

OREGON LAW PRACTICE MANAGEMENT

30 Twitter Tips on Marketing, Social Media, and Technology

And now my final installment of news that may have passed you by in June. The best of the best on marketing, social media, and technology posted on Twitter last month:

Marketing and Social Media

- [5 Reasons To Measure Social Media Return on Investment](#) (RT@smexaminer RT @Mike_Stelzner RT @NancyMyrland RT @AdvertisingLaw)
- [How to Use LinkedIn Emails to Generate Loads of Leads](#) [Excellent list!] – via @brandcottage (RT @marismith RT @HubSpot)
- [Foursquare adds new interface](#), design via Lifehacker
- [The Secret to a Perfect Facebook Post](#) (RT @jeanlucr RT @AdvertisingLaw)
- [The stupid things you do on Facebook and how to fix them](#), via Lifehacker
- [How to quickly and easily test whether an SEO company is any good](#) (RT @AdvertisingLaw RT @SayItSocial)
- There are 100s of strategies 2 get new clients, there's only 1 strategy to keep them: [serve them well](#). (Via @matthomann)
- [Get Quick Blogging Insights With Google Analytics](#) (RT @rocketmatter)
- You're Not A Dog: [Put Your Best Foot Forward Online](#) – Free CLE webinar with @gyitsakalakis (RT @rocketmatter)
- [Should employers be allowed to use your social media profile to influence hiring decisions?](#) (RT @natlawreview RT @RIMS)

Technology

The Paperless Office

- PDF for Lawyers: [Using Acrobat to put Exhibit stamps on digital documents](#) (via @pdflawyer)
- PDF for Lawyers: [When should you OCR documents?](#) A quick primer. (via @pdflawyer)
- [DocScanner Turns Paper To PDF on the Go](#) ~ Technologist | Sweet! (RT @ExpertParalegal)

Privacy and Security

- [Flame Malware Shows How Bad Things Can Really Get](#) (Techlicious)
- [How to open a password-protected PDF when you don't have the password](#) (Digital Tweet)
- Technology: [The privacy perils of mobile technology](#) (RT @Legal_Seminars)
- TIP: Make data privacy a priority from the top down. Implement training to make sure everyone understands privacy policies. (RT @Shredit)

Cloud Computing

- [eSigning comes to Clio](#) (via @goclio)
- LawSites blog: [Shared a Dropbox folder? Don't forget!](#)
- [Offline editing in Google Docs](#) Via #Lifehacker

Dictation

- [Digital Dictation and Transcription Primer](#) | Law Technology Today (via @ltrc)
- [Dragon Tuesday Tip \(PC\) – Adding Names to Your Vocabulary](#) (via @DragonTweets)

Apps

- Fastcase Tip 23: Utilize the extended toolbar at top and the ‘jump to most relevant paragraph’ option to save you time! (via @fastcase)
- [Quick Look: New Fastcase Android App](#) by @catherinereach (RT @danpinnington RT @JoanHFeldman RT @attnyatwork)

Tech Tips

- Did you update your RSS Feed for the new Law Technology Today blog (formerly ABA Site-tation)?
- [Technology Matters – Highlights from the 2012 #ABATECHSHOW](#) from my friend, Dee Crocker
- [20 Search Tips for Google Masters](#) (RT @MassLOMAP RT @mashable)
- [How to keep your unlimited data plan](#)
- [How to Speed Up your Computer in 7 easy steps](#) (from How to Guidebook)
- [Efficient legal document production](#) for lawyers by @JimCalloway (RT @ABATECHSHOW)

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