITION" section listing awards from "Scene in SA" and "The Best Lawyers In America".

On the right side, there is a search result snippet for "Peter R. Broderick - Cox | Smith" with a red arrow pointing to it. The snippet includes the name, a short bio, and the URL "www.coxsmith.com/People/PeterRBroderick - Cached".

Bio is SEO friendly – Google search results

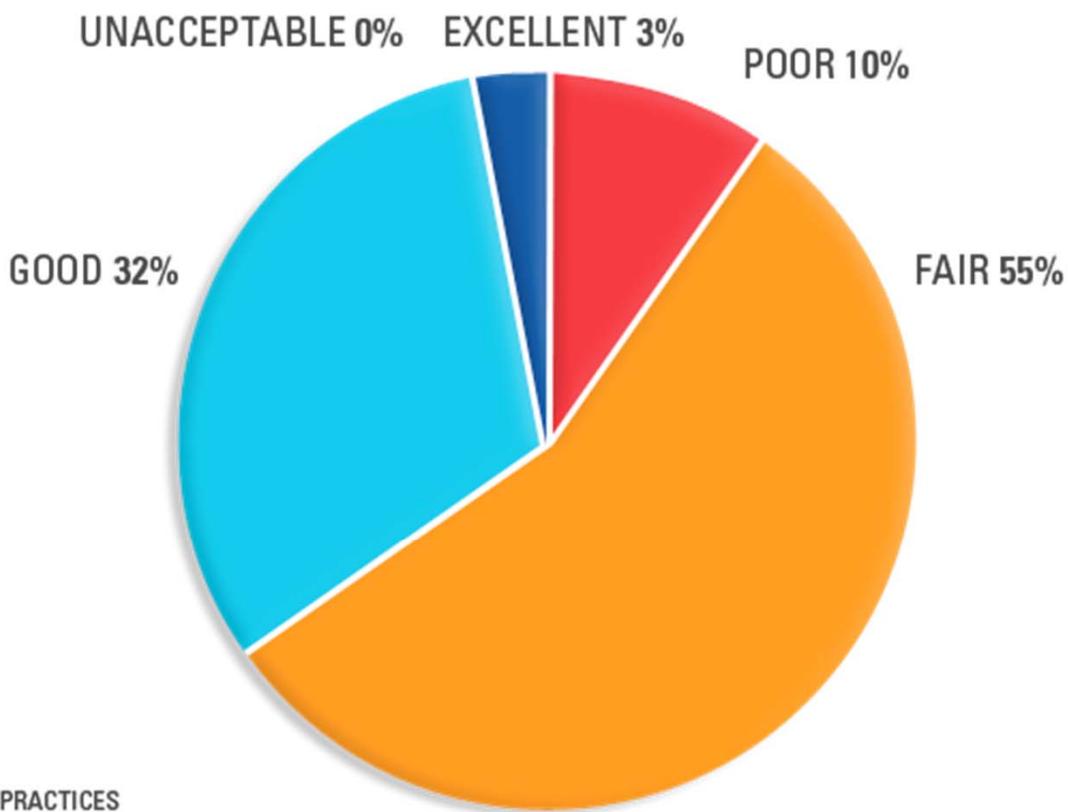
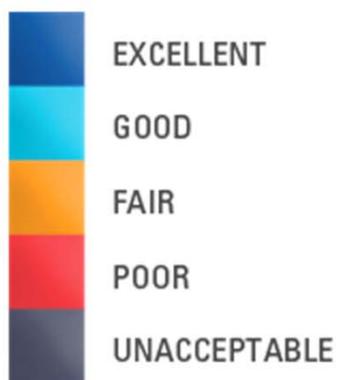
# Foundational Best Practice #4

The screenshot shows a professional profile for Lawrence B. Gibbs on the Miller Chevalier website. The profile includes a headshot, contact information (Member, lgibbs@milchev.com, 202-626-6005), and a list of practice areas such as Administrative Dispute Resolution, Tax Planning & Consulting, and Tax Policy. A navigation bar at the top contains links for 'OUR FIRM', 'OUR PEOPLE', 'OUR PRACTICES', 'NEWS & EVENTS', 'PUBLICATIONS', and 'CAREERS'. A search bar is also present. On the right, there are links for 'Tax Appellate Blog' and 'Subscribe to Miller & Chevalier Publications'. The profile itself has four tabs: 'Bio', 'Engagements', 'News & Events', and 'Publications'. The 'Bio' tab is selected and highlighted with a red arrow. The bio text describes Larry Gibbs' work with clients on tax problems, including IRS audits and appeals. Below the bio, there is a section for 'Representations' and a list of clients. A green 'IN FOCUS' box on the right highlights recent news items, including 'Notice Provides Little Meaningful Guidance on the IRS's Plans to Administer the Economic Substance Doctrine Statute; LMSB Directive Requires High-Level Review Before Assertion of Strict Liability Penalty' and 'Numerous Miller & Chevalier Lawyers Named Top Washington, DC Practitioners by The Best Lawyers in America® 2011 Edition'. A white callout box with a torn edge is overlaid on the bottom right, containing a link to the profile: [www.millerchevalier.com/OurPeople/LawrenceBGibbs](http://www.millerchevalier.com/OurPeople/LawrenceBGibbs) - Cached.

