Say Cheese!
Digital Communications

- Websites
- Social Media
Why Digital Communications?

- Millennials:
  - 18-33
  - Many are moving into middle management/corresponding incomes
  - Raised on mobile devices not phones
  - Average 100+ texts/day
  - 2/3 rather text than speak to someone on the phone
  - They knew Amazon the retailer before Amazon the river
  - 75% are on social media
Why Digital Communications?

- In a single internet minute today:
  - 470,400 tweets on Twitter
  - 951,000 logins to Facebook
  - 48,900 posts to Instagram
  - 3.8 million search queries on Google
  - 159 million emails sent

Source: internet live stats
Why are Websites & Design Critical?

- Foundation of professional online presence
- Open 24/7
- First impressions...
- Potential clients – going online to find/compare

Facts:
- Google search – 3.8 million/minute
- You have <10 seconds
User Experience < 10 seconds

- Goals:
  - Capture their interest
  - Who you are
  - What you do
  - Why should they hire you
  - Call to action
Key Components – What am I looking for?

- Name/”Brand”
- How can I contact you?
- Can you help me with my problem?
- Why should I call you?
- Easy to navigate and find what I need
- Responsive design
Examples: The Good (lawyerist.com)
The Bad... (abovethelaw.com)

How do I contact them?
And the Ugly.
Website: Tools

- Content Management System (CMS)
- Yoast SEO
- Web hosting
- Google Analytics
- Blogging
- Google Search Console
- Photography
Website: Content Management Systems (CMS)

What is it?

- A CMS is a computer application that supports the creation and modification of digital content.
- WordPress is industry standard (FREE)
- Web developer can help
- Intuitive enough for DIY’ers
- #ProTip: Plug-ins
Website: Yoast SEO

- SEO – Search Engine Optimization
- WordPress plug-in
- Easily write page titles and descriptions
- Create an XML sitemap to submit to Google Search Console
- Helps with organic search rank
Website: Web Hosting

- Plenty of options! ($10 - $30/month)
- Important factors:
  - Security
  - Site speed
  - Backups
  - Customer service
- #ProTip: Consider an SSL Certificate
Website: Google Analytics

- FREE
- Access to wealth of useful info about your website visitors.
- Primary Metrics:
  - Audience
  - Acquisition
  - Behavior
Google Analytics: Audience

- Insight Into Users of Your Website:
  - Total Site Visits
  - Unique vs. Returning Visitors
  - Pages per Visit
  - Avg. Time on Site
  - Demographics
  - Location
  - Devices (Mobile vs. Desktop)
Google Analytics: Acquisition

- Focus on Sources of Website Users:
  - Organic Search
  - Paid Search
  - Social
  - Referral
  - Direct
Google Analytics: Behavior

- User behavior on your website
- Pages that generate the most traffic
- Evaluate user patterns
- Evaluate new content
- Most popular page on ASB website?
### Overview

**Pageviews**

- Oct 8: 20,000
- Oct 15: 10,000
- Oct 22: 20,000
- Oct 29: 10,000

### Key Metrics

**Pageviews** | **Unique Pageviews** | **Avg. Time on Page** | **Bounce Rate** | **% Exit**
---|---|---|---|---
301,191 | 215,848 | 00:01:09 | 30.45% | 26.14%

### Site Content

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>% Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>63,661</td>
<td>21.14%</td>
</tr>
<tr>
<td>/for-the-public/find-a-member/</td>
<td>49,932</td>
<td>16.58%</td>
</tr>
<tr>
<td>/dashboard/</td>
<td>33,086</td>
<td>10.99%</td>
</tr>
<tr>
<td>/membership/</td>
<td>11,837</td>
<td>3.93%</td>
</tr>
<tr>
<td>/dashboard/consolidated-fee-invoice/</td>
<td>10,739</td>
<td>3.57%</td>
</tr>
<tr>
<td>/dashboard/?=f</td>
<td>9,212</td>
<td>3.06%</td>
</tr>
<tr>
<td>/cf-form</td>
<td>7,178</td>
<td>2.38%</td>
</tr>
</tbody>
</table>
Google Analytics – ASB
October 2017

- 300,000+ Page Views
- 79,300 Sessions
- 34,239 Users
- Most Popular Pages:
  - Homepage - 21.14%
  - Find A Member – 16.58%
  - Member Dashboard – 10.99%
  - No other page over 4%
Website: In-Page Analytics

- Extension for your Chrome Browser
- Metrics:
  - Pageviews
  - Time on Page
  - Bounce Rate
  - More
- Number of active visitors (real time)
- In-page click analysis “Heat Map”
Website: In-Page Analytics

President Augusta Dowd
WANTS TO HEAR FROM YOU!

