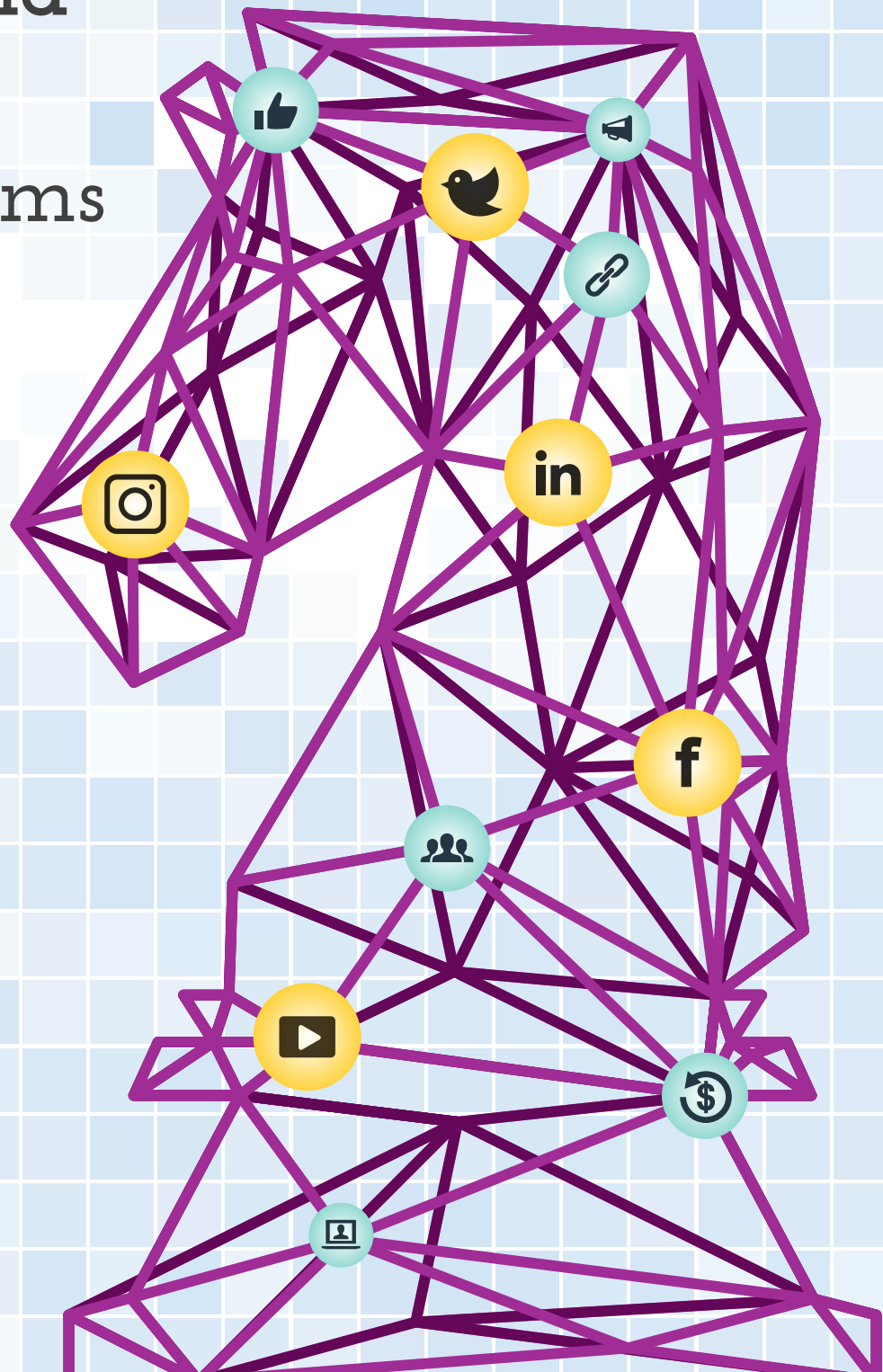
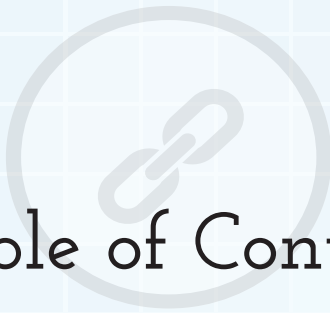


Advanced Social Media Strategies for Law Firms





— Table of Content —

1. Introduction	1
- The Evolution of Social Media	
2. LinkedIn	6
- The Basics	
- Advertising on LinkedIn	
- LinkedIn Groups for Law Firms	
3. Facebook	13
- Advertising to Reach Your Target Audience	
- Using Facebook Live	
4. Twitter	18
- Best Practices and Tools	
5. Instagram	23
- Tips to Grow Your Firm's Instagram	
- Advertising on Instagram	
6. YouTube	28
- YouTube for Law Firms	
- Advertising on YouTube	
7. Measuring the ROI of Your Firm's Social Media Efforts	34
8. Conclusion	37
About	39



— Introduction —

Having a social media presence has become an essential part of doing business in the modern world. A law practice that isn't interacting with the public on at least one or two social media platforms is as good as being invisible. Cultivating an appealing image through social media is an integral part of modern marketing and public relations for any law firm today.

| The Evolution of Social Media

Social media has worked to change the way that the world shares information, impacting day-to-day life. But the “new age” brings about great advantages and changes to the pre-existing tool, the change from informative to interactive content being the most prominent one. This change in content can be seen in virtually every social media platform, photo- or video-based. Some examples include sharing a post on Facebook, or watching a video on Instagram with a call to action at the end. This real-time engagement is allowing more firms and brands to become their own newsroom.

One byproduct of this evolution is how paid social is now a crucial part of overall social media strategy. In the past, paid social media marketing for law firms did not make sense. Just a few years ago, this type of marketing was considered a waste of money, since organic social media marketing was sufficient. Simply creating social media accounts and being active on them used to be enough for law firms.

However, the landscape has changed over the years, and organic social media practices are no longer sufficient for targeting audiences. But as the need for social media increases in today's competitive landscape, more firms are investing in paid social—a tool that serves to ease the process of targeting and further acts upon the current trend of peer-to-peer sharing. A few years ago, quality was much more important than quantity. Now, you must have both.

We have seen other changes in the social media landscape by conducting the Social Law Firm Index. Since conducting our original study in 2013, we have seen a rapid increase in the use of social media by American law firms. Most large firms practicing in the United States now demonstrate an understanding of the value and necessity of social media for their marketing and business development strategy.

