How to Social
SMARTER, Not HARDER

DANNY ALLER
OFFICE JESTER
PUBLIC INFORMATION AND BAR SERVICES
THE FLORIDA BAR
HOW TO SOCIAL SMARTER, NOT HARDER

FLORIDA BAR SOCIAL MEDIA PAGES
FLORIDA BAR PRESIDENT SOCIAL MEDIA

HOW TO SOCIAL SMARTER, NOT HARDER
YLD LAW STUDENT DIVISION SOCIAL MEDIA

HOW TO SOCIAL SMARTER, NOT HARDER
MULTI-TASKING IS A MUST
TIPS + TRICKS

Facebook
- Direct Uploading Videos vs. YouTube
- Bad Behavior: Hiding Comments vs. Deleting
- Facebook Analytics
- Legal Humor

Instagram
- Make Good Photos GREAT
- Sharing Is Caring

Twitter
- Twitter Lists
- New Ways to Use GIFs
- Maximizing Exposure

LinkedIn
- Use Hashtags In Your Posts
Facebook

Direct Uploading Videos vs. YouTube
Bad Behavior: Hiding Comments vs. Deleting
Facebook Analytics
Legal Humor
FACEBOOK: DIRECT UPLOADING VIDEOS VS. YOUTUBE

The Florida Bar
Published by Danny Allen • 16 mins

This week, FloridaBarNews.TV highlights the estimated $30 million that Florida’s E-Filing Authority E-Service has saved Florida lawyers in postage since 2014 when the portal began its free automatic electronic service to a list created by parties in a case.

And it’s faster too.

Instead of having to mail a copy to other parties and attach the document to emails, the portal automatically and instantly serves a copy when the document is filed through the portal. Said Putnam Clerk of Court Tim Smith, chair of the e-filing authority: “E-Service Notices became available to filers in 2014, and to date that savings amounts to $30,270,174. This amount is only the cost of postage if the notices were mailed through the postal service. This amount does not include the savings of personnel time or printing. The E-Filing Authority is pursuing enhancements to improve the efficiencies and experience for the filers.”

To read the full Florida Bar News story on this topic, visit: https://www.floridabar.org/.../portals-e-service-function-sa...

To watch any previous FloridaBarNews.TV update, visit: http://bit.ly/29kQuC

FloridaBarNews.TV
Published by Danny Allen • Just now

This week, FloridaBarNews.TV highlights the estimated $30 million that Florida’s E-Filing Authority E-Service has saved Florida lawyers in postage since 2014 when the portal began its free automatic electronic service to a list created by parties in a case. And it’s faster too. Instead of having to mail a copy to other parties and attach the document to emails, the portal automatically and instantly serves a copy when the document is filed through the portal. Said Putnam Clerk of Court Tim Smith, chair of the e-filing authority: “E-Service Notices became available to filers in 2014, and to date that savings amounts to $30,270,174. This amount is only the cost of postage if the notices were mailed through the postal service. This amount does not include the savings of personnel time or printing. The E-Filing Authority is pursuing enhancements to improve the efficiencies and experience for the filers.”

To read the full Florida Bar News story on this topic, visit: https://www.floridabar.org/.../portals-e-service-function-sa...

To watch any previous FloridaBarNews.TV update, visit: http://bit.ly/29kQuC

How to Social Smarter, Not Harder
Facebook: Native Video Gets 10X More Shares Than YouTube

John Koetsier  Contributor @
John Koetsier is a journalist, analyst, author, and speaker.

Social media marketers have long suspected that Facebook prioritizes video uploaded directly to Facebook versus video shared from another source, like YouTube. A new study confirms the suspicion.

Few, however, thought there might be a 10X difference.

Social media analytics provider Quintly analyzed 6.2 million posts by 167,000 Facebook profiles over the last half of 2016. In each month, Facebook native videos performed better in average interactions and shares, averaging 110% more interactions and 478% more shares.
FACEBOOK: DIRECT UPLOADING VIDEOS VS. YOUTUBE

**Twitter Video Downloader**

Download twitter videos & GIF from tweets

**Download Now**

- **YouTube Playlist Downloader**
- **Instagram Video Downloader**
- **Facebook Video Downloader**
- **DailyMotion Video Downloader**

**Note:**
Due to a bug occurred on 28th April 2017, some twitter videos were not getting downloaded. The issue has been resolved and Twitter video downloader is working fine. You can now download twitter videos again.

You can also download twitter videos from [tweetdownloader.net](http://tweetdownloader.net).
TIPS + TRICKS

Facebook

Direct Uploading Videos vs. YouTube
Bad Behavior: Hiding Comments vs. Deleting
Facebook Analytics
Legal Humor
FACEBOOK: HIDING COMMENTS VS. DELETING
FACEBOOK: HIDING COMMENTS VS. DELETING

Most Relevant

Carolyn Ann: Thank you for investigating Thomas Cope. Please hold him accountable for heartlessly throwing a terrified raccoon overboard.

Peter Campion: It is abhorrent what Thomas Cope has done. Would you care to convict him for his sadistic animal cruelty?

