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## **New Jersey Lawyer Deirdre Wheatley-Liss Presents Social Media for Lawyers at New Jersey Bar Elder Law Retreat**

**Parsippany, N.J. (June 2010)** – Certified Elder Law Attorney and [Fein, Such, Kahn & Shepard, P.C.](#) Shareholder [Deirdre R. Wheatley-Liss, Esq.](#), presented “Social Media for Lawyers” at the New Jersey Bar Association’s 12th Annual Elder Law Section Retreat in Cape May, N.J. The presentation addressed the benefits and pitfalls for lawyers of utilizing social media platforms such as Google, LinkedIn, Facebook, Twitter and blogging. The author of Fein, Such, Kahn & Shepard’s [New Jersey Estate Planning & Elder Law Blog](#), and the managing shareholder of the firm’s Technology Committee, Wheatley-Liss is well-versed in the use of social media for business, networking, idea exchange, education, outreach, promotion and brand development. In addition to learning how and when to harness the power of social media, attendees received a comprehensive overview of the ethical considerations and Rules of Professional Conduct as they relate to social media. Carol Johnston, Secretary of both the New Jersey Administrative Office of the Courts Advisory Committee on Professional Ethics and the New Jersey Administrative Office of the Courts Committee on Attorney Advertising, also presented.

“Social media platforms can prove invaluable to lawyers, particularly those working on a tighter budget, but they are not without hazards,” said Wheatley-Liss. “I was pleased to be able to share my expertise regarding the the ins and outs of this powerful aspect of attorney advertising and public relations with my colleagues from the New Jersey Bar Association’s Elder Law Section.”

Wheatley-Liss is one of just 50 attorneys in New Jersey accredited as a Certified Elder Law Attorney by the National Elder Law Foundation (as approved by the American Bar Association). She is a frequent lecturer and author of legal and consumer-oriented articles who has been featured in Towne and Country Magazine, NJBiz, Consumer Digest Magazine and Money Magazine, among other distinguished publications. Her [New Jersey Estate Planning & Elder Law Blog](#) addresses the complex and often difficult questions surrounding estate planning, elder law, estate and inheritance taxation, Medicaid, probate and estate administration, business and tax law, and financial planning.

Wheatley-Liss has been listed as a 2009 and 2010 New Jersey Super Lawyer® Rising Star, named as one of 2009’s Top 50 Business Women in New Jersey by NJBiz magazine, and recognized as a “Top Forty under 40” business leader by NJBiz. Concentrating her practice in business planning, taxation, elder law, and estate planning and administration, Wheatley-Liss counsels and represents individuals and businesses ranging from people in their 20s to 100-plus-year-old business ventures. She holds an LL.M in Taxation from New York University and earned her juris doctor from Boston College School of Law. She is admitted to practice law in New Jersey and New York.

**Fein, Such, Kahn & Shepard, P.C.** is a general practice law firm serving clients in New Jersey and New York. For more than 25 years the law firm has offered innovative solutions to businesses and individuals in the areas of business planning, civil litigation, creditor representation, foreclosure, bankruptcy and collections, elder law, family law, personal injury, tax, and trusts and estates. The firm’s offices are located in Parsippany, N.J., Toms River, N.J., and Chestnut Ridge, N.Y. To learn more, please visit the firm’s website at [www.feinsuch.com](http://www.feinsuch.com).

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