



## PRESS RELEASE

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### **JustEngage Inc.™ Announces New LegalConnect™ Community Webinar Series Teaching Law Firm Executives, Attorneys and Administrative Staff the Legal Ins and Outs of Social Media**

FOR IMMEDIATE RELEASE

September 30, 2011. (Philadelphia, PA) – [JustEngage, Inc.™](http://www.justengage.net) announces the formation and launch of its new legal community and webinar series named [LegalConnect™](http://www.justengage.net/connect). Featuring How-to tutorials, professional development best-practices, live questions and answers, direct email access to speakers, access to recordings and CLE accreditation where applicable and permitted, this new live webinar community is designed to teach the use of social media as it pertains to the legal industry.

“We love the idea of creating a legal specific community to share and educate on social media,” [Kerry Scott Boll](http://www.justengage.net), Principal & CoFounder of JustEngage says. “Attorneys continue to express their interest of mastering social media tools for business development.”

LegalConnect webinar series offers timely topics presented by dynamic speakers who really understand the legal industry. Sample Topics include Legally Elevating Your Brand with LinkedIn, Productive Legal iPad Applications, Social Media 101 – Why Should I Care?, Legal Tweeting to be Recognized as a Thought Leader, and the new Google+ Tips and Tricks to name a few. Once registered (one can register at [www.justengage.net/connect](http://www.justengage.net/connect)), a participant will learn how to create an online brand, increase value and expand the reach to current and potential clients, while strengthening relationships to create an overall social media presence and strategy.

“We realize that there are multiple generations in the workforce today and we hear from many firms who are concerned with modernizing business development strategies,” [Natalie Huha](http://www.justengage.net), Principal & CoFounder of JustEngage stresses. “The goal of the webinars is to educate the legal community across all generations how social media tools can be leveraged to solve a business need and align those social tools with the overall attorney and firm strategies.”



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The webinar series is led by two social media professionals, Natalie Huha (USA) & Samantha Collier (Canada). They will be moderated by Kerry Scott Boll (USA) who is familiar with many of the firms in North America and has been involved with the legal community for over 20 years.

“It used to be perceived that keeping knowledge to yourself was a trade secret and what made you valuable,” Samantha Collier states. “That belief is no more. The new client wants to hire an attorney for their expertise and sharing legal knowledge is expected.”

Other services offered by JustEngage include strategic consulting; social business development; community building and branding; speaking, coaching and training; 2.0 workflow analysis; policy implementation; blog site development; marketing and public relations; social presence monitoring and social media staffing.

**About JustEngage, Inc.™**

JustEngage, Inc.™ is a company dedicated to servicing the Legal community promoting and educating on how social media is redefining current and future client communications. Our services are designed to help firms transform their key business development initiatives and create a value proposition for your clients enhancing the firm’s return on investment. JustEngage services include strategic consulting; social business development; community building and branding; speaking, coaching and training; 2.0 workflow analysis; policy implementation; blog site development; marketing and public relations; social presence monitoring and social media staffing. We give you the knowledge and help you communicate your services the way your clients do business today – engaging in the social way. For more information, contact [info@justengage.net](mailto:info@justengage.net).

**Kerry Scott Boll, Principal & CoFounder.** Kerry has over 20 years experience in the legal community marketing, designing and delivering technology solutions. As part of the senior management team for a cloud computing company, he provided sales and marketing leadership through all phases of development from start-up through growth and into a successful acquisition. An experienced speaker, Kerry has presented seminars and programs for the Association of Legal Administrators, the Montgomery Bar Association, the New York Bar Association, the Philadelphia Chamber of Commerce and Rotary International. Kerry’s expertise is now focused in helping law firms and professional service companies with their overall business development strategies. You can connect with Kerry via his blog (<http://www.justengage.net/blog>), Twitter (@justengage) or LinkedIn (<http://www.linkedin.com/in/kerryboll>).



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**Natalie Huha, Principal & CoFounder.** Natalie has 10 years experience in the legal industry and has worked in several large and midsize firms designing, developing and delivering technology solutions to attorneys and legal professionals. She specializes in social business development and policies, collaborative technology workflows, and social media & legal technology training. She is responsible for creating and managing several legal blogs and communities related to expanding the knowledge of professionals on social media and is a columnist for LegalITProfessionals.com. She is a frequent speaker on the topics of Social Media, Training and Learning for many legal organizations. Natalie is proactive and dedicated to enhancing awareness for social media and technology professional development in the legal industry. You can connect with Natalie via her blog (<http://www.justengage.net/blog>), Twitter (@legalerswelcome @justengage) or LinkedIn (<http://www.linkedin.com/in/nataliehuha>).

**Samantha Collier, Social Media Associate.** Samantha Collier's passion is blending social media with law firm marketing strategies. As a Business Development Coordinator for MBM Intellectual Property Law LLP located in Vancouver, BC Canada, Samantha crafted the firm's social media presence via Facebook, Twitter, Blogging and LinkedIn. She created the [Social Media for Law Firms](#) blog in July of 2010 which was a finalist for the 2010 Canadian Law Blog Awards in the practice management section. Samantha also manages the Law & Social Networking Group on LinkedIn which has over 1,000 members to date. She recently was recognized as one of "The 24: Canada's Top Legal Social Media Influencers" from *The Counsel Network*.

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