Click this banner to email President Dowd
Website: In-Page Analytics

![Google Analytics Dashboard]

- **Pageviews**
  - All Users: 63,661
  - Unique Pageviews: 46,133
- **Time on Page**
  - Avg. Time: 0:00:35
- **Bounce Rate**
  - 9.69%
- **% Exit**
  - 14.66%

**Website Screenshot**

- **Alabama State Bar**
- **Message:** Are you MCLE compliant?
  - Credits for the 2017 MCLE year must be earned by December 31, 2017.
Website: In-Page Analytics
Website: Blogging

- Why? Content, Content, Content
- Go beyond your contact information
- Demonstrate expertise/knowledge
- No names please
- Do not talk about clients without their consent
- Examples:
  - Keith Lee
  - Jeremy Richter
  - Burr Forman
  - Beasley Allen
Website: Google Search Console

- Free tool that helps you monitor and maintain your site's presence in Google Search results.
- Access to data that can help you assess your site's search performance
- Be aware
Website: Photography

- Stock Photos
- DIY
- Professional Photographer
- Build a Portfolio
  - Individual attorneys and staff
  - Team photos
  - Candid shots
  - Interior & exterior office photos
ASB Website

- Member Login
  - My Dashboard: Enhanced Features & Information – Personalized
- What you Need Now
- New Features:
  - Member Status - Live
  - Online Discipline – Coming Soon
ASB Website

- **Member Login** *
- **Member Dashboard**
  - Casemaker
  - CFI Instructions
  - Consolidated Fee Invoice (CFI)
  - CSF Payment History
  - **Edit My Info** *
  - **Find a Member** *
  - **Join Sections** *
  - **MCLE Compliance Report** *
  - Member Benefit Discounts
  - Member List by County
  - Referral Follow-up
  - **Request Certificate of Good Standing** *
  - Seeking Employment
  - Submit an Event
Website – Member Login

- Username/password
- Never had an account? Sign up online.
- Retrieve username or reset password
- Instructions available online
- Call if you need assistance
President Augusta Dowd wants to hear from you!

Click this banner to email President Dowd

Find A Member

We make finding members easy. Try our Quick Search function at the top of the homepage for basic search or log in for more advanced search options for detailed, members-only information.

Events

It's easier than ever to keep up with annual meetings, special events, elections and other important dates through our new Event Calendar.

Admissions

Lots of great reasons to join the Alabama State Bar. Learn more about application filings, deadlines, bar examination information, lists of reciprocity states, seminars and much more.
The Benefits of Membership

The Alabama State Bar is here to provide you with the resources, information and insights you need.

Click this banner to view all of your membership benefits!
THE BENEFITS OF MEMBERSHIP

The Alabama State Bar is here to provide you with the resources, information and insights you need.

Click this banner to view all of your membership benefits!
ASB Website – MyDashboard Page

- Personalized
- Displays current MCLE status
- Current Sections and Committees
Welcome back, Eric Anderson!

Your Local Bar
Montgomery County
President: Rhon Eugene Jones

Your Status
- MCLE Credits: 24, Ethics Credits: 1
- CSF Payment history

Your Sections
- Elections, Ethics and Government Relations Section
- In-House Counsel and Government Lawyers

Your Committees/Task Forces
- DIGITAL COMMUNICATIONS Committee 2016-2017

Click here if you wish to change your password
The information we have on file is below. To request a change, please update with your new information.

Name *

Mr. James Eric Anderson

Shown for reference. Name changes cannot be submitted online. If you wish to submit a name change, evidence of a legal name change must be submitted in writing to the ABS Regulatory Office.