In our 2019 report* we found:

- Law firms are using video and interactive content more than ever to engage with prospects and clients.
- Thinking like a client is essential—law firms are becoming more client-centric by providing the right content.
- Some firms are still missing out on key engagement opportunities and are failing to maximize the potential of the content they're creating.

In the digital world, firms no longer have a choice of whether or not to maintain a social media presence; the question now is how well each firm utilizes it. While social media strategy will differ for every firm, there are general strategies that are proven to work. If your firm is looking to improve your social media efforts, or isn't seeing results with its current strategy, this book will give you the tools necessary for gaining a competitive edge when it comes to social media.

In this book, we will discuss:

- Social media platform-specific tools and best practices
- How to measure the success of your social media efforts
- Real-world examples of law firms using social media effectively

To make sure that your firm gets going in the right direction, we will begin this book with a general social media strategy checklist. If you're just starting out, this checklist will help you put together a reliable social media strategy. If you've already started building a presence, it will show you where you might be able to make adjustments to improve the effectiveness of your current strategy.



* Download a copy of the Social Law Firm Index 2019 [here](#).
Learn more about how America's top 200 law firms are using digital marketing in 2019.

- ✓ **Define your audience.** The single most important part of planning your strategy is to know your audience. Everything you do is going to be geared toward nurturing and growing your audience.

You should be as detailed as possible when considering who you are trying to reach. Think about age, gender, profession, marital status, etc. No detail is too small to be considered. Go beyond generalizations. You shouldn't be looking for "people who need a lawyer." You should be looking for "people in the New York City area who have recently been involved in a traffic accident and might be looking for a personal injury or criminal defense lawyer."

- ✓ **Select your platform(s).** If you've created a good profile of your ideal audience, you should be able to pick out the social media platforms they are most likely to use. For example, if your audience is made up of professionals, they're likely on LinkedIn and Twitter. If you're looking for millennials, you'd probably do better with Instagram, and for or retired seniors, with Facebook.

It's important not to spread yourself too thin. Try to pick one to three platforms on which to be active. It's much better to do well on one or two than to perform badly on five or six. We will discuss five of the most popular platforms later on.

- ✓ **Define clear, realistic goals.** It is important to have clear and specific goals in mind as you're planning your firm's strategy. For example, are you trying to generate more hits to your website, or increase your following on a specific platform? Do you want more subscriptions to your newsletter, or are you trying to generate more inbound telephone consultations? Make your goals as specific as possible. "Increase our Facebook following" is not a clear goal. "Increase our Facebook following by 20 percent over the next 60 days" is clear and measurable.

- ✓ **Create and curate content that speaks to your audience.** With a clearly defined audience and realistic goals in mind, the next step is to create and share content that aligns with your goals and provides real

value. It should be educational or help audience members solve a problem. You could, for example, post content on legal terms and examples, or news involving trials or changes in the law.

A general rule of thumb is that the content you share should be about 30 percent your own (if you have a sufficient pool of content to draw from) and about 70 percent from outside sources. The idea is to show that you are knowledgeable and up-to-date in your area of practice without making your account look like an endless, self-promotional commercial.

- ☑ **Create policies on how to respond to your audience.** If more than one person will be interacting with your audience, it's important to make sure that everyone involved knows what's expected of them. Responses should appear unified and consistent. The personality presented should be that of your law firm, not the individuals doing the posting.

It is especially important that everyone involved knows how to deal with negative comments. Responding improperly to negative comments can do great harm to your law firm's reputation.



Make sure credentials are changed when a member of your firm or staff leaves the company so they can no longer post for your firm—either accidentally or on purpose.

- ☑ **Measure your results.** Like everything else involved with online marketing, you should be tracking the results you get from social media. You should be watching several factors, such as size and growth of your audience on social platforms, what types of content create the most engagement, visitors referred to your website through social media, and leads generated through social media. You'll most likely come up with a few more statistics to watch, depending on the area(s) of law that your firm is involved with and what your immediate goals are. We will go more into measuring efforts toward the end of this book.

With so many different platforms available, and each having its own specific characteristics and quirks, it can be difficult to put together a solid plan. A solid

plan, however, is necessary. The only thing worse than not having a social media presence is having an ineffective social media presence. Next we will offer specific best practices and strategies for LinkedIn, Facebook, Twitter, Instagram, and YouTube to facilitate an effective social media presence.



| The Basics

LinkedIn is widely known as the most important social and communication platform for professionals. Not only does it allow you to build credibility for your company and brand, it's a great tool for networking and marketing. In order to achieve these results, you need to ensure that you and your law firm are using the platform effectively.

To begin, there are three basics you need to make sure you have covered before you dig any deeper into LinkedIn tactics.

- 1. A personal profile.** Chances are that you have one of these, but if not, it's time to create one. This is where you can highlight credentials, key client testimonials, relevant associations and work, and legal specialties.
- 2. Your company page.** Even if you have a robust personal page, you should set up a law firm LinkedIn company page to focus on firm business, company culture, job openings, and thought leadership. This will serve as more of a marketing and business development tool and as a vehicle for content sharing, rather than a place to make personal connections.
- 3. Followers.** This is where many businesses are lacking. If you don't have a current following, make it part of your strategy to build followers.

If you have those bases covered, take a look at each of these items next to make sure that you're properly prepared to do your best business.

Brand Review and Refresh. Take a look at your page and the graphic elements. Is everything consistent and on brand? This is especially important if your law firm has changed strategy or gone through a website update recently.

LinkedIn Page Admins. You should always have at least one admin for your page. It's extra helpful if they have a marketing mindset! If you need to set that up, check out LinkedIn's help page for instructions.

Employee Associations. It's a best practice for all employees on LinkedIn to be linked to the company. Pull a list of employees, look at their LinkedIn pages, and ensure that they are properly linked for visibility (if they are willing to do so).

Page Demographics. LinkedIn provides lots of great information that can help with your campaigns or efforts to build a following. Familiarize yourself with the proper metrics to understand where you're successful and where you need to add efforts.

Follower and Content Strategies. These are symbiotic, but should address your specific goals. Pages that have a large following are ones that post valuable content and share information that keeps people interested.

However, gaining followers is the part of LinkedIn where most firms and lawyers struggle. There are two areas you should focus on in order to grow your LinkedIn following.

Promote Your Page

1. Start on the inside. Have employees add your company as their workplace on LinkedIn. It makes sense that people who work within your organization are connected with you. When they add the brand as their employer, they will automatically become followers, and people they connect with will see the name and be able to follow if they're so inclined.
2. Leverage LinkedIn's company follow plugin to add a follow button onto your website or blog.
3. Get engaged. Participate in industry-related groups and professional forums. Comment on content, add to discussions, ask questions, and connect with other people in the group. You could also create a group, and facilitate relevant discussions there. It's a great way to build cred-

ibility, and if people like what you have to say, they may follow you to hear more of it!

