
Social Media Etiquette: Oxymoron, Necessary Evil and/or Great Opportunity?

January 23, 2013

Hosted by Flaster Greenberg PC and Isdaner & Company LLC

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What are the etiquette practices and the rules of engagement when using social media today?

Am I supposed to use shorthand when texting or is that out of fashion?

What do IGO, TTYL, LOL and OMG mean and are they relevant to me?

How do I avoid social media etiquette breaches that might be damaging to me?

Join us for this interactive and engaging seminar for answers to these questions and to gain a better understanding of today's etiquette landscape, the rules of the road and how to most effectively utilize social media tools for your business success.

Nationally recognized speaker, [Barbara Pachter](#), will lead the discussion on interacting effectively with colleagues, bosses and clients, whether using Smartphones to text a colleague, iPads to tweet followers, or PC to IM colleagues and email clients.

Following the interactive portion of the event, we will continue our discussion with a panel including: Dan Berger, President, Berger Rental Communities, is continually seeking ways to create a memorable apartment rental experience for each resident. Dan is dedicated to constantly improving operations and has embraced a variety of social media tools to promote the business. Berger customers are encouraged to actively engage online for feedback as well, which is collected in a central website and available to current and future residents. To further engage residents in social media, the company ran a resident video contest. [Ruben Reyes Principal, LyQuix](#), works with clients to create successful and measurable integrated marketing programs using social media and traditional marketing approaches. Ruben is very comfortable using the full suite of social media tools and will still provide a few examples of his own ongoing journey with social media etiquette.

Kenneth R. Gilberg, Labor and Employment Attorney, [Flaster Greenberg](#), will discuss potential traps and pitfalls of using social media for business today. Ken represents employers in a broad range of employment, labor and human resource issues. He partners with clients to provide sound counsel on the day-to-day labor, regulatory and human resource issues in the workplace. Among his speaking topics is *Legal Guidance to Hiring, Employment Contracts and Social Media*.

[Scott A. Isdaner](#), Managing Member, [Isdaner & Company](#) will moderate the panel. Scott specializes in the tax area and is involved in all aspects of tax planning for a diverse client base with emphasis on individual, partnership, trust, non-profit and S Corporation issues. Scott is an active user of LinkedIn. He also utilizes email as a primary communications tool with busy entrepreneurs.

Location:

Continued

Isdaner & Company LLC
Three Bala Plaza
Suite 501 West
Bala Cynwyd, PA 19004

Date:

Wednesday, January 23, 2013

Time:

Registration: 8:00 a.m.
Program: 8:30 – 10:00 a.m.

Flaster Greenberg PC and Isdaner & Company LLC are co-hosting this event to provide a forum for discussion and learning among our clients and friends. We hope you'll be able to join us for this fun and informative morning. For more information, contact: marketing@flastergreenberg.com or jlock@isdanderllc.com.