

Let's Talk Turkey

During this time of year, it's important to reflect on all for which we have to be thankful. And as a PR and marketing agency, the digital age has given us a lot to appreciate. We give thanks to the following because, without the items on the list, our services would not be as essential.



Jaffe Staff

- **Autofill:** Oh, autofill! Without you, we would see fewer emails inadvertently delivered to the wrong recipients. Of course, we all think this mistake won't happen to us. But if the [Navy](#) and the [White House](#) aren't safe from email accidents, then who is?
- **Microphone gaffes:** Want your voice heard? Use a microphone. Want to make headlines? Leave the microphone on. That's a lesson everyone from [President Obama](#) to [Vice President Joe Biden](#) has learned the hard way. Fortunately, it helps to have a good sense of humor – and a pretty stellar PR team.
- **Twitter:** The social media site is your platform to the world, for better or worse. And as we have seen time and time again (thanks [US Airways](#), the [New England Patriots](#) and the [NYPD](#), to name a mere few), nothing reaches eyes and ears faster than an ill-conceived tweet.
- **Memes:** A picture is worth a thousand words. And in this day and age, a picture plus some words is worth a lot more than that. That's pretty much what Internet memes have evolved into, and when wielded by the clueless, they can have disastrous results, as evidenced by the recent [Bill Cosby meme implosion](#).
- **Sound bites:** It used to be that a sound bite was just a bit of audio lifted from a longer interview. But thanks to the Internet, any 12-year-old can take a quote and turn it into viral gold. While this can be all in good fun (see [Brian Williams singing "Rapper's Delight"](#)), it's easier than ever for a poorly thought out statement to become the next punch line on the late night talk show circuit.

But above all else, we are most thankful for you – our clients, our friends in the industry and those in our Jaffe family. It is with your trust and support that we get to do what we love most – helping law firms and lawyers reach their ultimate potential. From everyone here at Jaffe, have a safe and happy Thanksgiving!