

# Create Engaging Digital Content

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Digital content – tweets, blogs, social media posts, newsletters – can bring in new clients, expand the community’s knowledge of a particular issue, create a dialogue on an issue, or even spark change. Because these digital materials can be powerful tools to reach the public, many practitioners are drafting them in addition to the motions and briefs of everyday practice. But these documents – unlike the static documents lawyers usually draft – are interactive and need a different style of writing.

Associate **Daniel Shortt** (Seattle) will present an American Bar Association (ABA) webinar, “Create Engaging Digital Content,” on March 27, 2024. Daniel has used digital content throughout his career to keep clients informed of industry changes and grow his network. During this webinar, he’ll share his keys to digital content.

[Learn more.](#)

## Related people

Daniel Shortt