

A stylized, three-dimensional black logo consisting of the letters 'H' and 'P' joined together. The letters have a thick, rounded appearance with a slight shadow underneath, giving them a 3D effect.

HARRISON PENSA

In any case.

Social Media



Business Tool

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Social Media?

Wikipedia: Social media use the “wisdom of crowds” to connect information in a collaborative manner. Social media can take many different forms, including Internet forums, message boards, weblogs, wikis, podcasts, pictures and video.

Examples

WIKIPEDIA

flickr™

facebook

LinkedIn®

You Tube
Broadcast Yourself™

SECOND.
LIFE

twitter

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 - Introductions
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 - Profiles
 - Q&A
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 - Recommendations
- Groups

Add Connections

David Canton
 Lawyer at Harrison Pensa LLP
 What are you working on?
 Your profile is 80% complete [Edit]

Profile

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David Canton you
 Lawyer at Harrison Pensa LLP
 London, Canada Area



- Send InMail
- Get introduced through a connection
- Add David to your network

Profile Recommendations Connections

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 - The University of Western Ontario
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 - people have recommended David
- Connections**
 - connections
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 - Law Practice
- Websites**
 - My Blog
 - My Company
- Public Profile**
 - <http://www.linkedin.com/in/davidcanton>

Ads by Google

- Canadian Patent Law Firm**
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www.BorgesRolle.com
- Trademark Law Firm**
Trade-mark Applications & Searches Toronto lawyers & trademark agents
www.paradigm-ip.com
- Franchise Law Questions?**
We provide Legal Answers/Assistance Speak to an Experienced Lawyer
www.newyorkFranchiseLawyer.com

David Recommends

Summary

David Canton is a business lawyer and trade-mark agent with a practice focusing on technology issues and technology companies. David Canton practices with Harrison Pensa LLP in London Ontario, and has been quoted in

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- Video

more

Your Name Was Searched



Find out who has been looking for you!

More Ads | Advertise



View Photos of Me (1)

View My Friends

Edit My Profile

I am online now.



Friends

My Pages

1 Page.

See All



Dark Sector

Game

Browse more Pages

Friends in Other Networks

Networks with the most friends

David R. Canton

What are you doing right now?

Networks: London, ON
Hometown: London, ON

Mini-Feed

Displaying 10 stories.

See All

Today

David imported a note.7:34am



Website thwarts exempt telemarketers

For the London Free Press - April 7, 2008

Read this on Canoe

A new website has been created to fill in the gaps in the upcoming do-not-call telephone number registry.

Canadians ...

Continue Reading...

April 4

David imported a note.8:22am



IT Week a success

TechAlliance's IT Week wrapped up last night with a community mixer. All the events were well attended. Two things stand out in my mind.

First, London IT companies are doing a much better job of letting the community know about them.

Continue Reading...

April 3

David imported a note.3:16pm



Canton's recipe for disastrous laws

1. Take some behavior/activity that most would agree is wrong (aka the "evil")

2. Someone says "we need a law to stop the evil".

3. Someone drafts a law with no rational thought or research into:

Continue Reading...

April 2

Possible Uses

- Marketing
- Research
- Collaboration / Crowdsourcing
- Internal communications tool

Ethical issues develop

- Wikipedia – no info about yourself
- Property issues on 2nd Life
- Blogging transparency

Caveats

- Be careful about privacy / disclosure
- Speak your mind – but don't defame
- Consider your audience
- Corporate blogging / technology use policy
- Can become a time sink
- Time/money on emerging tools can be lost
- May need to experiment

Where to start?

- Approach it strategically
- Consider potential audience
- Consider goal
- Consider which tools might work
- Think outside the box

Call to Action

- www.canton.elegal.ca in RSS feed
- Consider how to make strategic use of social media for your business

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