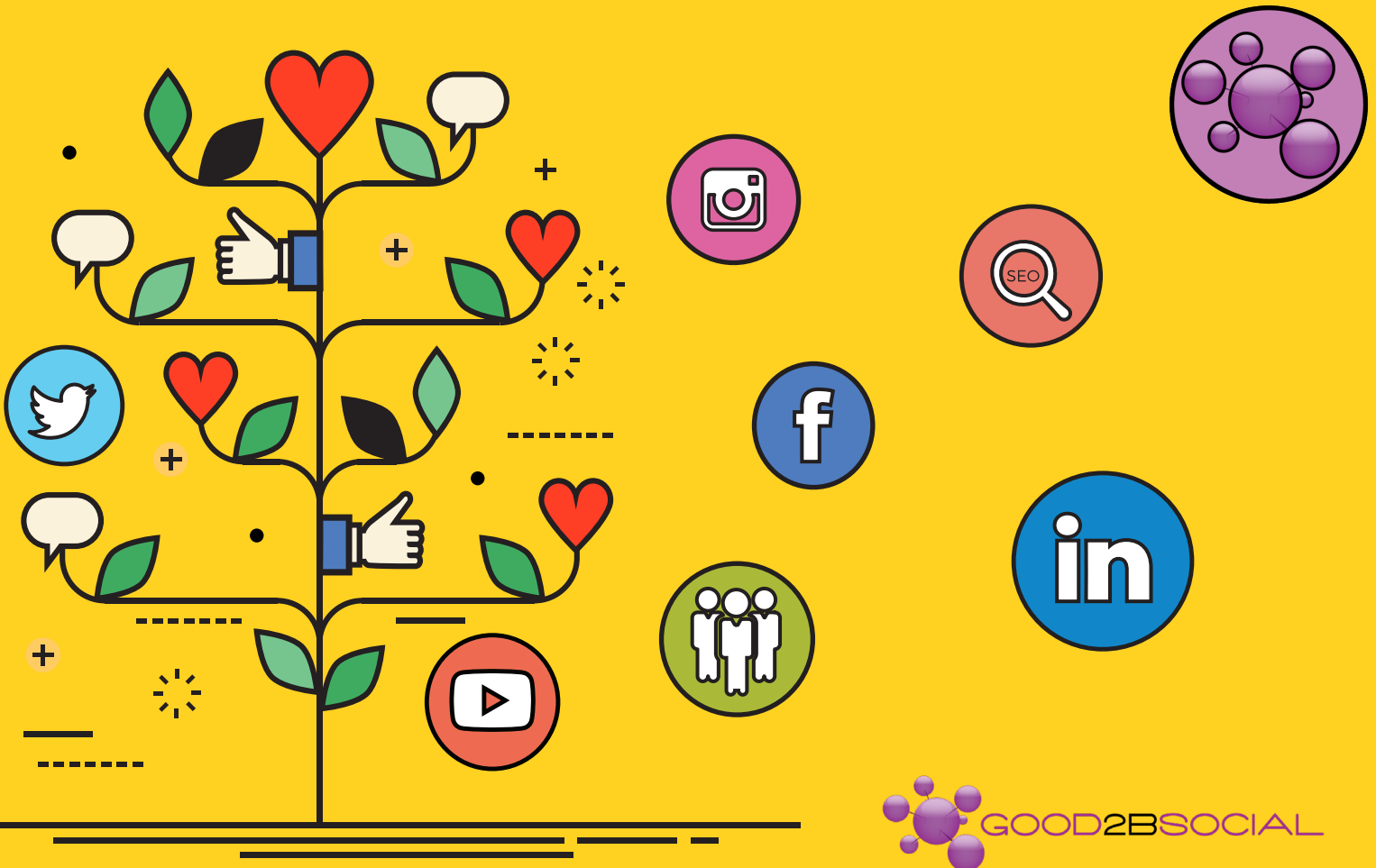


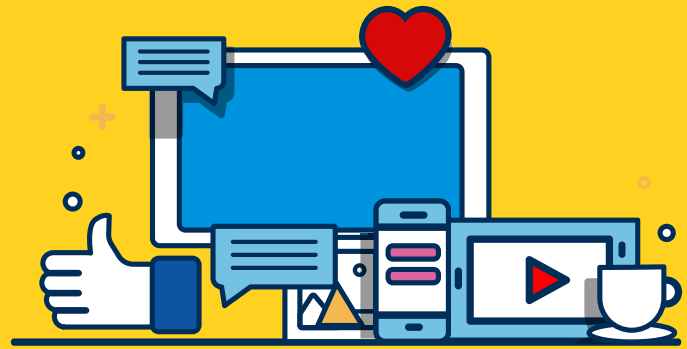
By: Guy Alvarez, Kevin Vermeulen,  
and Victoria Zimmon