4. Assign more administrators to your page. Ask them to regularly update and share content—this will open up your page to a much broader audience (all of their connections).
5. Self-promote. Add your LinkedIn profile to your website, add links in blog articles, and make sure it's on everyone's email signature. You can also add it to business cards or even create a QR code for cards and collateral that takes people directly to the page.

Create Great Content

1. Share industry news. Even if you don't have the time to create proprietary thought leadership, the legal industry is bursting with new and interesting things happening throughout the country. Simply find an article on a new law or precedent and share it on your page with a one- or two-sentence opinion. Make sure to add that you'll post industry happenings regularly and to follow your company for insights!
2. Use video. Video content consistently ranks higher than any other kind of content in views and shares. Again, if you don't have the bandwidth to create your own videos, find ones that are interesting and share them with your thoughts (remember to credit the original source).
3. Grab some images. Studies show that content using images performs better and is more likely to increase engagement than content without them.
4. Optimize your page. Just as with individual pages (and anything online, really), your page will be easier to find if it's created with search in mind. Make sure the terminology in your copy matches your exact areas of expertise so that your page lands at the top of search results.
5. Create infographics. These pieces of content are booming—currently 300 percent more likely to be shared than any other type of content! You can use these in a variety of places and ways. Post them on LinkedIn with the source clearly labeled, and viewers are likely to follow the trail back to your page.

6. Utilize hashtags. Remember, LinkedIn is a professional landscape. What would be appropriate on other mediums isn't necessarily appropriate here. Follow best practices, like not overdoing hashtags. (We recommend no more than three.) Finally, make sure that your hashtags and your content are public, so that they can be discovered by other LinkedIn users.



Use caution when choosing your hashtags. A phrase that may seem relevant to the content you are posting could have an alternative meaning in a different context that could cause controversy.

Advertising on LinkedIn

Once you have substantial content and are active on your page, you should begin to advertise on LinkedIn. LinkedIn Marketing Solutions offers a robust platform for law firms to reach existing and potential clients. Custom targeting options on paid LinkedIn allow your firm to connect with website visitors, key accounts, or mailing lists for hyper-targeted marketing that is more likely to generate new clients. Here's how.

Website Retargeting

This form of marketing is becoming increasingly popular, as people abandon the phone and turn to the internet for most of their research. Many businesses are finding success by re-engaging their website visitors. LinkedIn's platform allows you to segment website visitors and define audiences by the pages they visited on your site, and then tailor ad content to reactivate interest. Here's what you need to know to begin this program:

1. Add the LinkedIn Insight Tag to your site. This tag is a lightweight JavaScript tag that powers conversion tracking, retargeting, and web analytics for LinkedIn. A developer should be able to help you place the tag and confirm that it's verified with LinkedIn.
2. Create audiences to retarget in the Campaign Manager. This is where you'll define website segments.

3. Build your audience to 300. This is the number that must be reached before an ad can be delivered for any particular website segment.

Contact Targeting

This form of marketing includes uploading or integrating your pre-existing list of contacts, so that you can deliver relevant content to interested parties, prospects, or clients. You can do so by securely uploading your email address lists or connecting to your contact management platform. There are two ways to get started with lists.

1. Format your list as a single column with one email address per row, with the word “email” as the first row. Your list can have up to 300,000 email addresses. In the Campaign Manager, you’ll choose “Match based on a list of email contacts.”
2. You could also Integrate with your contact management platform. This is a more technical route, but LinkedIn has several supported partners that will allow integration, where lists will automatically populate on the “Uploaded Lists” menu.

Account Targeting

Run account-based marketing programs backed by powerful LinkedIn data with this option. This program allows you to match your target companies against the 13 million-plus Company Pages on LinkedIn. Here’s a simple breakdown of instructions.

1. Format your list as a single column with one email address per row, with the word “email” as the first row. Your list can have up to 300,000 email addresses. Make sure to save as a CSV, and upload your file.
2. Once your list is uploaded, LinkedIn will match your list against theirs and provide you with a final list of accounts that you can target. You can choose to refine the list further (or not), and start advertising.

In a more competitive digital space, the future is definitely account-based or

highly targeted marketing. It's great that LinkedIn offers a way for firms to implement advertising programs quickly and easily with their tools.

| LinkedIn Groups for Law Firms

A largely untapped opportunity for law firms to reach more clients is with LinkedIn Groups. Through our Social Law Firm Index surveys, we discovered that law firms with active groups had higher levels of engagement. It may seem overwhelming to create and manage a thriving LinkedIn Group that actually generates clients, but by following some simple tips, your firm can greatly benefit from the tool.

Create a Group With Purpose

If you already participate in other companies' or individuals' LinkedIn Groups, you might be able to see that some are more active than others. Before you even press the "Create Group" button, it's essential to decide on a niche topic (a practice area or even specific legislation could be your topic) and then develop your ideal target audience. Ask yourself: What types of information and conversations will your target audience find valuable?

Establish Yourself as a Thought Leader

Share relevant blog posts, videos, and podcasts from both your law firm's website and other reputable sources. When you create a group on LinkedIn, you are the leader. In order to spark engagement with members, ask questions, answer questions, and start conversations that will resonate with your audience.

It's important to avoid self-promotion of your law firm. Instead, you should focus on positioning yourself as an expert in your field. Be helpful and provide client-centric content—this is the best practice for social media in general.



TIP

Sharing links from your firm's website will drive site traffic, in turn generating leads.

Grow and Manage Members

In some ways, LinkedIn is today's word of mouth. The more active members you have in your group, the more likely a connection will recommend your firm. Group managers are able to send invites, so use your existing LinkedIn connections to reach out to potential group members that you feel fit your niche audience.

Other good places to seek new members are LinkedIn Groups that you're already an active participant in. If you're a member of other groups that share a similar target audience that you're trying to reach, try politely mentioning your new group there.

Once you've promoted and grown your group members, you need to manage them in order to ensure that your LinkedIn Group continues to thrive. Monitor conversations consistently and be aware of any disrespectful, off-topic, or spam activity within your group. As your law firm will be associated with the group, you want to keep it as professional as possible.

LinkedIn groups for law firms or solo lawyers can help establish thought leadership, attract potential clients, and ultimately create a thriving social community centered around a topic that your firm specializes in. It may be difficult to grow your membership at first, but when successful, LinkedIn Groups are a free way to build connections and generate leads.



