



## **McCann of Forchelli Law illustrates how she utilizes social media**

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McCann is the Director of Marketing at Forchelli, Curto, Deegan, Schwartz, Mineo, Cohn, & Terrana LLP. Ms. McCann has over 14 years of experience in both the public and private sector.

She is a member of many business and professional organizations including the New York Chapter Legal Marketing Association (LMA) and Public Relations Professionals of Long Island (PRPLI), Direct Marketing Association of Long Island (DMALI) and several Long Island real estate groups including USGBC LI; CIBS and Vision LI. McCann holds a Bachelor's Degree in Communication from Queens College and an M.B.A. from Hofstra University.

How are you using social media to promote yourself, your products and/or your firm?

Social Media is now and forever part of the 'marketing mix' which I was taught back in college. One of the four 'P's is promotion and if one is not incorporating social media in one's marketing strategy, you are potentially losing a large audience. In professional service such as a law firm, I use social media (LinkedIn and Twitter specifically) to enhance current client and contact relationships and build new ones. It's a great new 'tool' to share information of what's going on at the firm. It's an extension of the press release in the public relations world with an unlimited audience reach. Two recommendations with social media - the content should be relevant to your audience and fresh. Social media is here to stay and as a professional in any field, one needs to keep an eye on it and grow with it.

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