# The Social Law Firm Index 2019

Good2bSocial's annual study of social media marketing adoption, use, and best practices within the legal industry, including our rankings of America's Top 200 law firms for best social media achievement.



# Table of Contents



|    |                                                      |    |                                                 |
|----|------------------------------------------------------|----|-------------------------------------------------|
| 3  | <b>About This White Paper/<br/>Executive Summary</b> | 24 | <b>Instagram<br/>Top Performers</b>             |
| 5  | <b>Why The Social Law<br/>Firm Index?</b>            | 26 | <b>Feature Profile:<br/>DLA Piper</b>           |
| 6  | <b>Key Findings</b>                                  | 27 | <b>Thought Leadership<br/>Top Performers</b>    |
| 8  | <b>Top Performers</b>                                | 30 | <b>Feature Profile:<br/>Norton Rose</b>         |
| 11 | <b>Feature Profile:<br/>DLA Piper</b>                | 31 | <b>Facebook<br/>Top Performers</b>              |
| 12 | <b>LinkedIn<br/>Top Performers</b>                   | 34 | <b>Feature Profile:<br/>Quarles &amp; Brady</b> |
| 15 | <b>Feature Profile:<br/>Baker McKenzie</b>           | 35 | <b>YouTube<br/>Top Performers</b>               |
| 16 | <b>Twitter<br/>Top Performers</b>                    | 37 | <b>Q&amp;A with Guy Alvarez</b>                 |
| 19 | <b>Feature Profile:<br/>Squire Patton Boggs</b>      | 39 | <b>Predictions for 2020</b>                     |
| 20 | <b>SEO Top Performers</b>                            | 41 | <b>About the Authors</b>                        |
| 23 | <b>Feature Profile:<br/>Baker McKenzie</b>           |    |                                                 |

# About This White Paper/ Executive Summer

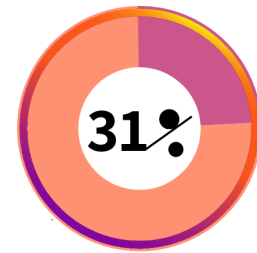
Now in its fifth edition, The Social Law Firm Index explores the success of law firms' digital marketing efforts and includes reviews and rankings of all firms on the 2019 Am Law 200. We reviewed their websites and their presence across all public social media platforms. We assessed firms' publicly available thought leadership content, and their social reach and engagement. Finally, we scored and ranked the effectiveness of their overall efforts in social media across various channels and categories. Our analysis is further informed by the depth of our experience working with law firms, our familiarity with current trends and conditions in the marketplace, and best practices used across digital marketing channels.



We measured social media reach, engagement, and marketing performance on platforms that included Twitter, LinkedIn, Facebook, Instagram, and YouTube. We also looked at other metrics to measure digital best practices. The Social Law Firm Index analyzes each firm's presence on the internet and across social media and evaluates their social usage to extend thought leadership content and to engage with clients and constituents. These factors are reduced to numerical measures, weighted, and incorporated into our algorithm to develop each firm's rank. In addition to scoring and ranking each firm for its overall capability and impact, we also break out performance across the individual social media channels and digital marketing disciplines.

Since our first study in 2013, we've seen a significant increase in the use of social media by American law firms. Most firms now understand the need for social media and digital communications in their marketing and business development strategies. Similar to last year, law firms are using more video and interactive content to engage with prospects and clients, and they're also producing better client-centric educational content. We also saw firms embrace data analytics and start to develop their strategies around measurement and key performance indicators in order to gain a better understanding of their return on investment.