3

— Facebook —

| Advertising to Reach Your Target Audience

Facebook is still a leader today when it comes to placing ads on the internet. With the vast amount of incredibly detailed information Facebook has about its millions of users, the social media giant can offer targeting options that are unmatched by any other advertising platform.

If your law practice is looking for a powerful and cost-effective advertising platform, Facebook fits the bill. Below you'll find several ways to take advantage of Facebook's unique targeting options to reach the best possible audience for the services your law firm offers.

Custom Audiences

What makes Facebook advertising so powerful is the ability to create custom (highly targeted) audiences for your ads. The feature lets you go beyond general groups and demographics to target your law firm's advertising to specific, individual users. The custom audience functions allow you to build an audience based on four different types of users:

- A list of your law firm's existing or past clients
- People who have visited your law firm's website
- Users who have used a mobile app
- Users who have interacted with your firm's Facebook page

Advertising to these groups can be particularly powerful because you are reaching out to people that you have already worked with, or those who have shown an interest in your firm. Any seasoned marketer will tell you that it is much easier to convert someone you are already familiar with.

However, Facebook recently announced a coming “Clear History” tool that will allow users to disconnect their activity off Facebook from their profiles, making their data anonymous. This could have implications for marketers, as they will not be able to use this data for ad targeting, should users opt in. Custom audiences will still likely be a useful tool, but firms should keep this change in mind when considering Facebook marketing strategies in the coming months.

Here are some tips for generating effective campaigns with one of Facebook’s most powerful advertising options.

Sort your lists before you start. To get the most out of your advertising budget, you should try to create individual lists that are as specific as possible and tailor your ads to those specific groups. You might have one list for email subscribers, another for past or current clients, and another for people who have visited your web page. You might even want to go a step further and create separate lists for people who have visited specific pages on your site.

Strengthen relationships. You can use these highly targeted ads to strengthen existing relationships and expand your law firm’s reach on Facebook. For example, you can create ads asking email subscribers to join a Facebook group or subscribe to your Facebook page. This will strengthen your relationship with these leads, and, as a bonus, some of their friends will see that they’ve liked your page, which should bring you a few more new subscribers. You can also target people who have already visited your website, but didn’t subscribe to your email list or visit your Facebook page. You can bring some of them a step closer to signing up for your email list or liking your Facebook page with the proper ad copy.

Expand your law firm’s reach. Another option Facebook gives you with custom audiences is to create what they call a lookalike audience. This can expand your marketing reach significantly. The basic idea is that Facebook will look at the people in your lists and find more users in their system that exhibit similar characteristics. You then have a new audience that your firm doesn’t have a relationship with, but this audience is much more specific than looking for different demographics on your own. Overall, you should see a much

higher response rate than you would by setting all of the advertising options yourself.

As you can see, Facebook's custom audience functions are very powerful. They can actually give you more precise targeting with less work. If you're creative with your ads and your lists are well organized, you should be able to achieve better results than you'd get on any other advertising platform.

Creative Hub

One of the reasons that many law firms do not try to harness the power of Facebook is that they simply do not know where to begin when it comes to creating ads. The good news is that Facebook's Creative Hub can help you create fantastic, powerful ads.

With Creative Hub, it's easy to learn about Facebook's various ad formats and even mock up designs. You can also use the Hub to collaborate with your design team prior to making ads live. Creative Hub speeds up the approval process by revealing exactly how the ad will look on both mobile and desktop.

Creative Hub also offers a Deliver Ad tool. This tool makes it easy to transmit completed ad mockups directly to Instagram and Facebook. With this streamlined process, there is a reduced chance of making mistakes. With the help of these tools, your firm can easily take advantage of Facebook's advertising capabilities.

| Using Facebook Live

While most Am Law 200 firms have a Facebook page, not all use the platform to its full potential. More so than LinkedIn, Facebook is appropriate to show your company's culture and connect on a more personal level with clients and potential clients. Using photos and especially videos is incredibly important in order to catch users' attention. Facebook Live, the social network's live-streaming platform, allows its users to create their own unique video any-time and anywhere.

For law firms, it might seem difficult to engage with followers and clients on a personal level on social media. Yet those who understand the importance of engagement over sheer volume of followers welcome comments, questions, and leads from their posts. Facebook Live is a new opportunity to do so. It may seem more apt for breaking news from media sources or celebrity Q&A's, but there are several ways that the tool may benefit your law firm and make your social media presence more valuable.

However, as always, it is not a realistic expectation that you can just turn on Facebook Live with no plan and expect your followers to engage. Rather, you need a strategy and a schedule of topics you would like to cover.

Answer blog comments and FAQs. If your company has an active blog, you can use Facebook Live to facilitate conversations between you and your followers about recent posts. In real time you can answer these questions and perhaps expand on ideas you touched upon in your blog post. In addition, you may just want to broadcast a video that answers questions that are frequently asked by clients or prospects.



Let your followers know you plan on going live in advance so that they can tune in at the appropriate time and leave comments you can address in real time.

Industry updates/breaking news. Although a law firm is not a news channel, there are many laws and political changes that can impact your practice areas directly. For example, if you're a lawyer or a law firm that specializes in immigration law, when bills are passed that may affect your clients, you can go live on Facebook immediately, give an update, answer questions, and explain how your firm may be able to help.

Interviews. Any of the topics above can be in the format of an interview. It may be beneficial to bring in an expert on the topic you're discussing to allow for a more conversation-like video. The more insights and perspectives, the more the audience will have questions and comments.

Facebook Live is still a relatively new tool that not all businesses are taking ad-

vantage of. However, it opens the doors for direct, real-time communication between law firms and their clients and prospects in a variety of ways. The higher the engagement rate, the more value your social media channels are giving you in terms of generating leads, which is why it's important to continue moving forward with new technology trends like live streaming.

4 Twitter

Twitter is a great social media channel for law firms looking to raise awareness of their services and enhance their thought leadership position. Many law firms focus on creating and curating quality content, gaining and managing followers, and working on engaging with their target audience. However, Twitter marketing requires a significant amount of time and resources in order to achieve success and generate a meaningful return on investment.

When used appropriately, Twitter can prove to be a catalyst for starting conversations with others in your areas of practice, sharing and cultivating useful information, and reading up on hot topics such as new court rulings and regulations. Twitter can also be a valuable source for building trust and engagement with existing or potential clients. Below are several tips for how your firm can use Twitter to build its community and enhance engagement.