Cristina Maria: How can you let the animal abuser Thomas Cope get away with it? Where is the justice for the abused animals?

Write a comment...

HOW TO SOCIAL SMARTER, NOT HARDER
Facebook

Direct Uploading Videos vs. YouTube
Bad Behavior: Hiding Comments vs. Deleting
Facebook Analytics
Legal Humor
FACEBOOK ANALYTICS
FACEBOOK ANALYTICS

HOW TO SOCIAL SMARTER, NOT HARDER
Facebook

Direct Uploading Videos vs. YouTube
Bad Behavior: Hiding Comments vs. Deleting
Facebook Analytics
Legal Humor
Dance like no one is watching; email like it may one day be read aloud in a deposition.
LEGAL HUMOR

NON SEQUITUR

OK... IF PEOPLE DON'T COME OUT TO SHOW THEIR SUPPORT BY NOON, START SENDING OUT THE SUBPOENAS.

TAX ATTORNEYS

TRIAL ATTORNEYS

DIVORCE ATTORNEYS

LAWYER APPRECIATION DAY PARADE
I'm going to italicize both commas in this “see, e.g.,” signal....

When judicial law clerks go rogue.

© 2005 Courtoons & David E. Mills

LEGAL HUMOR
LEGAL HUMOR

MAYBE IT'S BECAUSE I'M A DOG

BUT THIS CASE LOOKS PRETTY BLACK AND WHITE TO ME

HOW TO SOCIAL SMARTER, NOT HARDER
TIPS + TRICKS

Twitter

Twitter Lists
New Ways to Use GIFs
Maximizing Exposure
How to use Twitter Lists

A list is a curated group of Twitter accounts. You can create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of Tweets from only the accounts on that list.

View instructions for: 

How to create a list

1. Click on your profile icon to show the drop down menu.
2. Click on Lists.
3. Click Create new list.
4. Select a name for your list, and a short description of the list. List names cannot exceed 25 characters, nor can they begin with a number. Then select if you want the list to be private (only accessible to you) or public (anyone can subscribe to the list).
5. Click Save list.
TWITTER LISTS

HOW TO SOCIAL SMARTER, NOT HARDER
TWITTER LISTS

Create a new list

List name: Tampa Area Voluntary Bar Associations
Description: A list of Tampa voluntary bars

Privacy:
- Public: Anyone can follow this list
- Private: Only you can access this list

Save list

How to Social Smarter, Not Harder
HOW TO SOCIAL SMARTER, NOT HARDER

TWITTER LISTS

Tampa Bar Associations
A public list by The Florida Bar

Members 0 Subscribers 0

Edit Delete

Tweets
List members
List subscribers

More lists by @TheFlaBar

Tampa Bar Associations
TFB Sections & Committees
FL Law Schools
Top Engagers
FL Local Bars
Create new list

Search Twitter

Find people to add to your list
North Tampa Bar
Search

Find people to add to your list

Search for a username, first or last name, business or brand. You can also add people from your Following page or anyone’s profile page.
HOW TO SOCIAL SMARTER, NOT HARDER

TWITTER LISTS
HOW TO SOCIAL SMARTER, NOT HARDER
Twitter

Twitter Lists
New Ways to Use GIFs
Maximizing Exposure
TWITTER: NEW WAYS TO USE GIFs

HOW TO SOCIAL SMARTER, NOT HARDER
TWITTER: NEW WAYS TO USE GIFs

Michelle Moretz @michellemore... · 2h
Well it is officially 20 days until the Florida Bar exam @TheFlaBar! Eek! Some motivation to finish strong is this lovely piece of paper from @stetsonlaw. barprep #OwnTheBar

Mark Migdal & Hayden

Breathe deep, Michelle! You got this! #OwnTheBar 💪

via Tenor

Michelle Moretz @michellemore... · 2h
Well it is officially 20 days until the Florida Bar exam @TheFlaBar! Eek! Some motivation to finish strong...
Twitter

Twitter Lists
New Ways to Use GIFs
Maximizing Exposure
Twitter: Maximizing Exposure

Introducing the 71st President of The Florida Bar:

@THE_johnstewart of Vero Beach!

"The Florida Bar has been called upon again to be a leader in shaping the profession and the practice of law for the benefit of both the public and our members.

JOHN M. STEWART
President, The Florida Bar"

10:54 AM - 28 Jun 2019 from Boca Raton, FL

20 Retweets 83 Likes
TWITTER: MAXIMIZING EXPOSURE

The Florida Bar
@TheFlaBar

Introducing the 71st President of The Florida Bar:

@THE_johnstewart of Vero Beach!

The Florida Bar has been called upon again to be a leader in shaping the profession and the practice of law for the benefit of both the public and our members.

JOHN M. STEWART
President, The Florida Bar

10:54 AM - 28 Jun 2012 from Boca Raton, FL
21 Retweets 83 Likes

Smith, American Bar Association, ABA Bar Services and 7 others
TWITTER: MAXIMIZING EXPOSURE

HOW TO SOCIAL SMARTER, NOT HARDER
TWITTER: MAXIMIZING EXPOSURE

ICYMI: Less than 2 weeks ago, we swore in our new @FLBarPresident @THE_johnstewart.