Business Phone

(334) 269-1515

Fax

(334) 269-6310

Email Address *

eric.anderson@alabar.org

Enter Email

Confirm Email

Firm Name

Alabama State Bar

Website

https://www.alabar.org/

Include http:// or https://. Example: https://www.alabar.org

Mailing Address

Mailing address is what the Bar will use to contact you as needed via U.S. Mail. If you do not opt out of publication of your contact information, it will be displayed in the online member directory.

PO Box 671

Address Line 1
**Physical Address**

Physical address of your principal office. The information will be used for the election of Bar commissioners. It will not be published in the online member directory.

415 Dexter Ave
Street Address

Montgomery
City

36104
Zip Code

---

**Publish your email address?**

- Yes
- No

Contact info is shown in the member search.

**Publish other contact info?**

- Yes
- No

This hides mailing address, phone, fax, website and firm name.

**Receive non-official email?**

- Yes
- No
MyDashboard – Other Features

- Join Sections *
- Find A Member
- MCLE Compliance Report
- Request Certificate of Good Standing *

*NEW
The best way to search is to type in just the last name and leave all other fields blank. If the last name is common, you may want to add a first initial or name.
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**MyDashboard**
- Casemaker
- CFI Instructions
- Consolidated Fee Invoice (CFI)
- CSF Payment History
- Edit My Info
- Find a Member
- Join Sections
- MCLE Compliance Report
- Member Benefit Discounts
- Member List by County
- Referral Follow-up
- Request Certificate of Good Standing
- Seeking Employment
- Submit an Event

**Search Form**
- First Name: Eric
- Last Name: Anderson
- City: 
- State: 
- Firm Name: 
- Law School: 

[Search] [Clear]
Find a Member

Your search returned 1 results.

Want to search again?

Anderson, Mr. James Eric

Samford University Cumberland School of Law
09/29/1995

Alabama State Bar
eric.anderson@alabar.org
PO Box 671
Montgomery, AL 36101-0671
(334) 269-1515
(334) 269-6310
Find a Member

Your search returned 1 results.

Want to search again?

Anderson, Mr. James Eric

Samford University Cumberland School of Law

Phone: (334) 269-1515
Email: eric.anderson@alabar.org
Address: PO Box 671, Montgomery, AL 36101-0671

Date: 09/29/1995
J. Eric Anderson
Director of Digital Communications
Alabama State Bar
P. O. Box 671
Montgomery, AL 36101
(334) 269-1515
(334) 517-2106 – Direct Dial
eric.anderson@alabar.org
www.alabar.org

This e-mail message, including any attachments, is for the sole use of the intended recipient(s) and may contain private, confidential and/or privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, employee or agent responsible for delivering this message, please contact the sender by reply e-mail and destroy all copies of the original e-mail message.
<table>
<thead>
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<th>Name</th>
<th>Firm/Company</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Michael Aaron</td>
<td>Aaron Law Firm</td>
<td>123 1st St N, Alabaster, AL 35007-8757</td>
<td>(205) 685-8383 (205) 685-8338</td>
<td></td>
</tr>
<tr>
<td>Wilbert Archibald Abrams</td>
<td></td>
<td>605 Lake Heather Reserve, Birmingham, AL 35242-7611</td>
<td>(205) 380-5529</td>
<td></td>
</tr>
<tr>
<td>Jeffrey Reeves Adair</td>
<td>M.J. Harris Construction Services, LLC</td>
<td>1 Riverchase Rdg, Hoover, AL 35244-2869</td>
<td>(205) 380-6808</td>
<td></td>
</tr>
<tr>
<td>Christopher Alan Akins</td>
<td></td>
<td>10 Commercial Park Dr, Calera, AL 35040-5701</td>
<td>(251) 680-5615 (205) 668-9995</td>
<td></td>
</tr>
</tbody>
</table>
The best way to search is to type in just the last name and leave all other fields blank. If the last name is common, you may want to add a first initial or name.

