



SUMMER BROWN BAG LUNCH SERIES

Join your AFP colleagues this summer to discuss social media and how to effectively use it! **Lindsey A. Jackson, Esq.**, an attorney at **Gammage & Burnham**, will lead each discussion.

Session 1

Introduction to the Four Top Social Media Applications

The first session will discuss setting up each application, important do's and don'ts of set up, content and contacts.

Attendees will also learn:

- Why it's important to join appropriate groups
- How to see what the competition is doing
- Why trends are important
- How to find followers
- How to increase the size of your network

July 2, 2014

When: 11:30am - 1:30pm

Where: UMOM New Day Centers

Board Room

3333 E. Van Buren

Phoenix AZ 85331

[Register for Session 1 here](#)

Session 2

Deeper Discussion of the Four Top Social Media Applications

The second session will discuss each application in a more detailed aspect.

Attendees will learn:

- Do's and Don'ts (and WHY) of posting information
- Proper sharing of others' content
- Legal ramifications of posting information
- How to integrate social media into your strategy
- How they all work together

August 6, 2014

When: 11:30am - 1:30pm

Where: Arizona Community Foundation

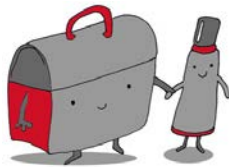
2201 E Camelback, Suite 405B

Phoenix AZ 85016

[Register for Session 2 here](#)

About Our Presenter

Lindsey A. Jackson, Esq. practices law in the areas of Estate Planning, Probate, Federal Taxation and Corporate and Business Planning. She assists clients with estates of all sizes to achieve objectives regarding estate distribution, probate avoidance, mitigation of family harmony issues and business succession planning. Lindsey has experience drafting estate plans for estates of all sizes, including numerous high net worth estates valued in excess of \$50 Million, to achieve estate and gift tax savings. She is well versed in all social media and is happy to share her knowledge.



Lunch will not be provided, but you're welcome to bring your own.

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