

HOW TO GROW YOUR PRACTICE AND CAREER WITH SOCIAL MEDIA



social media **LAW & ORDER**®

Ethan Wall



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SOCIAL MEDIA LAW AND ORDER



ETHAN WALL

Social Media Marketing 101 for Lawyers | The Florida Bar | Ethan Wall - Social Media Law and Order



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SO WHY ARE WE HERE?



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a place for friends

twitter



EVERYONE IS ON SOCIAL MEDIA

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726 posts

1,341 followers

411 following

Florida Bar YLD Division of The Florida Bar made up of the 26,000 young lawyers in Florida. #flaYLD

www.floridabar.org/prof/pwsltr

Followed by smithsandgiggles, pbcba, thedynastyllitigator + 8 more





flabaryld • Following

flabaryld Ladies and gentlemen of the #FlaYLD, may we present your NEW Young Lawyers Division President, Christian George!



Christian is a partner at Akerman Law in #Jacksonville and is a @uflaw grad (as well as a UF undergrad! #DoubleGator 🦢).

He was sworn in today during the #MyFloridaBar Annual Convention General Assembly by Florida Supreme Court Chief Justice Jorge Labarga as his wife Whitney and new YLD President-elect Santo DiGangi of Palm Beach looked on. 🙌

Congrats, @cgeorge_jax! We look forward to working with you!



60 likes

JUNE 15

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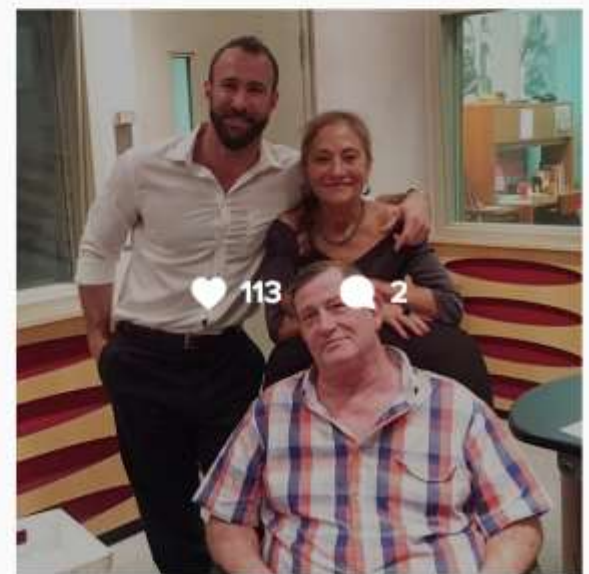
106 posts

4,052 followers

3,001 following

Ethan Wall Social media attorney and keynote speaker @EthanWall trains lawyers on social media, manages law firm accounts, and posts way too many selfies
bit.ly/2ni4Zj0







socialmedialawan...

Following

socialmedialawandorder Ethan's so excited to teach social media marketing to Dade Legal Aid leadership academy for the third year in a row! <http://bit.ly/2p2vGcc>

-
-
-

#litigation #lawyerlife #attorneylife #attorney #lawyer #socialmedia #law #smm #tech #legal #younglawyer #Ima #legalmarketing

rohman_hidayat 🙌👏👏

lostalgictraveller nice shot!

deborahmubar Abogado guapo



206 likes

4 DAYS AGO

Add a comment...



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Instagram

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SO WHERE DO YOU BEGIN?



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A man with a beard and short hair, wearing a light blue button-down shirt, is shown from the chest up. He is looking towards the right of the frame and gesturing with his hands as if in conversation. The background is a warm, yellowish wall. On the far right, the back of another person's head and shoulder is partially visible.