Create a “bio portal or mini-site” using tabs

# 2010 AmLaw 100: Foundational Best Practice #4

## LAWYER BIOGRAPHIES



2010 AMLAW 100 WEBSITES: TEN FOUNDATIONAL BEST PRACTICES

Avg. score of AmLaw 100 – 65.5 – Fair



## Foundational Best Practice #6

### Web site interactivity and outreach

- Client extranet is offered and accessible – 40.1
- RSS feeds throughout the site – 38.7
- Alumni center - 53
- Newsletter and other info sign-up - 55.8
- Links to firm/lawyer blogs on bio, practice and other relevant pages – 34.7
- Offers educational Webinars and podcasts – 50.7
- Effectively uses LinkedIn, Facebook or Twitter on careers or other pages – 14.3
- Effectively uses video to further key messaging – 28.5

# Foundational Best Practice #6



**WOMBLE CARLYLE**  
INNOVATORS AT LAW

Our bulldog represents **qualities** that are important to clients: loyalty, dependability, tenacity and vigilance.

WINSTON

HOME || FIRM || PROFESSIONALS || PRACTICE TEAMS || LOCATIONS || NEWS & EVENTS || CAREERS || CONTACT

## Womble Carlyle Thought Leader Speaker Series: *An Evening with Tom Cunningham*

Thought Leader Speaker Series Kicks Off  
Womble Carlyle Welcomes Tom Cunningham in Atlanta. Register to attend...

VALUE FOR OUR CLIENTS

WOMBLE CARLYLE SANDRIDGE & RICE, LLP

We provide value by combining professional skill, technology, and a thorough understanding of our clients' needs to deliver high quality, cost-effective and responsive services.

A full-service business law firm, Womble Carlyle serves a wide range of regional, national and international clients in industries that include **health care**, **life sciences**, **financial services**, **commercial real estate**, **intellectual property**, and **telecommunications**, as well as **educational institutions** and **governmental bodies and agencies**.

EVENTS | CALENDAR | LATEST NEWS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | ON OUR BLOGS

June 27, 2012  
L. Riley to Attend Annual Conference...

Misclassification of Independent Contractors: Will North Carolina  
in Forces with the IRS & DOL?

Trade... UConn Huskies

# Foundational Best Practice #6

The screenshot shows a live chat window titled "Chat Window - Windows Internet Explorer" overlaid on the Womble Carlyle website. The chat window is from LivePerson and contains the following text:

Live Chat by **LIVEPERSON**

To help us serve you better, please provide some information before we begin your chat.

What is your name? \*

State \*

Select One

This chat and the resulting transcript does not constitute an attorney-client relationship. \*

I agree

Required items indicated with \*.

**Start Chat**

The chat window also features a small image of a bulldog wearing headphones and a McAfee SECURE logo.

The background website is for Womble Carlyle, with the tagline "INNOVATORS AT LAW". The navigation menu includes: HOME || FIRM || PROFESSIONAL SEARCH || SITE SEARCH || MULTIFAMILY REAL ESTATE || EVENTS || CAREERS || CONTACT. The main content area includes a section for "Multifamily Real Estate" and a "HELLO, Is there something I can help you find?" prompt with a bulldog image.