First Name: 
Middle Name: 
Last Name: "Columbiana"
City: 
State: 
Firm Name: 
Law School: 

Search | Clear
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<th>Address</th>
<th>Phone</th>
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</thead>
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<tr>
<td>Alexander, Mr. Daniel Ray</td>
<td><a href="mailto:lara.alvis@alacourt.gov">Email</a></td>
<td>Office of the Public Defender-Shelby County, PO Box 1652, Columbiana, AL 35051-1652</td>
<td>(205) 669-3977</td>
</tr>
<tr>
<td>Alvis, Mrs. Lara McCauley</td>
<td></td>
<td>University of Alabama School of Law</td>
<td></td>
</tr>
<tr>
<td>Arnold, Mr. Joshua David</td>
<td></td>
<td>Ellis Head Owens &amp; Justice</td>
<td></td>
</tr>
<tr>
<td>Atchison, Mr. Michael Thomas</td>
<td></td>
<td>Samford University Cumberland School of Law</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>University</td>
<td>Phone</td>
<td>Email</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-------------------------------------------------</td>
<td>----------------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>Alexander, Mr. Daniel Ray</td>
<td>University of Alabama School of Law</td>
<td>(205) 669-3806</td>
<td>[email]<a href="mailto:alvis@alacourt.gov">alvis@alacourt.gov</a></td>
</tr>
<tr>
<td></td>
<td>Office of the Public Defender-Shelby County</td>
<td>(205) 669-3977</td>
<td></td>
</tr>
<tr>
<td>Alvis, Mrs. Lara McCauley</td>
<td>University of Alabama School of Law</td>
<td>(866) 904-9483</td>
<td>[email]<a href="mailto:lara.alvis@alacourt.gov">lara.alvis@alacourt.gov</a></td>
</tr>
<tr>
<td></td>
<td>PO Box 1209</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Columbiana, AL 35051-1209</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arnold, Mr. Joshua David</td>
<td>Birmingham School of Law</td>
<td>(205) 669-6783</td>
<td>[email]<a href="mailto:jarnold@weflaw.com">jarnold@weflaw.com</a></td>
</tr>
<tr>
<td></td>
<td>PO Box 587</td>
<td>(205) 669-4932</td>
<td></td>
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<tr>
<td></td>
<td>Columbiana, AL 35051-0587</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atchison, Mr. Michael Thomas</td>
<td>Samford University Cumberland School of Law</td>
<td>(205) 669-9268</td>
<td>[email]<a href="mailto:nga@shelbycountyabstract.com">nga@shelbycountyabstract.com</a></td>
</tr>
<tr>
<td></td>
<td>PO Box 822</td>
<td>(205) 669-3130</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Columbiana, AL 35051-0822</td>
<td></td>
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</table>
## MCLE Compliance Report

**Mr. James Eric Anderson**

**2017 MCLE Compliance Year**

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Course</th>
<th>Start Date</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Clair County Bar Association</td>
<td>Digital Communications with Eric Anderson</td>
<td>5/25/2017</td>
<td>Teaching: 6</td>
</tr>
<tr>
<td>Alabama State Bar Road Show</td>
<td>ASB Road Show for Lee County Bar Association with Eric Anderson</td>
<td>8/11/2017</td>
<td>Teaching: 6</td>
</tr>
</tbody>
</table>

**2016 Carryover:** 12  
**Earned in 2017:** 12  
**Total for 2017:** 24  
**2016 Ethics Carryover:** 1  
**Ethics Earned in 2017:** 0  
**Ethics Total for 2017:** 1

[Print][1]

[1]: # Previous year
# MCLE Compliance Report

**Mr. James Eric Anderson**  
Alabama State Bar  
PO Box 671  
Montgomery, AL 36101-0671

<table>
<thead>
<tr>
<th>Sponsor</th>
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</tr>
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<td>Alabama State Bar/Road Show</td>
<td>ASB Road Show for Lee County Bar Association with Eric Anderson</td>
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</tbody>
</table>

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</tr>
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<tbody>
<tr>
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<td>8/11/2017</td>
<td>Teaching: 6</td>
</tr>
</tbody>
</table>

