



Price of Certilman Balin Adler & Hyman on social media

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With the firm since 1993 (20 years)

In the field since 1978 (35 years)

In the real estate industry since 1974 (39 years)

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How do you and/or your firm use social media?

I am an avid LinkedIn user, as it helps me to build relationships for my legal practice, as well as the organizations I am involved with such as the American Heart Association. Most of the attorneys in our firm are using the tool, and we also have a company page. Last summer, our firm created a Facebook page, and that is used to share human interest stories about our attorneys and staff, as well as friends of the firm.

Social media is by no means a replacement for the face-to-face, but it offers a great way to keep in contact with the people you already know and provides a way to meet new people. It reminds us that it is a small world.