# Website Interactivity and Outreach

## ■ Video

**Allen Matkins**  
CHALLENGE. OPPORTUNITY. SUCCESS.

SERVICES & INDUSTRIES | PROFESSIONALS | EVENTS | NEWS & PUBLICATIONS | OFFICES | ABOUT | CAREERS

PROFESSIONALS SEARCH | Name or Service **GO** | SITE SEARCH | Search **GO**

### AN EVENING WITH JUSTICE CRUZ REYNOSO

PLAY VIDEO ▶

1 2 3 4 5 6 7

#### NEWS & PUBLICATIONS

**PRESS & MEDIA**  
Two Real Estate Matters Named Among Daily Journal's Deals of the Year - 2/22/2012

#### BUSINESS OPPORTUNITIES

California Energy Commission Grant Solicitation for

#### LEGAL ALERTS

**LAND USE**  
California Redevelopment Agency Update: The Implications of the *Matosantos* Decision - 2/24/2012

#### LITIGATION

#### BLOGS

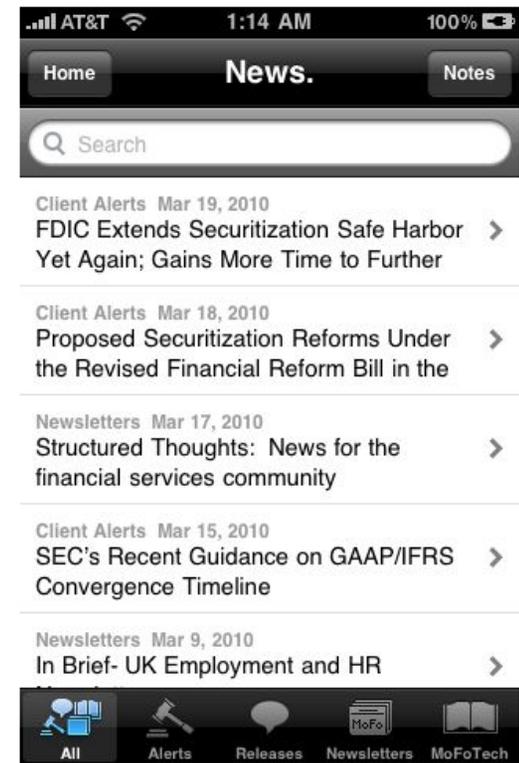
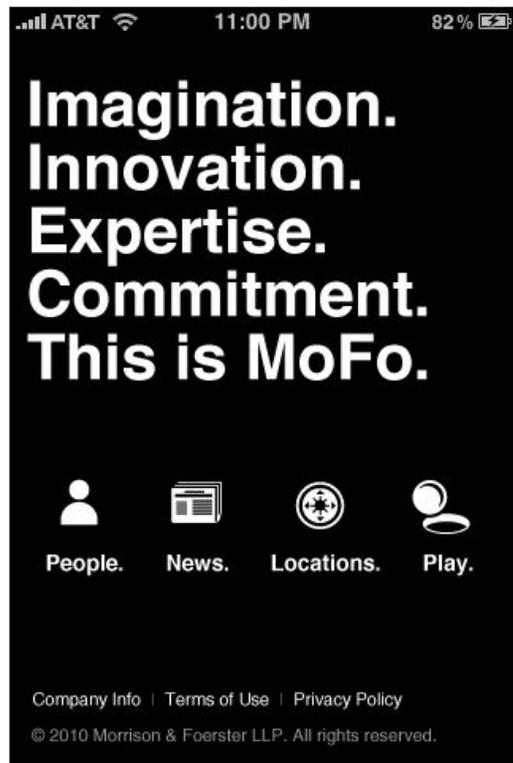
**CALIFORNIA CORPORATE AND SECURITIES LAW**  
Form 10-K – An Accumulation Of Errors, Inconsistencies And Anachronisms? - 2/24/2012

**CALIFORNIA SUSTAINABLE COMMUNITIES LAW**  
Co-housing Provides Opportunity for More

AT ALLEN MATKINS, WE USE CREATIVITY, EXPERTISE AND CONNECTIONS TO HELP YOU CAPITALIZE ON OPPORTUNITY.