2016 Carryover: 12
Earned in 2017: 12
Total for 2017: 24

2016 Ethics Carryover: 1
Ethics Earned in 2017: 0
Ethics Total for 2017: 1
### MCLE Compliance Report

**Mr. James Eric Anderson**

- **2016 MCLE Compliance Year**
- **ID:** 9551R73J

**Alabama State Bar**
- **PO Box 671**
- **Montgomery, AL 36101-0671**

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Course</th>
<th>Start Date</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama State Bar/Road Show</td>
<td>ASB Road Show for Talladega County Bar with Eric Anderson</td>
<td>4/19/2016</td>
<td>Teaching: 6</td>
</tr>
<tr>
<td>Alabama State Bar</td>
<td>Alabama State Bar 2016 Annual Meeting</td>
<td>6/22/2016</td>
<td>CLE: 9 Ethics: 3</td>
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<tr>
<td>Alabama State Bar/Road Show</td>
<td>ASB Road Show for Lawrence County Bar with Eric Anderson</td>
<td>7/21/2016</td>
<td>Teaching: 6</td>
</tr>
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</table>

- **2015 Carryover:** 12
- **Earned in 2016:** 21
- **Total for 2016:** 33
- **2015 Ethics Carryover:** 1
- **Ethics Earned in 2016:** 3
- **Ethics Total for 2016:** 4

- [Previous year](#) | [Next year](#) | Print
Welcome back, Eric Anderson!

Your Local Bar
Montgomery County
President: Rhon Eugene Jones

Your Status
- MCLE Credits: 24, Ethics Credits: 1
- CSF Payment history

Your Sections
Elections, Ethics and Government Relations Section
In-House Counsel and Government Lawyers

Your Committees/Task Forces
DIGITAL COMMUNICATIONS Committee 2016-2017

Click here if you wish to change your password
Request Certificate of Good Standing

With this request, a certificate of good standing will be issued by the Alabama State Bar. If you are required to provide a certificate of good standing from a federal court or the “highest court of the state,” you must direct your request to that specific court clerk’s office.

Your Name *

First: James
Last: Anderson

Bar ID *

9551R73J

Deliver certificate to: *

- Me
- Someone else

Delivery via: *

- Email
- US Mail

Submit
Website – Judicial Information

- Court Cost Study
- Disbursements by County *
- Judicial Contact Information
  - Circuit Judges
  - District Judges
  - Circuit Clerks

*NEW
Read the latest issue of The Alabama Lawyer online.

Click this banner to view the full issue
There are many resources available to our members and to the public through the Alabama State Bar. Law students can find information on admissions, while members can navigate through information on Pro Hac Vice and specialization, and the public can access judicial information along with information on the Client Security Fund. These resources allow a wide range of people to find exactly what they need in one place.
Alabama judicial official information is now available! Click here to search it.

Information and links for the circuit, state and federal courts

DISCLAIMER: The information contained in this section is compiled on a quarterly basis from various circuit, state and federal courts. The ASB does not collect this information of its own accord. If you find any inaccuracy in the judicial official search, please contact the Administrative Office of Courts as this is the only entity with the authority to make changes for the state's judicial system.

- **Supreme Court of Alabama**
  Includes contact information for judges and clerks and links to the Supreme Court of Alabama

- **Court of Criminal Appeals**
  Contact information for judges and clerks and links to the Alabama Court of Criminal Appeals

- **Court of Civil Appeals**
  Contact information for judges and clerks and links to the Alabama Court of Civil Appeals

Federal Courts

Addresses and links to all federal courts including Northern, Southern and Middle District Courts

- **U. S. Court of Appeals 11th Circuit**
  56 Forsyth St. N.W.
  Atlanta, GA 30303

- **District Court – Northern District**
  1729 Fifth Avenue North

- **District Court – Middle District**
  One Church Street
  Montgomery, AL 36104

- **Southern District – Bankruptcy Court**
  201 St. Louis Street
Alabama judicial official information is now available! Click here to search it.