Content is still king when it comes to engagement. Not only does it give law firms an opportunity to demonstrate their lawyers' knowledge and experience, but it allows clients to gain a better understanding of the strengths and competencies of each firm. We define thought leadership as material that communicates, to potential clients and others, information about their business offerings and expert analyses. These communications can take the form of articles, client alerts, toolkits, videos, podcasts, and blogs. They should be educational or help audience members solve a problem. Sharing content that aligns with your firm's goals provides a significant value. 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.



of law firms have an Instagram account

Not only does content help promote your capabilities as a firm, but it also goes a long way in enhancing the search engine visibility for law firms websites. For websites, practice area pages, and bios to be discovered, and rank high in search engines, firms need to feature great content that is optimized properly for keywords. Additionally, while content is obviously the first way to optimize your site for search, the growing trend of video and interactive content can enhance search visibility on its own. Search engine optimization is a long-term yet essential investment for a firm. It may take a little time to see the results you want, but the investment will be worth it.

“  
**CONTENT IS STILL KING  
WHEN IT COMES  
TO ENGAGEMENT.**  
”





# ***The Social Law Firm Index 2019***

## **WHY THE SOCIAL LAW FIRM INDEX?**

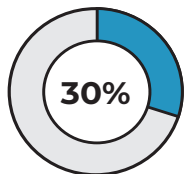
We study and publish our findings on the adoption of digital marketing technologies by law firms to raise awareness about the value of digital marketing for business development. When we first started, six years ago, law firm digital marketing was still in its infancy, and digital marketing strategies weren't a reality for many firms.

The state of digital marketing and social media usage in our industry has significantly shifted since we published our first report. Every Am Law 200 firm now has a presence online, and most use at least two digital media platforms. Digital and social have developed into required components for law firm marketing. The Social Law Firm Index measures the effectiveness of law firm reach and engagement across the variety of online digital media channels.

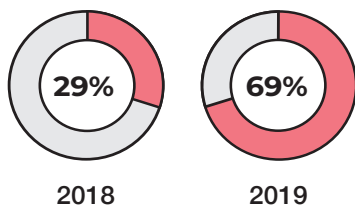
# Key Findings for 2019

“  
**THOUGHT LEADERS  
PRODUCE CONTENT ON  
A REGULAR AND  
FREQUENT BASIS**  
”

**Law firms using  
Paid LinkedIn**



**Firms with  
YouTube channels**



## MEASUREMENT AND ROI

It's imperative that firms identify what their goals are with social media and develop clear metrics to track them. If you're not getting page views, and shares, and visitors aren't engaging with your content, you're not generating any ROI. Some of the goals you may have for social media marketing include brand awareness, traffic to your website, generating new leads for newsletters, and acquiring new clients. Beyond likes and followers, you want to understand how many people interact with your content. You can learn more about engagement by tracking retweets, shares, comments, and views. Benchmark your audience on each platform, and then track the growth or decline. Knowing what you want to measure and establishing time frames help to identify a real, measurable metric. If you want to improve your growth, consider changes to frequency, topics, or content formats.

## THINK LIKE A LEADER

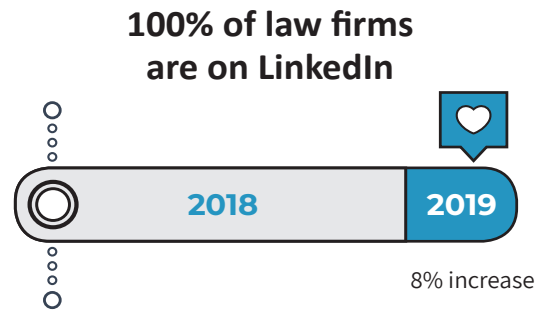
Most Am Law firms produce client-centric content that discusses pain points or issues that their clients are facing. They are also publishing content that provides added value to their existing clients. Thought leaders also produce content on a regular and frequent basis, written in an easy-to-digest and understandable style and length. Most content comes from law firm blogs, which can often be buried on some websites or hard to find. But the leaders in this area keep their content front and center, and easy to locate. We still see a lot of firms publishing too many promotional or firm-centric pieces, as well as publishing in PDFs, neither of which is helping their SEO, since Google robots can't crawl PDFs, nor encourage visitor engagement.