START WITH THE
END IN MIND

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ASK YOURSELF

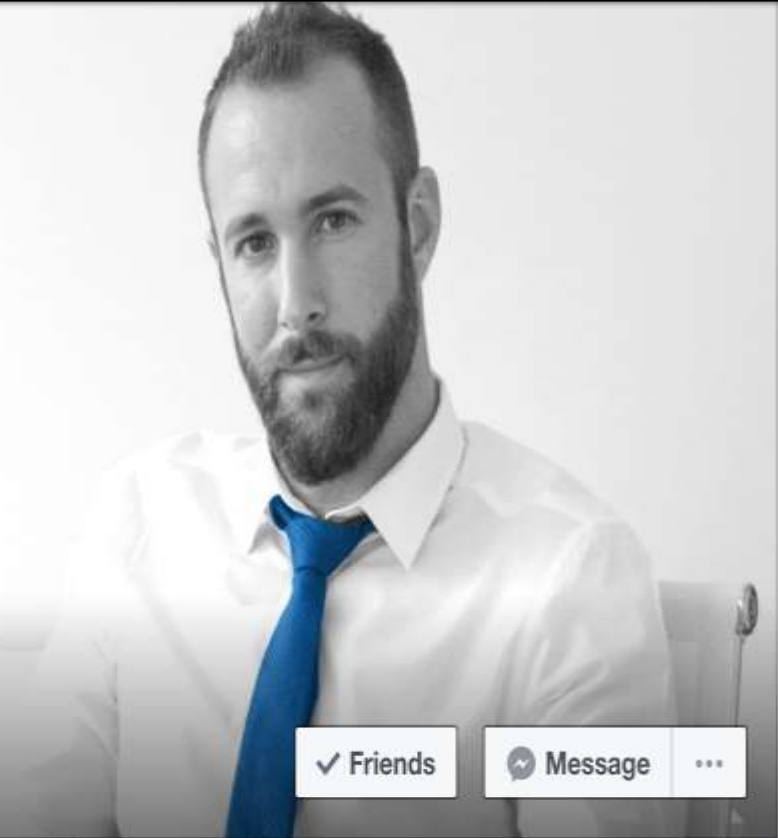
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Ethan Wall

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Intro

- President at The Social Media Law Firm
- Founder at Let's Plant a Seed
- President at Social Media Law and Order
- Studied Law at Nova Southeastern University
- Studied Legal Studies at University of Central



Ethan Wall is with Julian Castro at Social Media Law and Order. ...

October 19, 2017 · Miami · 3

filming content for your website is hard work



Photos



Friends · 3,953 (24 Mutual)



Ethan Wall is at WLRN Public Radio and Television.

July 12, 2017 · Miami ·

talking social media law on NPR- fake news? bit.ly/NPRJuly2017



Like

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Leah Joy, Kristin Norse and 84 others



Ethan Wall at [CrossFit Wynwood](#).

February 24 at 1:42pm · Miami, FL

today i compete in the The CrossFit Games for the second year. i may not win, but i do look bad-ass flipping this tire.



[Share](#)

   369



Saman Movassaghi Gonzalez 😊 feeling pumped at 📍 Miami

Dade College - Hialeah Campus.

May 20 at 10:01am · Hialeah · 🧑🏻‍🦱

Volunteering at the Mega Citizenship Drive.



👍 Like

💬 Comment

👤 Linda Leali, Khurum Wahid and 70 others

WHAT CONTENT SHOULD STAY OFF FACEBOOK?



A dark, grainy photograph of a car accident scene. A red car is visible in the foreground, and a white car is partially visible in the background. The scene is dimly lit, possibly at night or in low light conditions. A large white text overlay is positioned in the upper right quadrant of the image.

**PERMANENTLY
INJURED?**

BECOME THE GO TO EXPERT

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BECOME THE GO-TO EXPERT



Real Estate

Q. I'd like to purchase a property that is scheduled to be sold at a foreclosure sale in a few months. Is it possible to purchase it before the foreclosure sale? If so, what is the procedure?

A. Absent certain circumstances, the owner of record retains control of the property until the property is sold, whether at a foreclosure sale or otherwise. That control includes the right to sell the property. The foreclosing lender and the foreclosing trustee have the power to sell the property, but only through the foreclosure process. Accordingly, a sale of the property prior to the scheduled foreclosure sale operates just like any other sale and must be negotiated with the owner. If, however, the owner of the property has filed for bankruptcy or a receiver has been appointed to manage the property, then you most likely need court approval to purchase it.