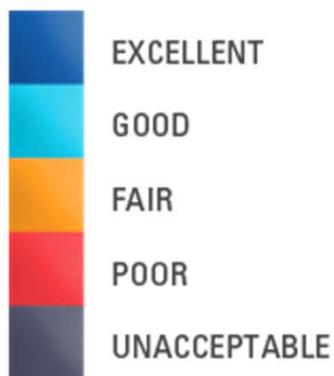
# Website Interactivity and Outreach

- iPhone apps – 5-6 AmLaw 100 firms – not foundational yet



# Amlaw 100 - Foundational Best Practice #6

## OUTREACH



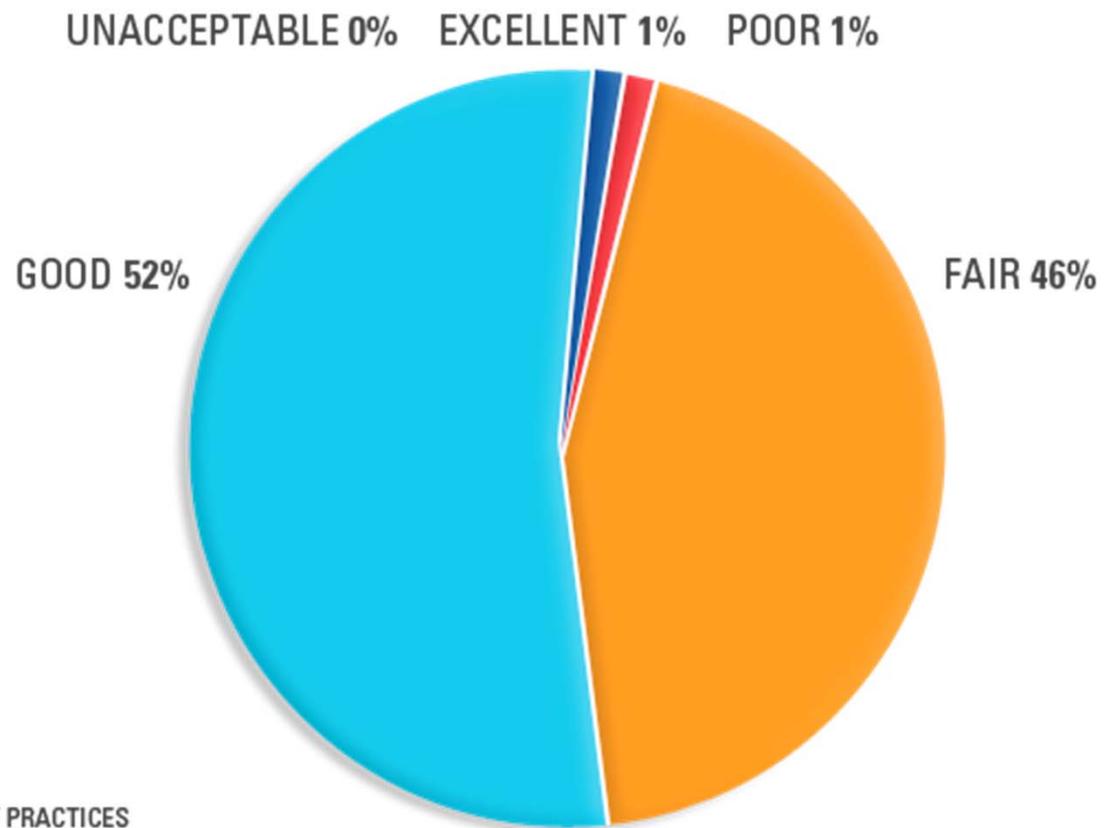
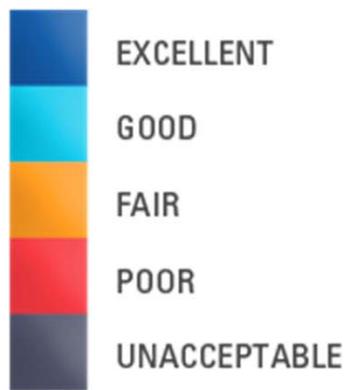
2010 AMLAW 100 WEBSITES: TEN FOUNDATIONAL BEST PRACTICES

Avg. score of AmLaw 100 – 39.5 Poor



# 2010 AmLaw 100: Total

## 2010 AmLaw 100 TOTAL FIRM RANKINGS



2010 AMLAW 100 WEBSITES: TEN FOUNDATIONAL BEST PRACTICES



# 2010 AmLaw 100 Top 25

OVERALL	SCORE	OVERALL	SCORE
Davis Wright Tremaine	87.8	Kaye Scholer	72.9
Winston & Strawn	79.2	Nixon Peabody	72.9
O'Melveny & Myers	78.2	Finnegan Henderson	72.7
Pillsbury Winthrop	77.7	Proskauer Rose	72.7
Jones Day	77.1	Duane Morris	72.5
Perkins Coie	74.8	Haynes and Boone	72.5
Wilmer	74.6	White & Case	72.4
Squire Sanders	74.5	Dorsey & Whitney	72.1
Reed Smith	74.4	Morrison & Foerster	71.6
McDermott Will	74.0	Paul Hastings	71.6
Covington & Burling	73.6	Hogan & Hartson	70.6
Step toe & Johnson	73.2	Chadbourne & Parke	70.6
DLA Piper US1	72.9		

Excellent – 86-100

Good – 71-85

Fair – 51-70

Poor – 26-50

Unacceptable – 0-25

## Questions to Consider

- Credentialing is evolving nearly as fast as the technology we are considering today. How will your future credentialing activities penetrate your desired audiences?
  - What does it mean to be “credentialed” in today’s 2.0-3.0 legal marketplace?
  - How do you craft relevant, authentic content today and disseminate it so you are heard?
- Are my clients using social media? Even if they aren’t, they are influenced by people who do
- How are my clients accessing information sites and social media? Smart phone, iPad, home computer, office – all of the above?

## More to Ponder

- July 2011 – Harvard Business Review – article called, “What’s your Social Media Strategy?”
  - First paragraph of the article . . .



### What’s Your Social Media Strategy?

by H. James Wilson, PJ Guinan, Salvatore Parise, and Bruce D. Weinberg

A global bank executive recently described to us a challenge for our times. It turns out that a customer who normally would qualify for the lowest level of service has an impressive 100,000 followers on Twitter. The bank isn’t doing much yet with social media and has no formula for adapting it to particular customers, but the executive still wondered whether the customer’s “influence” might merit special treatment.

## More to Ponder

- VC funding is back – Q1 2011 - \$5.9 billion

Venture capitalists are back, funding privately-held firms in the United States alone to a tune of \$5.9 billion in first quarter 2011. That's the highest Q1 rate of investment in start-ups in the past three years, according to the PricewaterhouseCoopers *Money Tree* report.

The big winners are the usual suspects: software, energy, biotech and media & entertainment. But what about social media, we wondered? To be sure, SM is a hybrid that is heavily invested in the sectors above, along with recruitment, retail, marketing, and, through the burgeoning social business sector, professional services. We couldn't find a definitive report on social media funding so we decided to put together our own. That's what this report, *SMI Guide to Social Media Funding*, endeavours to show: where the money is flowing in social.