## EMPLOYEE ENGAGEMENT

Firms are investing more time and money to properly train their lawyers and employees on the use of social media and digital marketing. Many firms have also invested in employee advocacy tools like LinkedIn Elevate, PostBeyond, and Clearview Social that make it easier for everyone at the firm to participate in social media. Firms utilize these services to empower their employees to regularly share relevant and approved content. These tools can send out prompts to employees to share appropriate content, and artificial intelligence can also dictate when content should be shared, making it even more impactful.

## AUTOMATION

More and more firms are investing in marketing automation platforms like HubSpot or Pardot. Both tools help firms improve lead management and segment messaging to their different audiences. More firms have also added chatbots as part of their website experience to engage with any potential new lead and allow for 24/7 responses. Our “instant gratification” society has enabled people to expect responses right away, but technology has also allowed us to capture information through tailored questions in a chat session. The messaging has also been personalized, so the chatbots appear as human as possible. However, the number of firms embracing this technology is still relatively small when compared to corporations.



## CHARACTERISTICS OF WORST PERFORMERS

### DECISIONS WITHOUT DATA

Many firms do not use the data available to help them improve any of their marketing efforts. Firms should pull their data from Google analytics, social platforms, inbound marketing programs, and paid campaigns on a very regular basis (we suggest monthly or quarterly, at a minimum). Track your progress against any benchmarks you’ve set and look for trends. Undoubtedly there will be opportunities for improvement or tweaking, and success stories where even more resources should be assigned. Remember to test everything from email subject lines to pay-per-click ad copy and use those results to determine your next steps.

### HOME AND PRACTICE AREA PAGES WITH LOW CONTENT

When it comes to a high-ranked home page, Google has identified a few qualities that help to drive its rankings. Does your home page have a high word count? Does your page actually answer the searcher’s query? Or is your page thin on content, or are you duplicating content on various pages? Are you stuffing your page with keywords in an unnatural way? Are you actually writing for your clients, or just robots? Does your home page properly and thoroughly identify the work that your firm does? How easy is your page to navigate? Go back and do a deep dive on your home page to ensure that you’re not making any of these mistakes. In today’s marketplace, firms need more than just a sharply designed website—they also need to make sure that they’re using appropriate key terms, that they have content that is both useful and relevant, and that there is an organized and logical home page.

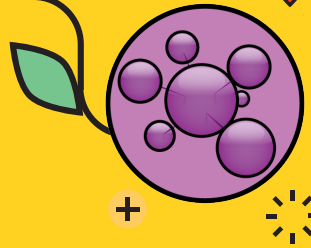


# Social Law Firm Index 2019: The Rankings





## THE SOCIAL LAW FIRM INDEX 2019



### The Rankings

| Firm Name                      | Rank 2019 | Rank 2018 |
|--------------------------------|-----------|-----------|
| DLA Piper                      | 1         | 2         |
| White & Case                   | 2         | 4         |
| Norton Rose Fulbright          | 3         | 1         |
| Baker McKenzie                 | 4         | 3         |
| Orrick, Herrington & Sutcliffe | 5         | 5         |
| Squire Patton Boggs            | 6         | 9         |
| Latham & Watkins               | 7         | 7         |
| Hogan Lovells                  | 8         | 6         |
| Fragomen                       | 9         | 38        |
| Holland & Knight               | 10        | 8         |
| Jones Day                      | 11        | 12        |
| Fox Rothschild                 | 12        | 16        |
| Quarles & Brady                | 13        | 114       |
| McDermott Will & Emery         | 14        | 30        |
| Goldberg Segalla               | 15        | 113       |
| Shutts & Bowen                 | 16        | 132       |
| Mayer Brown                    | 17        | 58        |
| Greenberg Traurig              | 18        | 19        |
| Jackson Lewis                  | 19        | 23        |
| Littler Mendelson              | 20        | 33        |
| Greenspoon Marder              | 21        | 52        |
| Morgan, Lewis & Bockius        | 22        | 10        |
| Skadden                        | 23        | 37        |
| Reed Smith                     | 24        | 56        |
| Baker Botts                    | 25        | 18        |
| Crowell & Moring               | 26        | 39        |
| Winston & Strawn               | 27        | 14        |
| Sidley Austin                  | 28        | 15        |
| Kirkland & Ellis               | 29        | 77        |
| Baker Donelson                 | 30        | 20        |
| Proskauer Rose                 | 31        | 24        |

