

LAWPRO® gets social



Not a day goes by without someone mentioning social media. Clients, lawyers, law firms and other businesses are all getting social with these new communication tools: LinkedIn, Facebook, Twitter, blogging, Flickr, Pinterest and others. LAWPRO joined the conversation early on, starting with practicePRO's AvoidAClaim blog and @practicePRO on Twitter.

We believe social media offer us many opportunities to deliver relevant and focused content to the lawyers we insure and other important stakeholders in the legal profession. Thus, through 2012 LAWPRO has worked to increase our social media participation significantly with a stronger corporate and employee presence on several social media channels.

To help spread the LAWPRO corporate message we now have a LAWPRO company page on LinkedIn. Many of our senior staff and claims professionals have individual profiles and are also active on LinkedIn. Our @LAWPRO Twitter account features regular updates on important company information and reminders.

Our TitlePLUS department launched a Twitter handle and a Facebook page – the TitlePLUS Home Buying Guide – Canada. It provides tools and resources to help educate home buyers on the home buying and mortgaging processes, along with information on home ownership, such as maintenance and decorating. On Twitter, @TitlePLUSCanada provides lawyers with updates on the program, as well as real estate-related information.

To better highlight the personal face of LAWPRO – and one of our greatest strengths, our staff – we recently launched a LAWPRO Facebook page that will give some profile to our corporate social responsibility efforts and to our staff.

With LAWPRO's increased participation on social media, we're adding a social media profile column. This column will introduce our "social media actives" (that is, those LAWPRO employees who have committed to building their own presence in this new world) and help you find the people that you will most want to connect with online.

Our first profilee is a long-serving employee, Lisa Weinstein, director, national underwriting policy, TitlePLUS. In upcoming issues we will feature profiles of our staff that are active on social media, including Dan Pinnington, vice president, claims prevention and stakeholder relations; Victoria Crewe-Nelson, assistant vice-president, underwriting; and Mark Farrish, director, sales and marketing, TitlePLUS.

On a corporate and personal level, LAWPRO and our staff look forward to meeting you online. ■

Victoria Caruso is communications coordinator at LAWPRO.

Social media profile: Lisa Weinstein

Lisa Weinstein
Director, national
underwriting policy
TitlePLUS



When asked how Lisa has seen social media shape the ways in which we communicate, she responds,

“One thing is for sure, it's definitely different. I believe this is a great opportunity to obtain new clients, retain old ones and make your brand more visible.”

Time at LAWPRO: 15 years

Target audience:

- Lawyers in general practice, with an emphasis on real estate lawyers
- Quebec notaries
- Law firm real estate staff

Topics of interest:

- News and information of interest to the real estate bar
- Developments in real estate law and related fields across Canada
- Title insurance and title insurance policies and coverage
- Claims prevention and avoiding real estate fraud
- Commentary for TitlePLUS subscribers