Best Practices and Tools

Use compelling language. You now have 280 characters with which to motivate a prospect to look into your firm further. Even so, reserved language just doesn't work here. Twitter is like advertising: You only have one chance to make that first impression, or the follower will swipe right past your tweet.

Incorporate bold images. It's been discovered that a visual associated with a post nearly doubles the likelihood of that post being viewed, and raises the likelihood of the post being recalled two days later by 65 percent! That said, take care to develop artistic visuals that strongly associate with your content in order to better communicate your intended message.



Make sure the images are of high quality, and if reposting an image, that you have permission to do so.

Repurpose content into tweets. You can do some creative things on Twitter using already created content or content developed for distribution elsewhere. For example, a recently published client alert could be broken down into individual pieces of guidance posted over time to promote the alert.

Use Hashtags. To get the content you share in front of as many eyes as possible—and hopefully attract new follower—make use of hashtags. Hashtags help you to categorize and call out your tweets, making them easier to discover by other Twitter users. The easier your tweets are to find, the more likely they will be drawing new eyeballs to your messages. Hashtags can be of immense use as well to measure activity, interest, and trends across Twitter.

You don't want to overdo it, but each tweet you send out should contain one or two hashtags. There are many tools available on the internet that you can use to search for hashtags. Try searching #lawyer, for example, and you'll get plenty of other closely related hashtags that you can use to widen your tweet's reach. Just make sure the tags you use are relevant to the content in your tweets.



A great site to find and research hashtags is hashtagify.me.

Follow the rule of thirds. This rule states you should allocate one-third of your time spent on Twitter, respectively, to sharing relevant or educational information, engaging with others (replying, retweeting or mentioning), and reading and discovering influencers and relevant content.

Podcast guests (and hosts) are a rich source of passionate, accomplished people to follow. You certainly wouldn't host a podcast or reach out to guests who are just lazing around. The innovators, activists, and people who care deeply are podcasting. After listening to episodes that resonate, follow them on Twitter. The same applies to TED Talks presenters, conference speakers, favorite book authors, and so on.

Explore event hashtags. Every conference or event uses Twitter to help boost exposure. Most attach a unique hashtag to the Twitter feed that you can follow after attending the event yourself, to get up to speed if you missed it, or to discover local chapter and national events.

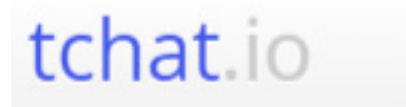
Check out who your favorite people are following. The easiest way to gain followers on Twitter is to follow other people. Not everyone will follow you back, but many will, and that is the key. By repeating the following process regularly, you can consistently grow the size of your audience with targeted, interested followers.

Some people choose to follow everyone that follows them. But for those who don't, their thoughtfully curated Twitter follows are a gold mine to pick through. Note that not all of the people you find interesting in person or in another forum will have great Twitter feeds. Once some time has passed, unfollow people no longer providing value or people who haven't followed you back.

In addition to these tips above, there are hundreds of different tools that law firms can use to make Twitter marketing more effective. Here are five of our favorite Twitter tools for law firms.



ManageFlitter allows you to keep track of when someone unfollows you on Twitter. Hopefully, losing followers isn't a regular thing for your firm, but this service can help you see when people are doing it, and tracks trends so you can dig deeper. It's great for pinpointing key times when you lose multiple followers, or seeing if an influencer or important follower drops off.



Twitter chats are a great way to engage your audience, answer questions, or attract new followers. Hosting chats is an impactful way to interact with

prospective clients. However, they can be complicated to manage. Tchat.io helps you do that. Don't forget to create a hashtag for tweeting about your chats. After doing so, you can enter that hashtag into Tchat to see conversations going on in real time and interact with the participants.



Twitter can be great for driving traffic to your website—but you need to know what type of content that people are interested in. Buzzsumo is a tool that allows you to see which content is most socially shared. Simply enter a given topic, keyword, or website, and Buzzsumo will show you which articles have been tweeted the most. This is great for developing your own shareable content.



As mentioned, hashtagging is an important part of using Twitter. But savvy marketers know that creating meaningful hashtags takes a lot more than just putting some words behind a # symbol. To get the most out of hashtags on Twitter, you need to use ones people actually search for. RiteTag is another tool that can help you do that, by rating hashtags you're considering. As you start typing into the entry field, RiteTag gives you instant feedback on the quality of your hashtag. #Superhelpful!

trends24

The speed of media and information sharing today is incredible. Trending topics change rapidly on Twitter, but many legal marketers find new audiences by engaging with them (known as “trendjacking”). A good way to gain exposure and remain relevant is to see what topics are popular and then create and share content related to it. Trends24 makes it easier to do that by allowing you to see what topics have been trending throughout the day, and even viewing them by location.

These simple tools and best practices for Twitter can help lawyers to raise their online profile and connect with influencers, clients, and prospects. Twitter may seem difficult to master at first, but starting slow and being consistent will enable lawyers to maximize their online business development efforts.



5 Instagram

Instagram remains a largely untapped social media channel for lawyers and law firms. Yet as of June 2019, Instagram allows users to share visual media to the platform's more than 1 billion monthly users. According to Hubspot's Marketing Blog, approximately 80 percent of all Instagram users follow a business on Instagram. Now that you understand both the high level of engagement and global reach that Instagram can provide for businesses, how can law firms utilize this platform successfully?

Tips to Grow Your Law Firm's Instagram

Start with a strategy. Why are you using the channel? What are you hoping to accomplish? Who's your target audience? What brand image do you want to project? How often should you post? Just as you need an overall content strategy and social media strategy, you need one for individual channels. Have a documented strategy and identify your goals before posting your first image or video to Instagram. According to your strategic vision, you'll need to create an editorial calendar for the images and videos you'll post, including who's responsible for posting and who's involved with each effort.



Look for your associates who are already active on Instagram and other social media platforms, and make them part of your planning committee.

Share content. As with other social media platforms, it's ineffective to simply advertise your firm and services. Instead, you can use Instagram as another place to share your recent blog posts, articles, or videos, if you have them! Just post a corresponding visual and link the post in your bio so that the link is active. Also, don't forget to embrace emojis. This isn't a buttoned-down channel—it's a place to have fun and show your personality.

Show your law firm's culture. How do you want your law firm to be perceived? Like Facebook, Instagram can be used to humanize your law firm. Sharing behind-the-scenes visuals of your office, day-in-the-life clips or doing short bios of lawyers can help potential clients trust your firm and gain an understanding of your company culture.