| Firm Name                  | Rank 2019 | Rank 2018 |
|----------------------------|-----------|-----------|
| Dickinson Wright           | 32        | 102       |
| Dinsmore & Shohl           | 33        | 97        |
| K&L Gates                  | 34        | 35        |
| Blank Rome                 | 35        | 50        |
| Covington & Burling        | 36        | 21        |
| Lewis Brisbois             | 37        | 150       |
| Troutman Sanders           | 38        | 68        |
| Seyfarth Shaw              | 39        | 27        |
| Kilpatrick Townsend        | 40        | 62        |
| Duane Morris               | 41        | 63        |
| Morrison & Foerster        | 42        | 28        |
| Cooley                     | 43        | 44        |
| Akin Gump                  | 44        | 59        |
| Foley & Lardner            | 45        | 41        |
| Husch Blackwell            | 46        | 40        |
| Weil, Gotshal & Manges     | 47        | 65        |
| Paul Hastings              | 48        | 108       |
| Perkins Coie               | 49        | 34        |
| Nelson Mullins Riley       | 50        | 82        |
| O'Melveny & Myers          | 51        | 60        |
| Womble Bond Dickinson      | 52        |           |
| Shearman & Sterling        | 53        | 57        |
| Bryan Cave                 | 54        | 26        |
| Ice Miller                 | 55        | 47        |
| Robins Kaplan              | 56        | 49        |
| Fenwick & West             | 57        | 31        |
| Bracewell                  | 58        | 72        |
| Goodwin Procter            | 59        | 13        |
| Polsinelli                 | 60        | 80        |
| Carlton Fields Jordan Burt | 61        | 83        |
| Lowenstein Sandler         | 62        | 115       |
| Alston & Bird              | 63        | 51        |
| Clark Hill                 | 64        | 170       |
| Ogletree Deakins           | 65        | 90        |
| Cleary Gottlieb            | 66        | 73        |
| Adams and Reese            | 67        | 84        |
| Gibson, Dunn & Crutcher    | 68        | 86        |
| Debevoise & Plimpton       | 69        | 76        |

| Firm Name                 | Rank<br>2019 | Rank<br>2018 |
|---------------------------|--------------|--------------|
| Wilson Sonsini            | 70           | 66           |
| Mintz Levin Cohn          | 71           | 46           |
| Nixon Peabody             | 72           | 17           |
| Holland & Hart            | 73           | 92           |
| Saul Ewing                | 74           | 11           |
| Haynes and Boone          | 75           | 70           |
| Locke Lord                | 76           | 69           |
| Stoel Rives               | 77           | 85           |
| Jackson Walker            | 78           | 130          |
| Wilmer Cutler             | 79           | 43           |
| Vinson & Elkins           | 80           | 95           |
| Burr & Forman             | 81           | 134          |
| McGuireWoods              | 82           | 53           |
| Kramer Levin              | 83           | 155          |
| Quinn Emanuel             | 84           | 183          |
| Fisher & Phillips         | 85           | 71           |
| Dechert                   | 86           | 25           |
| Finnegan                  | 87           | 74           |
| Miller Canfield Paddock   | 88           | 122          |
| Ballard Spahr             | 89           | 55           |
| Katten Muchin Rosenman    | 90           | 109          |
| Schiff Hardin             | 91           | 140          |
| Loeb & Loeb               | 92           | 147          |
| Shumaker, Loop & Kendrick | 93           | 131          |
| Snell & Wilmer            | 94           | 101          |
| Drinker Biddle & Reath    | 95           | 96           |
| Baker & Hostetler         | 96           | 45           |
| Butler Snow               | 97           |              |
| Thompson Coburn           | 98           | 136          |
| Bradley                   | 99           | 36           |
| King & Spalding           | 100          | 48           |
| Robinson & Cole           | 101          | 79           |
| Milbank                   | 102          | 149          |
| Fish & Richardson         | 103          | 22           |
| Hunton Andrews Kurth      | 104          |              |
| Pillsbury                 | 105          | 116          |
| Arnold & Porter           | 106          | 99           |
| Arnall Golden Gregory     | 107          | 125          |

