

Social Media and Your Firm

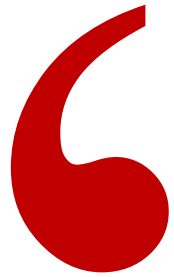
What Every Lawyer Needs to Know



Presented by
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What is social media?



*Social media is to
marketing what
email is to business
communication.*

*- Robert Ambrogi and Reit Trautz
at the 2011 ABA Techshow*



It is not going away.

Who's doing it?

The number of U.S. companies using social media tools for marketing will more than double between 2008 and 2012.

2008: 42%

2009: 58%

2010: 73%

2011: 80%

2012: 88%



Source: www.emarketer.com

Just about everybody.

Are lawyers doing it?

According to the American Bar Association's **2010** Legal Technology Survey Report **56%** of respondents reported that they use networks such as Facebook, LinkedIn, LawLink, or Legal OnRamp, compared with **43%** in **2009** and **15%** in **2008**.



Yep.

What can you do?

- Build your credibility
- Connect with referral sources and potential clients
- Start relationships online - follow-up offline
- Recruit staff
- Promote seminars and speaking engagements
- Support charitable organizations relevant to your practice
- Cross-market your services
- Stay connected to past clients
- Advertise - less expensive and more targeted than traditional advertising

Lots.

How am I going to find the time?

- Get help - young associates, virtual assistants, law school interns
- Create a social media plan
- Be selective
- Plan on at least a few hours a week to get started
- Budget & block your time depending upon your objectives
- Turn off or limit notifications
- Use onsite tutorials
- Give yourself a couple of social media breaks each day
- Use sharing tools on your sites

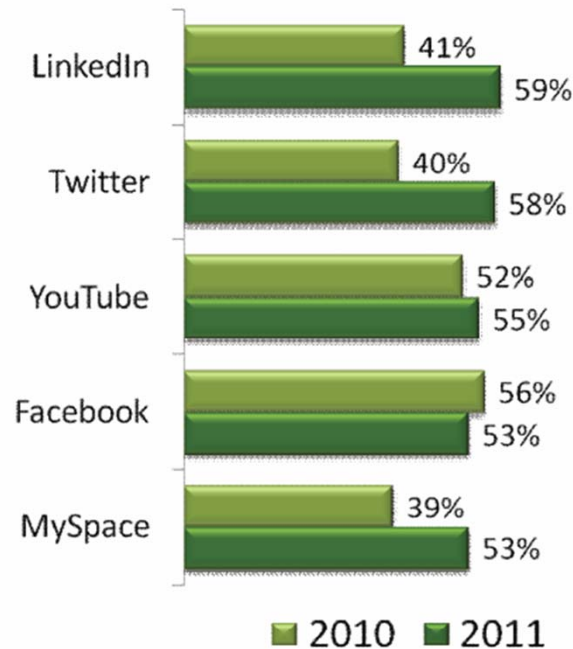


Block time for social media.

What's the best network for business?

A social media study released in June 2011 found that nearly 60 percent of respondents said LinkedIn is the most important social network.

How important to you is having an account on each of the following?



Sources: ROI Research, Performics

Get LinkedIn.

How do I build my LinkedIn Profile?

Around 15 million people log into LinkedIn every day.

- Create, complete, and update your profile
- Make it conversational
- Speak in the first person
- Include a professional photo
- Use the *People You May Know* tool



Where are your ideal clients?

Join those groups.

Get LinkedIn.

Should I blog?

There is no better way to establish and enhance your online credibility.

- Write what you know
- Educate and inform
- Focus on your niche
- Block time
- Use a virtual assistant



Yes.

What about Facebook?

97% of online consumers visit Facebook at least weekly and 70% visit at least daily.

People spend more than 700 billion minutes per month on Facebook.

Your clients are already there.

- Create a personal profile
- Create a business page
- Create a social media policy for your firm



Build a business page.

To tweet or not to tweet?

Micro-blog in 140 characters or less.

- Set up an account and choose a twitter handle
- Create your profile
- Find friends, follow thought leaders, use “who to follow”
- Start tweeting Retweet (RT) worthwhile content



What, how and when to tweet.

- What you're reading: Tweet or RT a link to an interesting blog post or news article
- What you've written: Tweet a link to *your* blog or articles posted on your site
- Tweet *at least* daily

It depends.

Do You YouTube?

YouTube is the second largest search engine on the web. Over 2 billion videos are watched on YouTube every day.

- Create your own YouTube channel
- Focus on your ideal clients
- Content is king
- Educate your viewers
- Explain why you are different



You should.

What's Avvo?

Avvo is an online rating site that allows consumers of legal services to rate their lawyers. According to its site, two million prospective clients visit each month.

- Claim your profile
- Complete your profile
- Follow Avvo's recommendations for increasing your rating
- *Don't* solicit client testimonials
- Be prepared for criticism



It's a reality.

JDSupra?

JDSupra offers lawyers in all practice areas a web platform for posting legal content. It is designed expressly for the legal community.

- Join
- Create your profile
- Post content
 - Pleadings
 - Briefs and memos
 - Articles, newsletters, and presentations
- Link to your other social media sites



Cascade your content.

What are the ethical issues?

- Be aware of your jurisdiction's advertising rules
- Be very careful not to solicit clients via social media
- Reciprocal endorsements may violate Model Rule 7.2
- Beware of "Specialties" on LinkedIn
- Subscribe to the JACPA Ethics Alert jcorsmeier@jac-law.com

“Use of social media doesn't transform otherwise appropriate conduct into something unethical.”

Social Media for Lawyers: The Next Frontier, by Carolyn Elefant and Nicole Black

Know your state's rules.

What's next?



Help!

- *Social Media for Lawyers: The Next Frontier*, by Carolyn Elefant and Nicole Black

- Social Media Policy Resources:

www.socialmediagovernance.com

[*Social Media Policies for Law Firms*](#), ABA Law Practice Magazine, October 2010

- Social Media Thought Leaders and Marketing Resources:

www.chrisbrogan.com

www.mashable.com

www.lexblog.com

- More questions? Contact me:

nora@atticusonline.com

There's help out there.