There’s been a lot written about him since then, including:

This: https://www.floridabar.org/news/blog/johnstewartswornin/
This: https://www.floridabar.org/the-florida-bar-journal/john-m-stewart-president-of-the-florida-bar/
This: https://www.law.com/dailybusinessreview/2019/06/26/incoming-florida-bar-president-john-stewart-talks-lawyer-referral-services-mandatory-dues/
And this: https://www.law.com/dailybusinessreview/2019/06/28/new-florida-bar-president-drawing-on-history-calls-on-bar-to-address-challenges-of-online-legal-providers/
TIPS + TRICKS

Instagram
Make Good Photos GREAT
Sharing Is Caring
INSTAGRAM: MAKE GOOD PHOTOS GREAT
INSTAGRAM: MAKE GOOD PHOTOS GREAT
INSTAGRAM: MAKE GOOD PHOTOS GREAT
INSTAGRAM: MAKE GOOD PHOTOS GREAT
TIPS + TRICKS

Instagram

Make Good Photos GREAT
Sharing Is Caring
INSTAGRAM: SHARING IS CARING

How to social smarter, not harder.
How to Repost
1. Open Instagram
2. Tap ⬇️ or 🔄 button
3. Choose Copy Link
   🌟 Open Repost
INSTAGRAM: SHARING IS CARING

flabaryld

And it was at 6:50 a.m., on June 25th, 2019, that The Florida Bar officially took state bar annual meetings "next level." 🐐 🐐 #GoatYoga #MyFloridaBar.

#Repost @daytonakate.

You guys!!!!!! #goatyoga #nana-aaa-maste
#unCONVENTIONal #myfloridabar @flabaranimallaw

June 27
Annual CFAWL & OCBA YLS BACKPACK PROJECT

Please help the children of WASHINGTON SHORES ELEMENTARY SCHOOL have a successful 2019 - 2020 year of learning!

There are three ways you can help:

1) **Sponsor a Child:** Each $20.00 donation you make will buy a child a backpack full of school supplies valued at approximately $50.00. Click HERE to Donate via PayPal!

2) **Donate Supplies** that are not included in the backpack kits. The top five essentials on the Teacher’s Wish List are: Pencils, 8- or 10-Count Markers, Loose Leaf Paper, 24-Count Crayons, and Dry Erase Markers. These essentials are typically paid for by the teachers out of pocket and are always in need. Other school supplies needed include: pairs of blue, black & red pens; colored pencils; index cards; construction paper; folders with pockets with and without prongs; 1 & 2 inch binders; subject dividers; prosthetics; matte of hand soap & hand sanitizer; boxes of wipes & tissues; cotton balls; pencil boxes & pouches; highlighters and drawing boards. Supplies can be dropped off at the OCBA office, Quintana, Pristo, Wood & Breyer, P.A. (2nd floor of BB&T building), and The Akin Family Law Group (Winter Park).

3) **Come to the Happy Hour** on Thursday, August 1st – Ritters & Bottles Cocktail Lounge 9421 N Orange Ave, Orlando, FL 32801 from 5:30 p.m. - 7:30 p.m. The cost is $20 in advance and $25 at the door. You can purchase tickets in advance HERE.

Why your donation is so valuable:

For every $1 raised, $10 of school supplies can be provided to those in need.

A Gift For Teaching serves 310 public schools. There are more than 210,000 kids whose families live at or below the poverty line. But the most shocking number is that 11,000 of those students are homeless.

More than 65% of the students in Orange, Osceola, and Seminole counties come from families that can’t afford lunch, let alone school supplies. [http://www.agiftforthelearning.org/]

Please contact the project co-chairs Stephanie Alvarez (stefhaniealvarez@gmail.com), Vanessa Brea (vanessa.brea@winstonlaw.com), or Amanda Sampio Bivins (amandabivins@gmail.com) for questions or to arrange drop off/pick up arrangements. We will come to you!

2 likes
INSTAGRAM: SHARING IS CARING

HOW TO SOCIAL SMARTER, NOT HARDER
LinkedIn

Use Hashtags In Your Posts
LINKEDIN: USE HASHTAGS IN YOUR POSTS

6 Steps For Diffusing An Angry Client:

1. Let them vent
2. Practice active listening
3. Don’t dismiss their anger
4. Meet face-to-face
5. Get to solutions sooner
6. Set expectations at the outset

Do these work? #Lawyer #Client #LawyerLife

One of the most heart-warming events every year at Annual Convention!

To see a room of lawyers who have given FIFTY years to the legal profession is really something else!

#FloridaBar #AnnualConvention #FiftyYearMembers #Law #LegalProfession

Survival Skill No. 5 for Lawyers: Letting Go of Anger
attorneyatwork.com

The Florida Bar to honor nearly 400 members marking 50 years as lawyers
floridaatbar.com

Phyllis Callaway, J.D.
Legal Administrator at City Attorney Office/Administrative Legal Office
Congratulations

HOW TO SOCIAL SMARTER, NOT HARDER