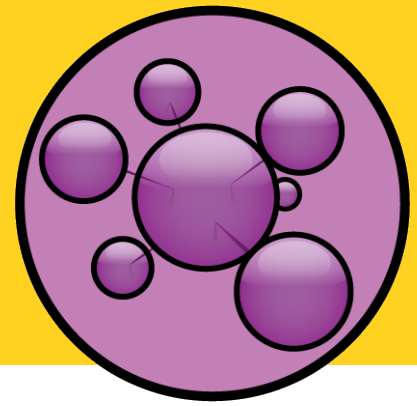
| Firm Name                       | Rank<br>2019 | Rank<br>2018 |
|---------------------------------|--------------|--------------|
| Dorsey & Whitney                | 108          | 29           |
| Foley Hoag                      | 109          | 81           |
| Sheppard Mullin                 | 110          | 64           |
| Miles & Stockbridge             | 111          | 87           |
| Knobbe, Martens, Olson & Bear   | 112          | 156          |
| Fried Frank                     | 113          | 139          |
| Davis Polk & Wardwell           | 114          | 166          |
| Cole Schotz                     | 115          | 169          |
| Bond, Schoeneck & King          | 116          | 146          |
| Shook, Hardy & Bacon            | 117          | 128          |
| Steptoe & Johnson               | 118          | 88           |
| Arent Fox                       | 119          | 93           |
| Wiley Rein                      | 120          | 106          |
| Hughes Hubbard & Reed           | 121          | 98           |
| Benesch                         | 122          | 112          |
| Faegre Baker Daniels            | 123          | 105          |
| Brownstein Hyatt Farber Schreck | 124          | 123          |
| Patterson Belknap               | 125          | 89           |
| Cadwalader                      | 126          | 144          |
| Thompson Hine                   | 127          | 129          |
| Goulston & Storrs               | 128          | 141          |
| Ropes & Gray                    | 129          | 103          |
| Willkie Farr & Gallagher        | 130          | 117          |
| Smith, Gambrell & Russell       | 131          | 124          |
| Nexsen Pruet                    | 132          |              |
| Vedder Price                    | 133          | 133          |
| Stroock & Stroock & Lavan       | 134          | 145          |
| Barnes & Thornburg              | 135          | 91           |
| Vorys Sater                     | 136          | 75           |
| Wilson Elser Moskowitz          | 137          | 135          |
| Pepper Hamilton                 | 138          | 100          |
| Paul Weiss                      | 139          | 138          |
| Kobre & Kim                     | 140          | 162          |
| Kelley Drye & Warren            | 141          | 176          |
| Sullivan & Worcester            | 142          | 94           |
| Thompson & Knight               | 143          | 178          |
| Jenner & Block                  | 144          | 153          |
| Davis Wright Tremaine           | 145          | 104          |

| Firm Name                        | Rank<br>2019 | Rank<br>2018 |
|----------------------------------|--------------|--------------|
| Curtis Mallet-Prevost            | 146          | 179          |
| Stinson Leonard Street           | 147          | 127          |
| Dykema Gossett                   | 148          | 42           |
| Phelps Dunbar                    | 149          | 167          |
| Cozen O'Connor                   | 150          | 110          |
| Frost Brown Todd                 | 151          | 119          |
| Allen Matkins                    | 152          | 32           |
| McCarter & English               | 153          | 126          |
| Williams Mullen                  | 154          | 158          |
| Day Pitney                       | 155          | 164          |
| GrayRobinson                     | 156          | 180          |
| Kutak Rock                       | 157          | 189          |
| Buchanan Ingersoll & Rooney      | 158          | 121          |
| Hinckley, Allen & Snyder         | 159          | 148          |
| Manatt, Phelps & Phillips        | 160          | 137          |
| Akerman                          | 161          | 143          |
| Morris, Manning & Martin         | 162          | 152          |
| Winstead                         | 163          | 151          |
| Brown Rudnick                    | 164          | 142          |
| Michael Best & Friedrich         | 165          | 61           |
| Cravath, Swaine & Moore          | 166          | 181          |
| Hodgson Russ                     | 167          |              |
| Porter Wright Morris & Arthur    | 168          | 157          |
| Jeffer Mangels Butler & Mitchell | 169          | 191          |
| Moore & Van Allen                | 170          | 184          |
| Lathrop & Gage                   | 171          | 107          |
| Spencer Fane                     | 172          |              |
| Hinshaw & Culbertson             | 173          | 160          |
| Lewis Roca Rothgerber Christie   | 174          | 78           |
| Eckert Seamans                   | 175          | 175          |
| Sherman & Howard                 | 176          | 159          |
| Chapman and Cutler               | 177          | 172          |
| Marshall Dennehey                | 178          | 173          |
| Procopio Cory                    | 179          | 120          |
| Sullivan & Cromwell              | 180          | 67           |
| Gordon Rees Scully Mansukhani    | 181          | 163          |
| Schulte Roth & Zabel             | 182          | 171          |
| Armstrong Teasdale               | 183          | 168          |