Let's start with the headline figures. We tallied:

**56 deals** in the U.S., Europe and Asia during the first quarter of 2011.

These privately funded social media brands raised **\$2.52 billion in funding in Q1**. We looked ahead to April, 2011 monthly funding levels (\$1.35 billion) and see Q2 is on pace to out-gain Q1.

The biggest deal? Yep, **Facebook at \$1.5 billion**. The smallest: **\$1 million to Backtype.com**.

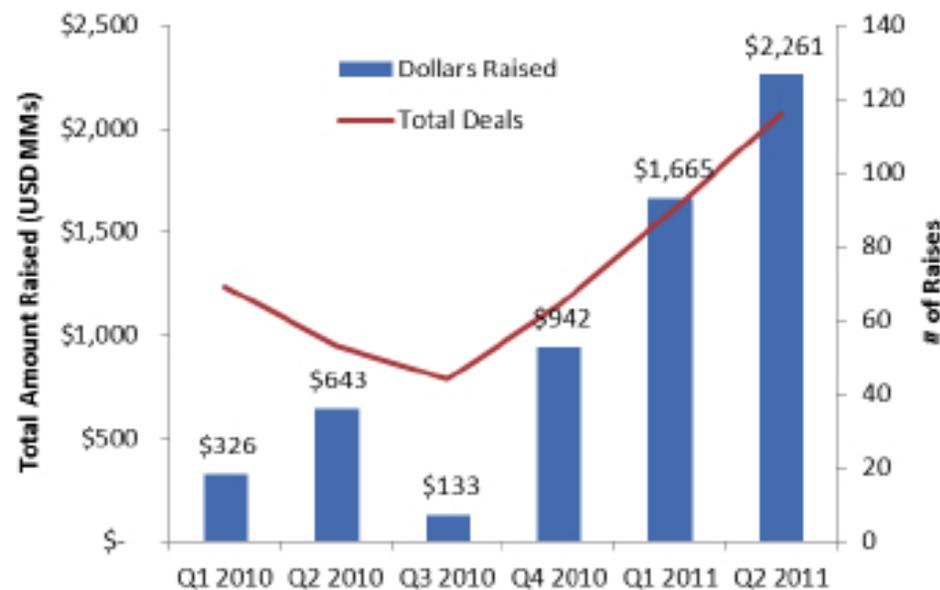
These privately funded social media brands raised **\$2.52 billion in funding in Q1**. We looked ahead to April, 2011 monthly funding levels (\$1.35 billion) and see Q2 is on pace to out-gain Q1.

43% of Q1 VC funding was for social media companies.

## More to Ponder

- VC funding for social media companies – Q2 2011 - \$2.23 billion

*VC Funding of Social Media Companies, Q1 2010 – Q2 2011  
(Excludes \$1.5 B Facebook Raise in 1/11)*



## More to Ponder

- How does social media affect M&A?
  - In 2009 (last year that data are available), 1 in 10 companies reported that employee social media had hurt their reputations or operations
  - Accidental leaks are the greatest liabilities in the digital age
  - Directors must understand that what used to be said around the water cooler, is now being said on blogs, twitter and Facebook
- Social media blurs the line between passive and activist investors
  - Companies must monitor all social media channels and listen to what's being said – then join the conversation
  - Consider social media an early warning system for investor relations issues
- Litigation
  - Blogs, Facebook pages, twitter – early warning signs of Plaintiffs organizing around issues

## More to Ponder

- Reputation management
  - Companies have mastered online brand promotion, but they are way behind in how they manage reputational risk online
  - When reputational issues surface online, companies must use the same tools that their critics are using (they seldom do)
  - Because speed is critical and everything is viral, companies MUST plan ahead
- Data breaches
  - Mainstream media report them as a total story – but bloggers dissect the story blow-by-blow – so companies must get to know the bloggers before something occurs (their only chance of influencing how it's portrayed)
- Antitrust
  - Consumers are filing complaints with the DOJ, not just competitors
  - Buy positive and negative keywords relating to your case – deploy SEO/SEM strategy so searches deliver company content on top of all other search results

## More to Ponder

- Consider this article from Directorship.com, “For Directors, Shareholder Activism is Now a Digital Phenomenon” dated June 14, 2011:
  - Activists have used social media to compel CEOs to resign (Yahoo’s CEO stepped down)
  - Activists are using it to influence M&A (shareholders used a tool called Moxy Vote to consolidate ranks, ultimately forcing Google to increase bid for On2 Technologies by 25%)
  - Carl Icahn used Web-based resources in his unsuccessful attempt to overthrow the board of Lionsgate in an acquisition bid – resulted in expensive proxy fight organized in days not months
  - Facebook, twitter, plus Seeking Alpha, StockTwits and Wikinvest allow investors to discuss valuation and investment potential
  - Such tools and campaigns don’t just organize activist shareholders, they create them on multiple fronts

## Key Findings of Leader Networks/Lexis Nexis Study

A Leader Networks/Lexis Nexis Study reported one year ago:

- Networking remains critical to the legal industry, but resource constraints make it more difficult
- More than  $\frac{3}{4}$  of nearly 1,500 counsel (in-house and law firm) respondents are members of an online social network
- Corporate counsel are seeking an easier exchange of information and connection
- . . . There is a general belief among corporate counsel that online networking will change the business and practice of law over the next five years.

# Corporate Counsel Survey Methodology

- Survey conducted Winter 2011
- 164 total respondents
  - Lawyers in legal department
    - 1-10 – 101
    - 11 – 50 – 27
    - 51-100 – 9
    - 100+ - 20
- 92 respondents were in companies between \$100 million - \$10 billion or more
- 87 respondents had been with their companies 3-10 years. 47 had tenure of 11 – more than 15 years

(The [Corporate Counsel New Media Engagement Survey](#) was conducted by Greentarget, Zeughauser Group and ALM Legal Intelligence.)



## Corporate Counsel New Media Survey

**Are corporate counsel frequenting legal and business blogs to stay informed?**

**YES.**

**(Blogs are the most frequently used tool at the largest companies – 54% in the week before the survey.)**

## Corporate Counsel New Media Survey

Are they using LinkedIn, Martindale  
Connected, Facebook and other sites to  
deepen their professional networks?

**YES.**

(Half the survey respondents use LinkedIn.)

## Corporate Counsel New Media Survey

**Are they using Facebook to stay connected with friends and family?**

**YES.**

**(68% of 30-39 year olds use Facebook for personal reasons and 37% for professional reasons. )**

# Manage your Online Reputation

## What is “out there” about you?

- Search monthly for your name in the top search engines and review the search results
  - [www.yahoo.com](http://www.yahoo.com)
  - [www.google.com](http://www.google.com)
  - [www.bing.com](http://www.bing.com)
  - [www.msn.com](http://www.msn.com)
  - Also – [www.abovethelaw.com](http://www.abovethelaw.com), Greedy Associates

# Manage your Online Reputation

## Listings / Profiles

### ■ Martindale.com

The screenshot shows a lawyer profile on the Martindale.com website. The profile is for Mark A. Shank, a Partner at Gruber Hurst Johansen Hail Shank LLP in Dallas, TX. The profile includes a headshot, a detailed biography, and contact information. On the right side, there are two rating sections: a Peer Rating of 5.0/5.0 (AV Preeminent) and a Client Rating of N/R. The website header features navigation tabs for 'People', 'Law Firms & Organizations', 'Groups & Topics', and 'Jobs', along with a search bar. The footer contains 'Experience & Credentials', 'Ratings & Reviews', and 'Office Information' sections.

Customer Support: 800-526-4960

**martindale.com**

People | Law Firms & Organizations | Groups & Topics | Jobs

Find people by name, practice area, geography, etc. **Search**

Advanced search

Home > Gruber Hurst Johansen Hail Shank LLP > People > Lawyer Profile [Sign In/Register](#)

**Mark A. Shank**

Mark Shank represents his clients with skill and passion in trial and at the negotiating table. His abilities in and out of the courtroom are invaluable in trials, arbitrations and investigations in a variety of industries, including technology, banking, financial services, multi-level marketing, telecommunications, manufacturing, health care, and various service industries. He is Board Certified in Civil Trial Law and Labor and Employment Law by the Texas Board of Legal Specialization and is an arbitrator for the American Arbitration Association.

Mr. Shank represents clients in a variety of labor and employment (advice and litigation) and business and litigation matters, and in investigations, including contract claims, business disputes, claims involving potential officer and director liability, employment discrimination, wage and hour disputes, and retaliation cases. He also has experience with disputes involving covenants not to compete, confidentiality, trade secret, and investigations. He routinely represents companies and executives in disputes and transactions involving executive compensation and related issues.

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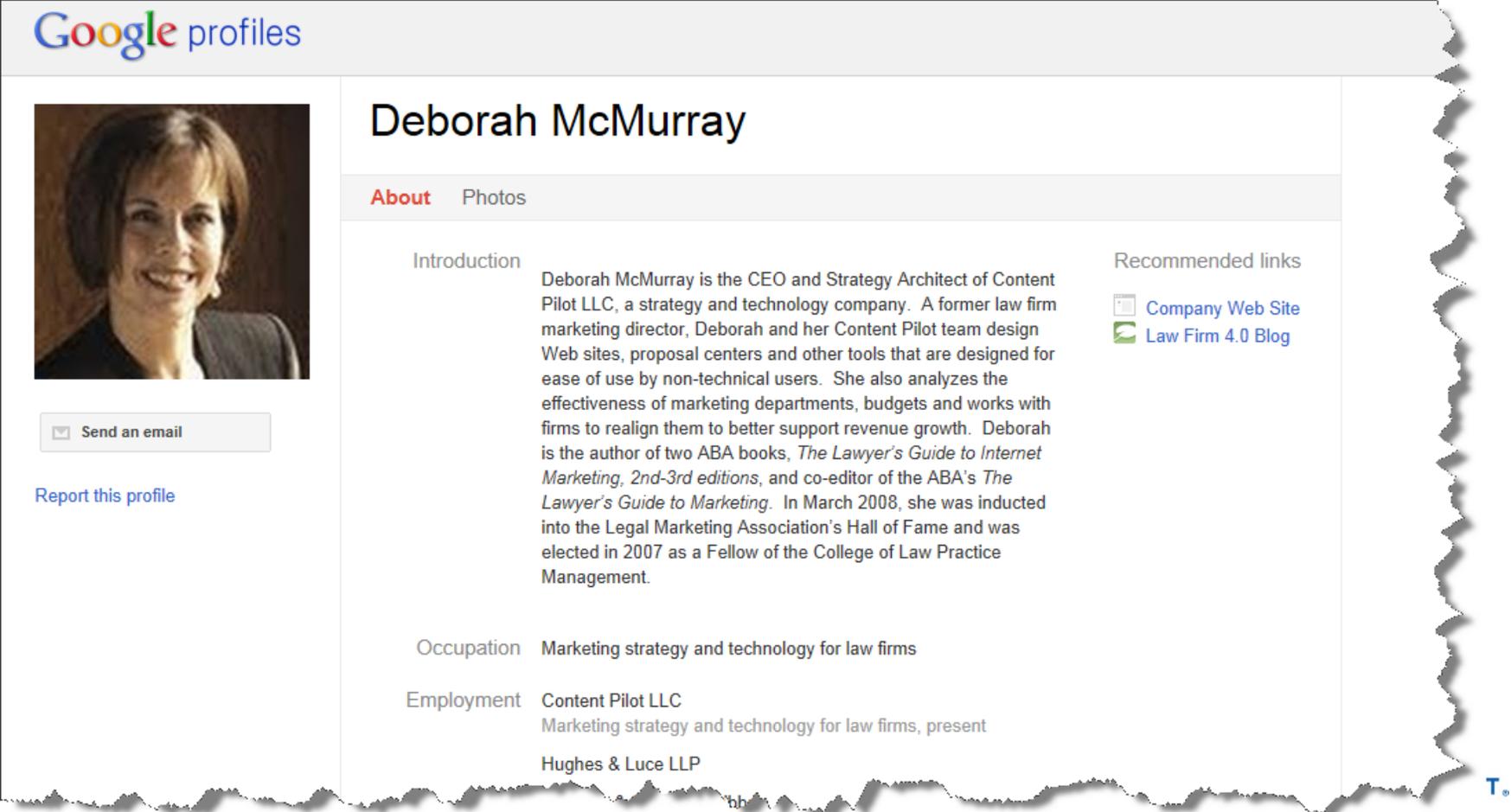
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# Manage your Online Reputation

## Listings / Profiles

- Create a Google Profile – [www.profiles.google.com](http://www.profiles.google.com)



The screenshot shows a Google Profile page for Deborah McMurray. The page has a light gray header with the "Google profiles" logo. On the left, there is a square profile picture of a woman with short brown hair, smiling. Below the photo is a button that says "Send an email" with an envelope icon, and a link that says "Report this profile". The main content area is titled "Deborah McMurray" and has two tabs: "About" (selected) and "Photos". Under the "About" tab, there is an "Introduction" section with a paragraph of text. To the right of the introduction is a "Recommended links" section with two links: "Company Web Site" and "Law Firm 4.0 Blog". Below the introduction, there are sections for "Occupation" and "Employment". The "Occupation" section lists "Marketing strategy and technology for law firms". The "Employment" section lists "Content Pilot LLC" (Marketing strategy and technology for law firms, present) and "Hughes & Luce LLP". The page has a decorative, torn-edge border on the right and bottom.

Google profiles

**Deborah McMurray**

**About** Photos

**Introduction**

Deborah McMurray is the CEO and Strategy Architect of Content Pilot LLC, a strategy and technology company. A former law firm marketing director, Deborah and her Content Pilot team design Web sites, proposal centers and other tools that are designed for ease of use by non-technical users. She also analyzes the effectiveness of marketing departments, budgets and works with firms to realign them to better support revenue growth. Deborah is the author of two ABA books, *The Lawyer's Guide to Internet Marketing, 2nd-3rd editions*, and co-editor of the ABA's *The Lawyer's Guide to Marketing*. In March 2008, she was inducted into the Legal Marketing Association's Hall of Fame and was elected in 2007 as a Fellow of the College of Law Practice Management.

**Recommended links**

- Company Web Site
- Law Firm 4.0 Blog

**Occupation** Marketing strategy and technology for law firms

**Employment** Content Pilot LLC  
Marketing strategy and technology for law firms, present  
Hughes & Luce LLP

Send an email

Report this profile

T.