Use trending hashtags. Instagram is known for being hashtag-heavy. Therefore, it's important to always include a few relevant hashtags in each caption. This will allow more users to see your post, and you won't feel like you're just shouting into the void of the internet. If you can incorporate the most popular ones into your post in a natural way, this can help with visibility. Just keep in mind that using a popular hashtag also increases competition.

To get the most from Instagram hashtags, combine trending and popular hashtags with those that are more targeted to your field. Things like [#attorney](#), [#law](#), [#lawfirm](#), and [#lawyer](#) narrow down your post's targeted audience, but you can also get more specific using [#familylaw](#) or [#businesslaw](#). You can also create your own hashtag for your company that includes your firm's name or a quick slogan. By choosing a related hashtag that others can engage in, you can build brand awareness and engagement.

Share tips and quotes. Sharing short tips is an effective way to get potential clients interested in your services. To be sure, this is not about offering legal advice. You can address hot legal topics in a creative way, talk about technology initiatives at your firm that enhance the delivery of your legal services, and so on.

Quotes can include awards and kudos the firm received in the press. They can be inspirational or humorous. They can be about special days like “pets in the office” day or “National Law Day” and other holidays.



Check out [Canva Instagram Post Templates](#) to beautify your text-based posts like tips and quotes.

Follow and engage. The fastest way to grow an engaged community is to follow other accounts ... strategically. Law firms have a built-in advantage here. With several hundreds of employees, many of whom have Instagram accounts, firms can quickly build a vibrant community.

However, you want to ensure that your following strategy doesn't lead to a mediocre audience with nearly half being ghost followers. What does this mean? Unfortunately, ghost followers create an illusion of a larger audience than is actually present. To ensure that your followers are real, make sure to engage with them by responding to comments and/or direct messages. Doing this allows potential followers or users who find your account to be aware that your account is open and active.

Consistency is key. It's a well-known fact that posting more content leads to more engagement in the long run, but what does that entail exactly? Creating a posting schedule for your firm's Instagram account can help increase your consistency. A calendar enables your firm to apply strategy to your posts and ensure that a visual theme is present. Through this tool, not only will your account be consistent in regard to timing, but ideas as well.



In addition to posts and hashtags, your profile is how people find you and decide whether to follow you. Your profile bio section has only one clickable link. The default can be your website URL, but change it occasionally to promote an event or landing page.

Advertising on Instagram

With a majority of the platform's users falling into the millennial generation, it's understandable that law firms and lawyers alike are skeptical about bringing their advertisements into the outlet. However, Instagram's features and photo-based nature, when utilized correctly, have the ability to reach a much wider audience and demographic than other frequently used platforms, such as Facebook and Twitter. Here's how your firm can effectively advertise on Instagram.

Find your target audience. Instagram’s largely millennial audience is not a disadvantage to law firms, rather one of its greatest assets in terms of law school recruiting. Future or current law school students fall within Instagram’s primary audience, hence giving firms an outlet to advertise their firm and convey its firm culture. Instagram is a key tool in branding and promoting your firm to future lawyers, a group that is highly persuaded by advertisements. Examples of advertising that would attract these aspiring legal professionals include: involvement with charities, photos/videos that show a day in the life of a lawyer, participation in community service, and much more.

In regard to targeting Instagram’s nonmillennial users, finding your ideal client profile is key. This may include income, age, marital status, interests, etc. The determination of these profiles will in turn help you determine the proper content to post and predict how it will be received. Not only will this save you time in regard to targeting the right people, but money too.

Post “exclusive” content. Instagram by nature is one of the least word-oriented platforms. It serves to inform through pictures—a potentially difficult task for some law firms. Enter “exclusive” content. Images or short videos from events occurring at your law firm, also known as “behind the scenes” content, can help to humanize your practice and inform your audience in a lighter manner. Not only is this effective, but it’s quick too!

Turn your Instagram into a business account. Every Instagram user has the opportunity to turn their account into a business account. This feature, accessible through the settings button on the profile page, allows users to track profile visits, impressions, and number of bookmarks, and to promote the Instagram page by means of a budgeted campaign. Additionally, a business account allows the account owner to link their email or phone number so that clients/users may easily reach out.

Quantity and quality. Social media’s greatest strength is its ability to keep a topic, business, or event relevant in a sea of excess information. Relevancy, however, does not occur without consistency. The most successful advertising campaigns on Instagram involved at least one high-quality (high image resolution, relevant content, professionally edited) post per day that was on par with

the company's overall image and was intriguing in either actual content or the caption underneath it.

Create an actual advertisement. Disguised under the name “promotion,” Instagram ads are quite straightforward—especially if you know your target audience. All that's required is a post to promote, a destination (the location that users are taken to when they click on your ad), a target audience, and a little money (a \$1 minimum usage of total budget per day). Although the number of impressions does increase with the allocated budget of the campaign, a thick wallet is not necessary to promote posts. Hence, it's truly a beneficial tool for small and large firms alike.

Whether monetarily reinforced or simply utilized throughout an ad campaign, proper Instagram usage by law firms and lawyers alike aids in educating a broad audience in an informative and unique manner. With its constantly growing user base, Instagram offers a bright future for advertising in the legal field.





While YouTube usage among law firms is still behind the previous platforms, our findings prove that it is a major indicator of social presence and levels of engagement. The 2019 Social Law Firm Index indicated that 13 percent of the Am Law 200 firms use Youtube for recruiting. That said, it's important to understand how YouTube can be a key social media platform for law firms.

| YouTube for Law Firms

Create a Strategy. As we've mentioned, it's important to go into each new social platform with a new set of expectations and goals. Having an editorial calendar for YouTube is incredibly important to maintain the consistency and frequency of new videos with a diverse range of topics. What's realistic for your firm? Posting weekly? Monthly? Aim to stick to your plan in order to gain loyal subscribers who add you to their playlists or subscribe to your channel.

In order to determine what types of videos you should post, consider your audience, trends among your practice areas, and what your purpose is for creating video-based content in the first place.

Provide a Call to Action. What will be the next step for a client after watching your video? You should create client-centric content that is not only useful, but also relatable to the services your firm offers. Include a screen at the end with your contact information or a short message that connects the knowledge the video offers with how you can help viewers.

Integrate Your Strategies Across Platforms. One of the ways you can use YouTube is to curate your webinars on a platform other than your website. You can also integrate your YouTube content into posts on other sites, such as Facebook and Twitter. This allows you to increase your use of original

multimedia content on the platforms you're already using while directing your existing followers to your YouTube channel.

Don't Forget SEO. YouTube is one of the largest search engines on the internet, which makes it even more vital to optimize your content. The platform has several features that can help make it easier for your videos to be found, which you should review before you hit upload.