Search



SECURITY ON SOCIAL MEDIA FOR LAWYERS



Ethan Wall

Social Media Law Attorney, Author, Professor, Consultant, and Keynote Speaker in Miami

1,801

Who's viewed your profile

1,893

Views of your post



Ethan Wall

Social Media Law Attorney, Author, Professor, Consultant, and Keynote Speaker in Miami

Can you purchase property before its foreclosure sale? Read my latest blog:



Real Estate

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 **J Darrin Gross /COMMERCIAL REAL ESTATE SOLUTIONS • 2nd**
Commercial Real Estate Insurance Specialist - *48 POINT HAZARD CHECKLIST BELOW*

Commercial Real Estate

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[Complimentary Webinar - Dr. David Kohl's 2017 Ag Views From the Road: Register](#)

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NAIOP, the Commercial Real Estate Development Association

Members: 28,442



Commercial Real Estate Referral Network

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LoopNet.com Commercial Real Estate Professionals Network

Members: 21,023



Commercial Real Estate Executives

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Technology for Commercial Real Estate

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Commercial Real Estate Referral Network

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Florida Bar President

June 22 at 3:53 PM · 🌐

Thrilled to be at the [Florida Justice Association Annual Meeting](#), where my friend Julie Braman Kane was honored with the B.J. Masterson Award for Professionalism. I can't think of a more worthy recipient. She is incredible and inspires me and everyone who meets her.



Community

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- Invite your friends to like this Page
- 1,161 people like this
- 1,151 people follow this
- Craig Waters and 91 other friends like this or have checked in

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651 E Jefferson St (204.37 mi)
Tallahassee, Florida 32399
Get Directions



Florida Bar President

June 21 at 12:45 PM · 🌐

So appreciative of American University Washington College of Law for traveling almost 900 miles from Washington D.C. to Orlando to hold a reception for me ahead of my swearing-in as The Florida Bar's 70th President in Orlando last week.

A wonderful gesture. Thank you again.

[#MyFloridaBar](#)





Florida Bar President shared a post.



June 18 at 9:35 AM · 🌐



The Florida Bar is with Michelle Rosenkranz Suskauer.

June 17 at 11:11 PM · 🌐

Great photo of new Florida Bar President Michelle Rosenkranz Suskauer from Friday's swearing-in ceremony captured by Past YLD President Katherine Hurst Miller.

**WHAT CONTENT WILL YOU
NEVER SEE
ON THE FLORIDA BAR
PRESIDENT'S PAGE?**





DRAMATIZATION



STRENGTH STRATEGY

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f Writing Blogs

f Publishing Articles

f Speaking Engagements

f Media Appearances

f Video FAQs

f Networking Events





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@socialmedialawandorder

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THE AUTHORITY ON SOCIAL MEDIA FOR LAWYERS



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January 23 · 🌐

Ethan talks social media marketing and ethics for attorneys on NPR:
<http://bit.ly/2jhguop>

Ethan Wall
SOCIAL MEDIA LAW AND ORDER



@ETHANWALL

Like Comment

Camilo Castro, Cristina Isabel Mas, Barbara Romani and 76

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Education in Miami, Florida

5.0 ★★★★★ · Always Open

Social media attorney, author and keynote speaker Ethan Wall trains lawyers on social media, marketing, and ethics and manages law firm's social media.

1,184 people like this and 1,180 people follow this

3 people have been here

About

See All



3250 NE 1st Ave, Ste 305
Miami, FL 33137

(305) 400-9447



**ETHAN WALL FEATURED ON NPR,
CNN, AND FORBES**

[NPR – At Your Service: Social Media and the Law – January 7, 2017](#)

The upsurge in social media use by professionals generates legal and ethical questions, which require care and consideration when promoting products and services. For example, does an attorney's Twitter comment on an issue constitute advertising? South Florida's NPR affiliate WLRN interviewed me to address these new social media law trends.



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Social Media Law and Order

Published by Bianca Posterli [?] · May 22 at 10:22am · 🌐

Didn't catch Ethan on NPR in January? Don't worry. He's back again today talking social media law at 1 pm. <http://bit.ly/2qQqOGA>