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Federal Courts

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- **Southern District – Bankruptcy Court**
  201 St. Louis Street
Choose a county, circuit, or position above, then click Go.
Judicial Official Search

Choose a county, circuit, or position above, then click Go.
### Circuit Clerks

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
</table>
| Mary H Harris  | Circuit Clerk, Shelby  
  P. O. Box 1810  
  112 North Main Street  
  Columbiana, AL 35051-0000 | (205) 669-3779  |

### Circuit Judges

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
</table>
| Lara M Alvis   | Circuit Judge  
  P. O. Box 475  
  Centreville, AL 35042-0000 | (205) 669-8588  |
| William H. Bostick, III | Circuit Judge  
  Co. Courthouse, 112 N. Main St.  
  P. O. Box 975  
  Columbiana, AL 35051-0000 | (205) 669-3861  |
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Location</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hewitt L Conwill</td>
<td>Presiding Circuit Judge</td>
<td>112 North Main Street</td>
<td>(205) 669-3800</td>
</tr>
<tr>
<td></td>
<td></td>
<td>P. O. Box 1136</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Columbiana, AL 35051-0000</td>
<td></td>
</tr>
<tr>
<td>Corey B. Moore</td>
<td>Circuit Judge</td>
<td>Co. Courthouse, 112 N. Main St.</td>
<td>(205) 669-3810</td>
</tr>
<tr>
<td></td>
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<td><strong>District Judges</strong></td>
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<tr>
<td>Daniel A. Crowson, Jr.</td>
<td>District Judge</td>
<td>District Judge, Shelby</td>
<td>(205) 669-3787</td>
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<td>P. O. Box 1398</td>
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<td>112 North Main Street</td>
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<td>Columbiana, AL 35051-0000</td>
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<td>James R Kramer</td>
<td>District Judge</td>
<td>District Judge, Shelby</td>
<td>(205) 669-3730</td>
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<td>Co. Courthouse, 112 N. Main St.</td>
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<td>P. O. Box 1115</td>
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Judicial Official Search

Choose a county, circuit, or position above, then click Go.
Judicial Official Search

Resources
- Admissions
- Client Security Fund
- Judicial Information
  - Court Cost Study
  - Court Funding
  - Judicial Official Search
- Legislative
- Office of General Counsel
- Pro Hac Vice
- Specialization

You are here: Home › Resources › Judicial Information › Judicial Official Search

Resources
- Autauga
- Circuit 1
- District Clerk

Icon Guide

District Clerks

Elizabeth B Hamner
- District Clerk
- Tuscaloosa County

District Clerk Tuscaloosa
- County Courthouse 6th Floor
- P. O. Box 2883
- Tuscaloosa, AL 35403-0000

(205) 464-8373
Social Media
Twitter: 10 Tips in 10 Minutes (or so)
Twitter: Tip #1 – Join

Join Twitter today.

Full name

Phone or Email

Password

Personalize Twitter based on where you've seen Twitter content on the web. Learn more.

Sign up

By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use. Others will be able to find you by email or phone number when provided.

Advanced options
Tip #2: Set Up Your Profile
Bonus Tip: Don’t Be an Egg
Profile Pictures Are Important
Profile Pictures Are Important
Tip #3: The Rule of Thirds

- 1/3 of your time promoting others
- 1/3 of your time promoting yourself
- 1/3 of your time engaging/entertaining
Promoting Others

- Retweet and Like to show you care
  - #GoldenRule
- Demonstrate Value: share the interesting/informative
- Follow Friday
- Check your Notifications
Follow Friday (on Thursday)

- @associatesmind #AwardWinning
- @richterjw #AwardWinning
- @judgedillard #AwardWinning
- @AlabamaStateBar
- @ABAJournal #AwardGranting
Promoting Yourself

- Share the things that your firm is doing professionally and in the community
- Blog Posts
- Activities
- #LawyersRenderService
- #LawyersGiveBack
- #BetterBar
Bonus Tip: Use #HashTags

- #dontbeexcessive
- #buthashtagshelp
- #andhelpyouconnectwithyouraudience
- #savesspace
- #coolkidsaredoingit
- See – too many are annoying
- Use discretion and caution
Engage & Entertain

- Start a conversation (Reply/Quote)
- #appellatetwitter
- Polls? Yes or No?
- Humor (with discretion) works
- Know your tribe
- Quote tweets
- Reply tweets
Tip #4: GIFs – Yes or No
Tip #4: GIFs
Tip #4: GIFs

Why?
- Allow you to succinctly convey emotion/reaction
- Connect with common experience

How?
- Twitter – built-in for Tweets/Replies.
- No go when Quoting Tweets.
Tip #4: GIFS within Twitter
Tip #4: GIFs – Other Options