First, consider the length of your video. Similar to written blog posts, the longer the content, the more it can be optimized. It's okay to have a combination of short and long videos, but aim for at least five minutes of content when you're developing your script.

Your description, keywords, and tags are of utmost importance in terms of SEO. Consider what your potential clients may be searching for, and use those types of keywords in each of these sections.



Include your keywords within the file name of the video that you're uploading, so as to increase the chances that your video will be found by those who feel it's relevant.

YouTube is no longer just an emerging platform for lawyers. Over a quarter of the Am Law 200 firms have a YouTube presence, which means that if your firm doesn't, it's missing out on reaching potential clients. Understanding your goals, audience, and SEO is important before diving into video content. While this takes time to plan and produce, the long-term positive outcome for your firm is significant.

Advertising on YouTube

As an advertising platform, YouTube is perhaps even more overlooked by firms and companies today. If you've never considered placing video ads on YouTube, here are just a few reasons why you should:

- YouTube has over 1.9 billion monthly active logged-in users.

- Over 90 percent of 18- to 44-year-old American internet users watch videos on YouTube.
- Over 1 billion hours of videos are watched on YouTube every day.
- YouTube mobile ads are 84 percent more likely to hold attention than TV ads.

No matter what area of law your firm is involved with, you can and will reach your target audience through YouTube. Making the whole deal even better, YouTube video ads can be significantly cheaper than Google ads that show up in search results.

Following is a brief explanation of how video ads work on the YouTube platform, and how to go about setting up a video advertising campaign.

YouTube allows you to choose from two basic types of ads: video discovery ads and in-stream ads. The ad type you choose will determine where your video advertisement shows up as viewers browse YouTube.

Video Discovery Ads. YouTube's video discovery ads show up as static listings on the YouTube homepage, in video search results, and in the related videos that are listed on the right side of the screen when watching a video. They work in a similar fashion to the ads you see on the top and bottom of the results when you run a search on Google. When a user clicks one of the advertisement links, they will be taken to your video.

In-Stream Ads. In-stream ads are probably the YouTube advertisements you are most familiar with. These are the video ads you see at the beginning of, and sometimes in the middle of, many YouTube videos. In most cases, you have the option of skipping the ad and continuing to your chosen video after five seconds.

It is also possible to create nonskippable ads, but they are limited to specific running times. Nonskippable ads must be 15, 20, or 30 seconds, depending on the standards for the region(s) where they will be shown. These ads can also appear "mid-roll" in videos that are ten minutes or longer in length.

Setting Up a YouTube Advertising Campaign

To get started with a YouTube advertising campaign, you'll need two things: a video to serve as your advertisement, and a Google Ads account. First, upload your video to YouTube, and then it's time to head to Google Ads. More detailed step-by-step instructions can be found on Google's support page, but here are some to get you started.

- 1. Set Up Your Campaign.** When you choose to create a campaign, you will select "Video" as the type. On the next screen, give your campaign a name and verify that the selector is set to "Standard."
- 2. Select Video Ad Format.** You will need to pick the format of your ad, which should be either of the two types of advertisements we outlined above, "in-stream or video discovery ads."
- 3. Set Your Daily Budget.** Similar to standard Google Ads campaigns, you'll need to set a daily budget for your law firm's video ads. You'll also have the option of choosing between standard and accelerated delivery methods. The standard method will show your firm's ad evenly throughout the day. The accelerated method will try to get as many views as your budget allows as quickly as possible.
- 4. Select Advertising Networks.** You'll be given the option to select where your ads appear. The two main selections are YouTube Search and YouTube Videos. You can select one or both. If you select YouTube Videos, you can also choose to have your ad displayed on Google partner sites, within apps, and on the Google Display Network. Depending on how detailed you need your marketing reporting to be, it may be beneficial to set up separate campaigns for each of the network choices in order to make results tracking easier.
- 5. Set Location Targeting.** You'll have the option to set the location of users you'd like to target by selecting locations where the ad will be shown, selecting locations where it won't be shown, or a combination of the two. You can choose as broadly as entire continents or drill down to local towns.
- 6. Language, Devices, and Bid Adjustments.** These options will allow you to target your ads to certain languages, or restrict them to certain

devices, including mobile, tablets, and computers. You also have the option of increasing or decreasing your bid, as a percentage, for each of the individual devices.

- 7. Advanced Settings.** The advanced settings will allow you to adjust several options, such as a start/end date for your campaign, hours that your ad will be shown, and how many times it should be shown to the same viewer. Careful adjustment of these options can help you be sure you're getting the maximum reach for the minimum cost.

Creating the Video Ad Itself

Once you've got your campaign set up, it's finally time to create the actual video ad. Here is where you'll set the video to be used and further refine your targeting if you need to.

- 1. Create an Ad Group and Assign Video(s).** Within your campaign you'll need to create and name an ad group. The ad group can be one or more videos with the same basic targeting goals. This is also where you'll assign the video you want to use—the one you've already uploaded—by providing the YouTube link for the video. After you've assigned the video, you'll need to choose whether you want it to be run as a video discovery ad or an in-stream ad.
- 2. Bidding.** Next you'll need to set your bid for how much you'd like to spend on each ad display. Adjustments you make to this number will increase or decrease the projected views you'll be able to achieve each day.
- 3. Targeting.** Drilling down deeper than the targeting options you were given under the campaign settings, the ad targeting settings will allow you to fine-tune your target audience using options like gender, age, marital status, and more. Looking through all of the options is highly recommended to get an understanding of just how detailed you can be. You may also be able to gain more insight into higher-converting audiences by dividing target groups into specific campaigns rather than including all the groups you want to target under a single campaign.

As you can see, it will likely be a bit time-consuming to set up the first video

advertisement for your law firm on YouTube, but it is well worth the trouble. It will also get easier and faster with each new ad that you put online. In the end, you get advertising rates much lower than what you'd pay to appear on search results, and exposure much greater than you could ever hope for on television. It's an unbeatable deal.



7

— Measuring the ROI Your Firm's Social Media Marketing —

Creating and executing a social media strategy for your firm is only part of the picture. To truly see whether your law firm's social media marketing efforts are leading to meaningful results, you must have a method of measuring the return on investment. With a better idea of your return on investment, you can evaluate whether your current strategy is working properly or whether you need to make some tweaks to improve it. Unfortunately, it can be challenging to clearly see the ROI for social media marketing, particularly with “vanity” metrics, such as likes, getting in the way. To accurately measure your social media marketing's ROI, keep the following tips in mind.