👍 🤔 Susan Kaplan, Olga Hamilton and 72 others

4,496 people reached



SEARCH ENGINE STRATEGY

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f Publishing Articles

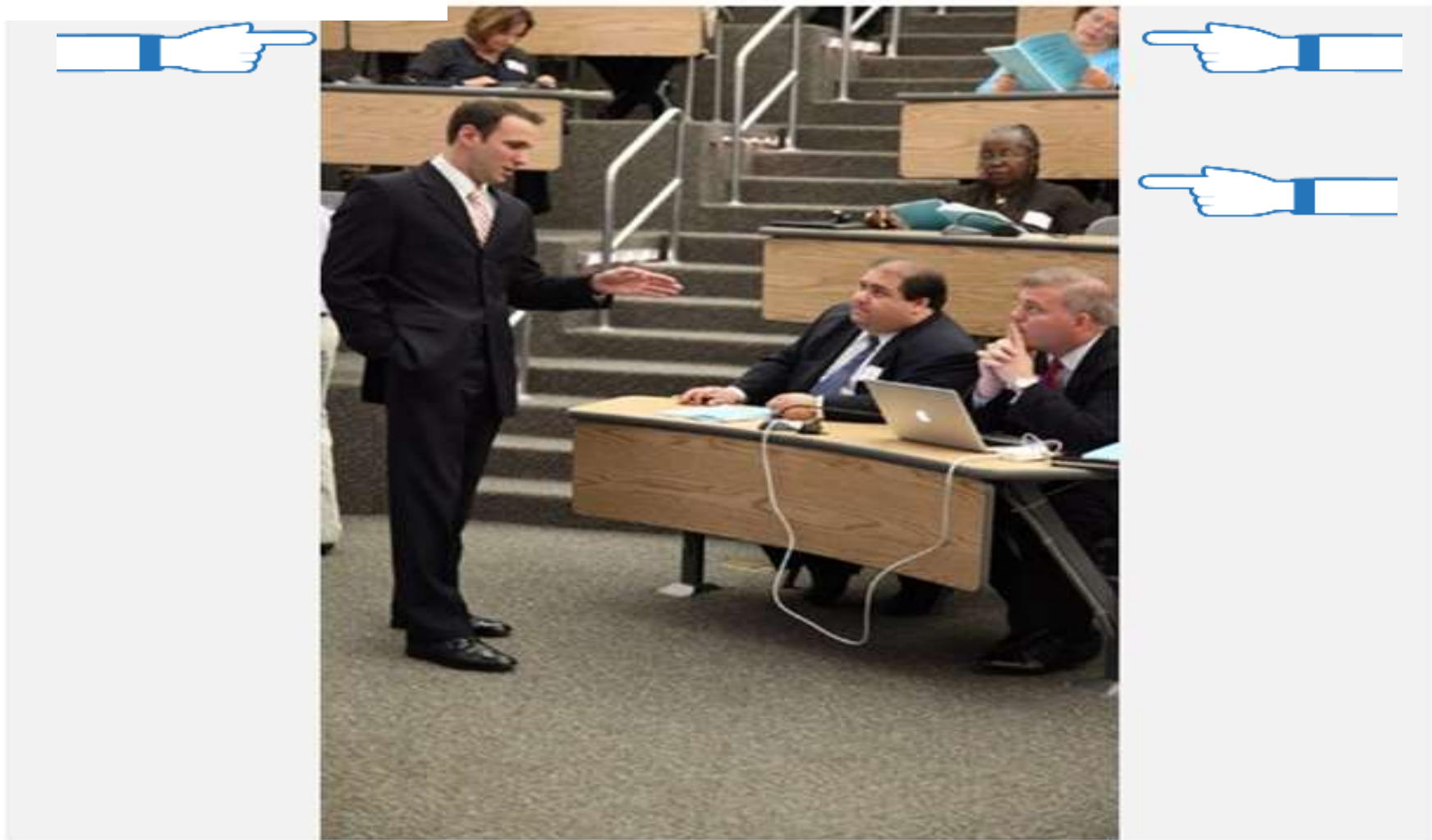
f Speaking Engagements

f Media Appearances

f Video FAQs

f Networking Events





✍ Looking forward to teaching social skills to members The Florida Bar

Added 5 minutes ago · Comment · Like



Shari Schuk That's awesome!

4 minutes ago · Like

WHAT IS NEVER A GOOD STRATEGY?





