

# **Social Media and Volunteer Engagement – Using Social Media to Screen, Recruit and Recognize Volunteers**

By:

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Kevin O'Keefe is CEO and Founder of Seattle based, LexBlog, the leading provider of social media and blogging solutions to law firms. The LexBlog Network, LXBN, empowers over 8,000 lawyers from around the world to network through the Internet. O'Keefe was a trial lawyer for 17 years, successfully marketing his law firm via the Internet in such a positive way that USA Today said "If he isn't careful, he may wind up giving lawyers a good name."

As an attorney, he was a sustaining member of the Association of Trial Lawyers of America and a board member of his state's trial lawyers association. O'Keefe's blog, *Real Lawyers Have Blogs* (<http://kevin.lexblog.com/>), is a leading source of information on the use of blogs and social media for law firm business development.