Have a Clear Goal. There are many different goals you can set with your law firm's social media marketing, and your goal will impact how you measure ROI. If your goal is to get conversions, you will need to look at whether or not your efforts are resulting in new leads. However, if your goal is brand awareness, you will want to see an increase in mentions and followers over time. Some of the goals you may have for social media marketing include increasing brand awareness, attracting traffic to your main website, generating new leads for newsletters, finding influencers, and actually acquiring new clients. In the last case, ensure that you have a target number of new clients you want to acquire per month.

Know the Time Period. To measure your return on investment, you need to have a specific time period in mind. You should choose a period of time that is long enough to see results, but still short enough that you will not have to wait a significant amount of time before making changes and assessing again. Once you have a time frame, make your goal measurable, such as the number or percent increase in leads you want to see.

Track Metrics. It should go without saying that to measure the ROI of your law firm's social media marketing campaign, you need to look at metrics. Depending on your goals and objectives, the KPIs (Key Performance Indicators) will differ, and what metric you are evaluating will slightly vary by platform. Once your KPIs are set, the next step will be to set up Google Analytics, so that you can track the success of your social media activities. Here are some common KPIs to measure:

- **Exposure / Reach:** Visits, views, followers, fans, subscribers, brand mentions. How many people are reading your blog or going to your website? How many people are following you on Twitter or LinkedIn?
- **Influence:** Share of voice, sentiment, top influencers. Is your content being mentioned or retweeted by others? Are people linking to your site or to your blog? Has your search engine ranking for your keywords and phrases gone up?
- **Engagement:** Clicks, retweets, shares, replies, DMs, wall posts, comments. Is your content being shared or retweeted by other people? Are your readers posting comments or asking questions? Are your followers talking about your company on Facebook?
- **Actions / Conversions:** Content downloads, webinar attendees, lead generation forms, pitches/proposals. How many people are downloading your content or filling out lead generation forms? Is the traffic you are driving to your website being converted into new clients? Are people contacting you for new work based upon your content?

Assign Values to KPIs. There are several different methods you can use to assign a value to your key performance indicators. One method is to assign lifetime value, or how much your firm earns from each client on average, giving you a number to assign as the ROI every time you sign up a new client as a result of your social media activity. You can also use lifetime value multiplied by conversion rate, which measures how much each visit is worth based on the percentage of visitors that convert into potential clients. For firms that use paid social or pay-per-click (PPC) advertising, you can calculate the estimated value of visits generated from social media in terms of how much that would cost your firm with paid social campaigns or Google Ads.

Benchmark Against Competitors. The final step in determining the ROI of your social media is to compare your social media efforts to your competitors' to uncover areas where your firm can stand out or enhance its thought leadership position. This will also allow you to see which social channels are most accessible for your competitors in reaching your target audience, how many posts your competitors publish per day, and the amount of engagement their posts receive.

Keep Measuring. Remember always to continue tracking the social media metrics and ROI, whether or not you meet your goal. This will let you know if a formerly successful strategy is no longer as useful or help you discover why a sudden increase in engagement occurred.

Going a Step Further. While Google analytics is a great tool for tracking, it only gives users information in the aggregate, such as the total number of visits and time spent on your site. So if you want to assign a value to your social media efforts, that is where marketing automation platforms come in. Platforms like Hubspot enable you to track someone once they are in your database and see everything they are doing across the board from a digital perspective. More and more firms are looking to marketing automation platforms for deeper analytics, so you may wish to learn more about this process.



If you are not ready to invest in marketing automation, you can add UTM tracking codes to URLs, which allow analytics platforms to determine where the person who clicked on that link is coming from.

These tactics will help your firm or business determine the effectiveness of its social media efforts. ROI measurements are important not only because they give stakeholders and interested parties quantifiable ways to view your marketing efforts but also because they allow you to see what works and what doesn't in terms of social media. With this knowledge, your firm can better grow its business and achieve its goals.



— Conclusion —

As you or your firm may have experienced, executing a successful social media strategy is not always an easy task. We hope this book has given you the inspiration and information you need to develop or adjust your own social media strategy. Going forward, you may find it useful to look to top law firms that are getting it right when it comes to social media. Below are some of the top Am Law 200 firms we have previously highlighted that we believe are appropriately and effectively utilizing social media. Take a look at their pages for further inspiration and insight.

Facebook

- [Baker McKenzie](#)
- [DLA Piper](#)
- [Sidley Austin](#)
- [White & Case](#)
- [Latham & Watkins](#)

Twitter

- [DLA Piper](#)
- [White & Case](#)
- [Norton Rose Fulbright](#)
- [Morgan, Lewis & Bockius](#)
- [Baker McKenzie](#)

Instagram

- [DLA Piper](#)
- [Norton Rose Fulbright](#)

- [Greenberg Traurig](#)
- [Paul Hastings](#)
- [O'Melveny & Myers](#)

LinkedIn

- [White & Case](#)
- [Baker McKenzie](#)
- [DLA Piper](#)
- [Morgan, Lewis & Bockius](#)
- [Jones Day](#)

YouTube

- [Jones Day](#)
- [Norton Rose Fulbright](#)
- [K&L Gates](#)
- [Hogan Lovells](#)
- [Baker McKenzie](#)

These examples and this ebook are just the starting points when it comes to social media for lawyers and law firms. Legal marketing has been and will continue to change, and it is important for your firm to stay on top of trends and new technology.

Like any marketing strategy, establishing a social media presence and seeing results from it will take time and effort. Of course, if you need help with your social media strategy or would like to conduct an audit and competitor analysis to understand gaps and opportunities, please contact us for help.



At Good2bSocial, we work with leading law firms and companies in the legal industry who are **serious about growth** but are often frustrated that they've spent time, money, and effort on their website and on digital marketing, yet they still don't produce the results they had hoped for.

Good2bSocial is a growth marketing agency that uses a methodology that focuses on attracting clients by offering valuable content at each step of their customer journey. First, we develop a creative and engaging digital marketing strategy that aligns with your overarching business strategy and enables you to attract, convert, close, and delight clients.

We attract web visitors by creating remarkable content such as videos and blog posts that serve as the foundation of every effective inbound strategy. We convert visitors into qualified leads by creating lead magnets such as webinars, white papers and case studies that segment prospects by their level of interest in your services and their propensity to make a hiring decision. Then, we implement strategic nurturing campaigns that help our clients close deals and secure new clients for their business.

Visit good2bsocial.com for more legal marketing tips

For more information, contact:

Guy Alvarez
guy@good2bsocial.com
(212) 6347657 ext. 700

Kevin Vermeulen
kevin@good2bsocial.com
(212) 6347657 ext. 701