FLORIDA BAR ETHICS RULES GOVERN SOCIAL MEDIA

HANDBOOK ON LAWYER ADVERTISING AND SOLICITATION



The Florida Bar
Standing Committee on Advertising
Tenth Edition
2013 (Revised December 9, 2014)

4-7.12 Required Content

4-7.13 Deceptive And Inherently Misleading Advertisements

4-7.14 Potentially Misleading Advertisements

4-7.15 Unduly Manipulative Or Intrusive Advertisements

4-7.16 Presumptively Valid Content

4-7.17 Payment For Advertising And Promotion

4-7.18 Direct Contact With Prospective Clients

4-7.19 Evaluation Of Advertisements

4-7.20 Exemptions From The Filing And Review Requirement

4-7.21 Firm Names And Letterhead

4-7.22 Lawyer Referral Services

4-7.23 Lawyer Directory

Social Media Ethics Rules

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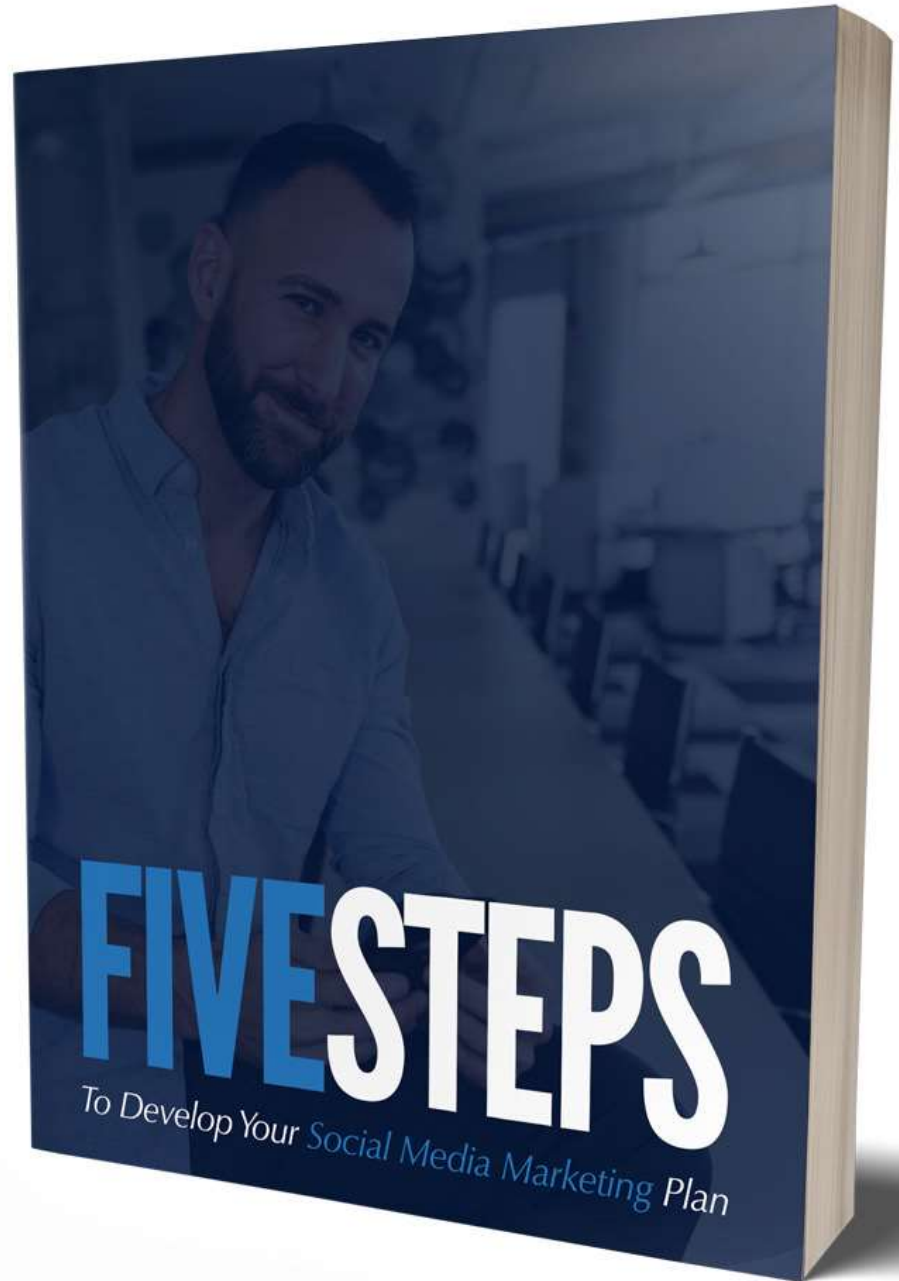
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FROM HERE?