| Firm Name                  | Rank<br>2019 | Rank<br>2018 |
|----------------------------|--------------|--------------|
| McElroy Deutsch Mulvaney   | 184          | 165          |
| Kasowitz                   | 185          | 190          |
| Honigman                   | 186          | 177          |
| Buckley                    | 187          | 118          |
| Choate Hall & Stewart      | 188          | 174          |
| Buchalter                  | 189          | 154          |
| Boies Schiller Flexner     | 190          | 188          |
| Simpson Thacher & Bartlett | 191          | 185          |
| LeClairRyan                | 192          | 186          |
| Cahill Gordon & Reindel    | 193          | 196          |
| Gibbons                    | 194          | 193          |
| Venable                    | 195          | 187          |
| Rutan & Tucker             | 196          | 195          |
| Munger, Tolles & Olson     | 197          | 182          |
| Wachtell                   | 198          | 192          |
| Irell & Manella            | 199          | 197          |
| Williams & Connolly        | 200          | 198          |

# DLA Piper

## SOCIAL LAW FIRM INDEX 2019 TOP PERFORMER



Previous first-place winner and 2019 first-place finisher DLA Piper has clearly demonstrated their prowess when it comes to digital marketing. As Erin Dimry, the firm's chief marketing and business development officer, said, "Social media is inherent in our culture. We've embraced it for years."

DLA Piper uses social media to convey the firm's values and brand proposition. The firm's main channels are LinkedIn and Twitter, but it has also embraced Facebook and Instagram to share more of the firm's culture and social responsibility work. According to Dimry, "By sharing imagery on these channels, we hope to share a sense of who we are and what we value. Our commitment to inclusion and service comes to life in the activities of our people."

This past year, DLA Piper underwent a visual identity refresh, which included a redesign of all of their social media cards. "We have always made an effort to share content that offers valuable insight. Our clients are pressed for time, and we wanted to be sure they could quickly identify and access our content on their social media channels," said Dimry.

DLA Piper has known for a long time that their presence on social media has been one of the firm's most effective and viewed platforms. While the firm has only been around since 2005, they've always considered themselves an innovative firm, and they recognized from the start that social media was an excellent tool to share their voice and values with the marketplace. Communications has always been a part of the firm's DNA. "Generating thought leadership is a key element of excellent client service. Our lawyers want to participate and share timely, actionable information," said Dimry.

A consistent and programmatic approach is necessary when talking about a firm with nearly 4,300 lawyers and a presence in more than 40 countries. Additionally, each region brings its own unique cultural and political complexities to a communications strategy. Creating an editorial calendar, and regular collaboration and team meetings between the regions, helps with planning and promotion, which in turn builds credibility with the attorneys. "Market research tells us that our prospects and client's value accessible, actionable information," said Dimry. "We want them to be able to access our knowledge base across their social media channels."

Obviously, DLA Piper's efforts have paid off. Not only is this the firm's fifth first-place win in the Social Law Firm Index, but their quarterly analytics continue to trend upward in terms of shared content, followers, and engagement. On top of regular communications across the firm, the team also provides on-board training so that everyone is aware of their efforts and how they can participate.

"We want to enable our attorneys to share who they are and what they know with the market. We are proud that our efforts here are having an impact," said Dimry.

## THE SOCIAL LAW FIRM INDEX 2019

### Top Performers: LinkedIn



| Firm Name                      | Rank 2019 | Rank 2018 |
|--------------------------------|-----------|-----------|
| Baker McKenzie                 | 1         | 2         |
| DLA Piper                      | 2         | 3         |
| