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McNees' Kelley Kaufman Speaks on Social Media at 2017 Construction Innovation Conference



HARRISBURG, Pa. – McNees Wallace & Nurick attorney Kelley E. Kaufman spoke at the Associated Pennsylvania Constructors' (APC) Innovation Conference on Friday, June 9 at the Hershey Lodge.

A member of the McNees Labor & Employment practice group, Kaufman presented "The Untapped Power of Social Media" along with Kara Luzik Canale, the Public Relations Director for the Harrisburg-based Sacunas Inc.

The presentation took a deep dive into social media strategies that get results. Participants learned how to leverage social media to create great content, increase engagement, and meet advocacy and business goals. Through a discussion of core social media principles and key performance indicators, participants discovered strategies that allow them to immediately create a roadmap to reach business goals and increase ROI. The presentation also delved into the opportunities and challenges of social media in the workplace.

Kaufman practices in McNees' Automotive Dealership, and Education practice groups. She performs pro-bono work for a number of local non-profit groups and businesses, and regularly defends clients before the Equal Employment Opportunity Commission, the Pennsylvania Human Relations Commission, and the Pennsylvania Unemployment Compensation Board of Review, as well as defending clients in employment-related litigation in federal and state court.

She also provides day-to-day counseling and training to employers on a wide range of labor and employment law topics, including issues relating to compliance with federal and state employment discrimination laws, wage and hour obligations, family and medical leave, employee relations, non-compete and separation agreements, employee performance management, unemployment compensation, employee benefits, and litigation avoidance.

In the community, Kaufman volunteers her time and resources to a variety of local organizations, including most recently holding a trustee position on the YWCA Greater Harrisburg Board and acting as Co-Chair of the organization's recent Race Against Racism, serving on committees for Capital Area Girls on the Run, and active membership with the Junior League of Harrisburg. In March she was selected as a YWCA Tribute to Women of Excellence 2017 award recipient.

Kaufman received her B.B.A. from The College of William & Mary in 2002, and her J.D. from the Wake Forest University School of Law in 2009.



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