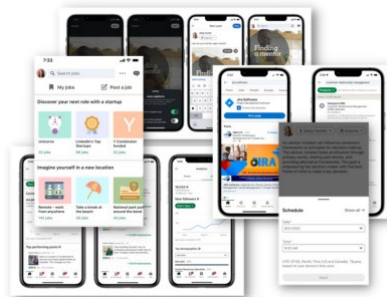


# PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



## LINKEDIN IS MAKING CHANGES: FIVE FEATURES YOU NEED TO KNOW ABOUT

LinkedIn has announced several new platform updates for 2023, which could aid in your social media marketing, recruiting and more.

[LEARN MORE ABOUT WHAT YOU NEED TO KNOW](#)



## Megan Braverman Speaks on Panel at ACAN Annual Meeting

### HOW TO NAVIGATE BUILDING A BRAND WITHOUT DESTROYING IT MOMENTS LATER

The panel discussed the delicate balance between members of the press and court-appointed neutrals.

[READ MORE](#)

## ALY CREA JOINS LMA'S STRATEGIES AND VOICES EDITORIAL COMMITTEE



### ALY CREA JOINS LEGAL MARKETING ASSOCIATION'S STRATEGIES & VOICES EDITORIAL COMMITTEE

In her three-year term, Aly will work with the editorial committee to oversee the content of LMA's online content center.

[READ MORE](#)

## A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

*Recently, we've been talking with clients about:*

- With so many social media platforms, how do you determine which ones you use and devote resources to?
- How to find the ideal balance between billable hours and marketing.
- Ways to cross-promote your practice areas.
- Creating an individual brand and a firm-wide brand.

## LAW FIRM MARKETING CATALYST PODCAST

*Catch up on recent episodes:*

[LISTEN NOW](#)

### FOR LAWYERS OF COLOR, MENTORSHIP IS THE GLUE THAT LEADS TO CAREER GROWTH



### SUCCESSION PLANNING DOESN'T HAVE TO BE SCARY: HERE'S WHAT YOU NEED TO KNOW



**Tyrone Thomas**  
General Counsel at Doral Renewables

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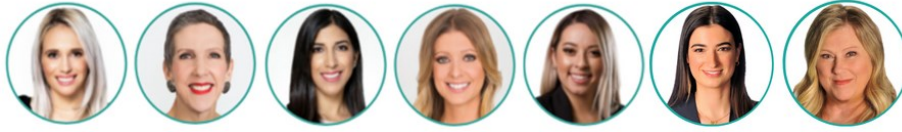
**Roy Ginsburg**  
Attorney Coach and Law Firm Consultant

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