- GIF Websites:
  - https://giphy.com/
  - https://www.reddit.com/r/gifs/
  - http://www.reactiongifs.com/
Tip #5: Pictures/Memes

- Memes are captioned photos that are intended to be funny (normally).
Tip #5: Pictures/Memes

- Why use them?
  - Humor
  - Convey emotion/message visually
  - Tag other users
  - Pictures (and video) draw attention

- Create your own from your photos
- Meme Generator Tools
Tip #5: Memes

- Generators/Sources:
  - https://memegenerator.net/
  - https://www.reddit.com/r/memes/
  - https://imgflip.com/memegenerator
  - https://imgur.com/memegen
  - http://www.quickmeme.com/
Tip #5: Pictures/Memes
Tip #6: Lists

- Located in your Twitter profile
- Allow you to group Twitter users
- When you select a list, shows you tweets of list members only
- Speeds up process of reviewing tweets
**Tip #6: Lists**

The Alabama State Bar is the official statewide organization of lawyers in Alabama. RT/follow/links ≠ endorsement.

- **Montgomery, Alabama**
- **alabar.org**
- **Joined March 2009**
- **1,924 Photos and videos**

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<thead>
<tr>
<th>Subscribed to</th>
<th>Member of</th>
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<tbody>
<tr>
<td>Media covering Law/Courts</td>
<td>19 Members</td>
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<tr>
<td>Courts/Judges</td>
<td>39 Members</td>
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<tr>
<td>Lawyer Legislator</td>
<td>24 Members</td>
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<tr>
<td>Member Benefits</td>
<td>18 Members</td>
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<tr>
<td>Ala Law Firm/Attorneys</td>
<td>274 Members</td>
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</table>
Tip #6: Lists

Subscribed to

- Media covering Law/Courts
  - 19 Members

- Courts/Judges
  - 39 Members

- Lawyer Legislator
  - 24 Members

Member of

Create a list

A list is a curated group of Twitter users and a great way to organize your interests. Learn more

Create new list

Your Tweet activity

Your Tweets earned 7,232 impressions over the last 24 hours
Tip #6: Lists

Create a new list

List name

Description

Under 100 characters, optional

Privacy

- Public - Anyone can follow this list
- Private - Only you can access this list

Save list
Tip #7: Analytics

- Why?
  - Evaluate what you are doing
  - Insights
  - Build on what’s working
  - We’re keeping score, right?
Tip #7: Analytics
Tip #7: Analytics

Top Tweet earned 56.6K impressions
How can ASB members help the victims of HurricaneHarvey?
#SCOTX order allows volunteering of services. Details: bit.ly/2vJXHVv
pic.twitter.com/nrG9t92LHy

N THE SUPREME COURT OF TEXAS!

Top mention earned 114 engagements
Christopher C Reid
@ReidFirm · Aug 6

I want to thank @AlabamaStateBar for all their help and guidance they provide me and all attorneys. We have the best state Bar in USA @AP pic.twitter.com/UuUgDjhp2F

Aug 2017 - 31 days

TWEET HIGHLIGHTS

Aug 2017 SUMMARY

Tweets
211

Profile visits
2,579

Mentions
182

New followers
66

View Tweet activity
View all Tweet activity
Tip #8: Cultivate Content

- Opportunity to demonstrate your expertise
- Create your own
  - Blogs
  - Activities
  - Podcasts/Facebook Live/YouTube
- Share others content
  - News articles
  - Journal articles
Tip #9: Emulate Others

- Look to thought leaders
- Okay to lurk and learn
- Build your own image/brand
- Judges: Graham, Dillard, Willett
- Bars: Florida, New York, Ohio, DC
- Attorneys/Firms: Erin Atkins, Robert Lockwood, @thatguyMike74, Morris Lilienthal, Martinson & Beason, Rich Raleigh, Lanier Ford, Kate Elmore
Tip #10: Get Started!
Bonus Tip

- Follow us @AlabamaStateBar!
Questions
Contact Information

- Eric Anderson
  - eric.anderson@alabar.org
  - Twitter: @jeandersonlaw
  - (334)517-2106 Direct Line