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Next Steps

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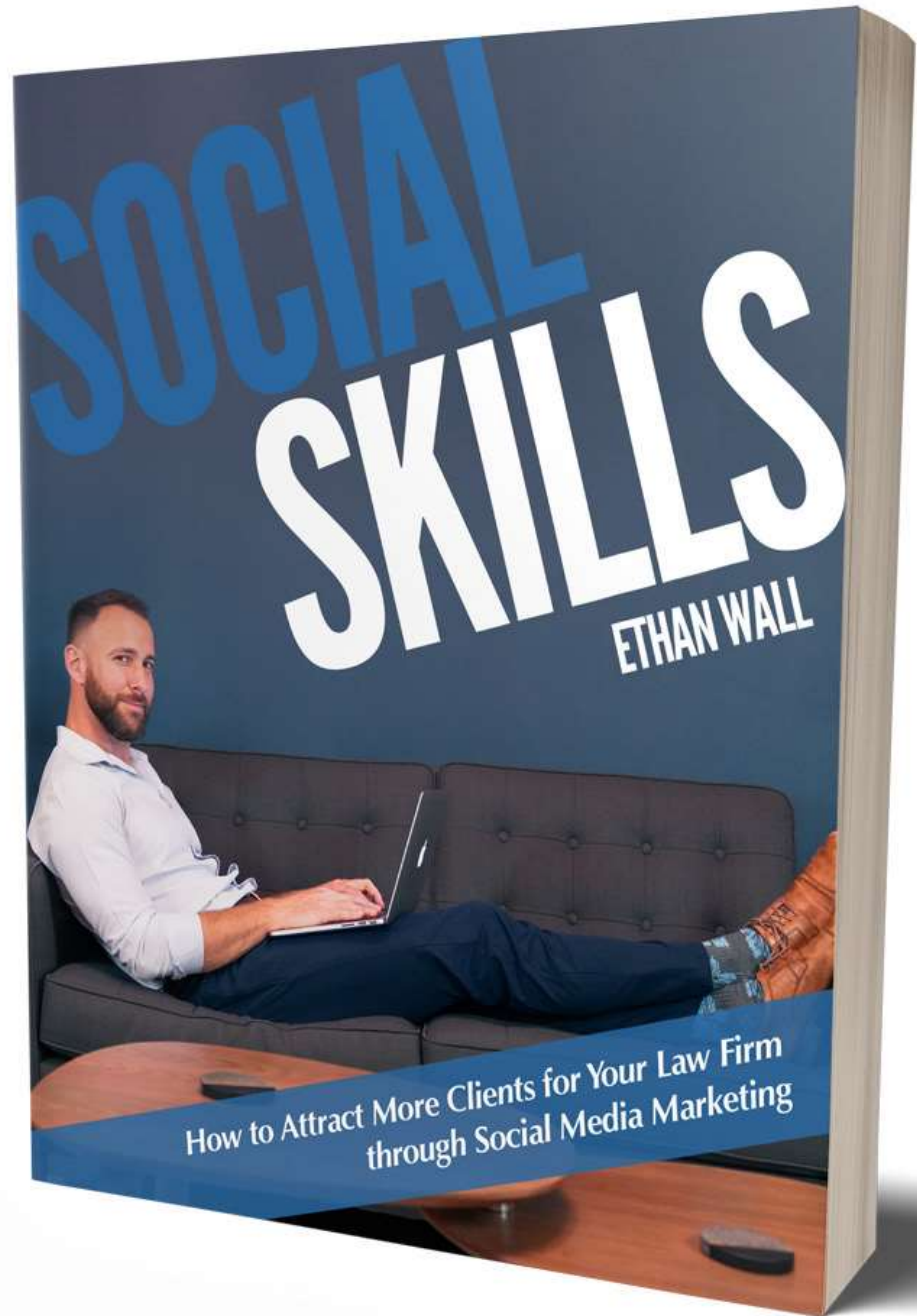
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