# Manage your Online Reputation

## Listings / Profiles

- Create a LinkedIn Profile – [www.linkedin.com](http://www.linkedin.com)

LinkedIn Account Type: Basic Deborah McMurray Add Connections

Home Profile Contacts Groups Jobs Inbox 102 Companies News More People Search... Advanced

Texas Executive Resumes - Internationally Certified Advanced Resume Writer, Mary Elizabeth Bradford

**Deborah McMurray** Edit  
Positioning and branding executive, Web/Proposal System strategy leader  
Dallas/Fort Worth Area | Marketing and Advertising

Improve your Profile View profile

Ask for recommendations  
Create your profile in another language

95% profile completeness

Complete your profile quickly  
Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)  
Add your skills & expertise (+5%)

Deborah McMurray via Twitter  
ContentPilot How valuable is each hour of business development? The answer: It depends. <http://t.co/6XBVy5w8>  
Favorite Retweet Reply See all activity Post an update 2 days ago

Current CEO and Strategy Architect at Content Pilot LLC Edit  
+ Add a current position

Past Managing Principal at Deborah McMurray Associates (Sole Proprietorship)  
Marketing Director at Hughes & Luce, LLP  
Director of Marketing at Johnson & Gibbs, PC

Education University of Michigan  
Gustavus Adolphus College

Recommendations 14 recommendations Edit

Connections 500+ connections

HP OFFICEJET PRO  
MAKE YOUR BUSINESS SHINE FOR LESS.

# Manage your Online Reputation

## Listings / Profiles

- Take a critical look at your Facebook Profile

The screenshot displays a Facebook profile for Deborah McMurray. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Deborah McMurray' with a 'Home' link. The profile picture shows a woman in a dark blazer. The main content area is titled 'Deborah McMurray Photos' and features several photo albums:

- Your Photos**: A grid of three photo thumbnails.
- Wall Photos**: 4 photos
- Gustavus friends at Paul Heckt's Funeral**: 3 photos
- Friends**: 8 photos
- December 3, 2011**: 1 photo
- Davison Adventures**: 7 photos
- Labor Day Weekend in NYC - 2010**: 17 photos
- Photos and Videos of You**: A row of three photo thumbnails.

The left sidebar contains navigation links: Wall, Needs Review (6), Info, Photos (30), Notes, Friends, and Subscriptions. Below this is a 'Friends (351)' section with profile pictures for Becky Dawson and Elizabeth Lampert.

The right sidebar includes:

- Birthdays**: A notification for Laura Vaughn Hudson's birthday.
- Find Friends from Legal Marketing Association**: A section with a 'Find Friends' button.
- Sponsored**: Advertisements for 'Weight Watchers® Online' and 'Rogers Healy and Associates'.

# Manage your Online Reputation

## Listings / Profiles

- Take a critical look at your various profiles

### McCann Global Investigations Presents Social Media Footprint Analysis in Background Checks

McCann Global Investigations Comprehensive Background Check Creates Bigger Picture

Houston, TX -- Feb 02, 2011 / (<http://www.myprgenie.com>) -- Social media has become more and more prevalent in the everyday lives of everyone from the tech geek to the company CEO. From Facebook to Twitter to blog posts, business and personal lives often meld into one. McCann Global Investigations provides comprehensive background checks in order to provide our client with a clear picture of their prospective new employees. Employers are requesting more information on potential employee's social media presence. The way that a person presents themselves online, can adversely affect the hiring authority's decision should that impression be negative. A random Facebook photo of a potential employee in a compromising position can provide a hiring manager with a more complete picture of the person they are considering hiring. Analyzing social media footprint gives the hiring authority a glimpse into the personal life of a subject. If a person was being considered for a highly confidential position with security implications, an overtly revealing online presence would be juxtaposed to the nature of the potential position. Even of more importance, evidence of criminal or civil misconduct can be revealed innocently on a twitter posting, which would otherwise be unknown to the hiring authority. While social media footprint does not tell the whole story of who a person really is, it is a piece of a larger puzzle that will help hiring authorities make informed decisions.

# Manage your Online Reputation

## Know that anything you post on Facebook, Twitter, LinkedIn, blogs and other social network sites . . . can be found

- It is being used in court cases, is being used by HR and recruiting departments
- Florida rules: Lawyers and judges can't friend each other (perceived conflicts of interest) and lawyers have to be careful about friending lawyers who could be opposing counsel. Must be clear that any friending doesn't constitute an attorney-client relationship

# Manage your Online Reputation

- Florida Law professor notes that “law students can’t fathom that their “private” lives online could affect their careers – such as whether they are admitted to the Florida Bar
  - Florida Bar reviews personal sites as part of a character evaluation
  - Students’ reaction: “It’s not fair, it’s not like I put a billboard up in Times Square!”
- No – it’s exposing yourself in millions of homes 24/7 – there is an open door to your private life
- Use discretion

Additional Questions?

Thank you!

[www.contentpilot.net](http://www.contentpilot.net)

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Law Firm 4.0 Blog

SMU Law School – Law  
Practice Management

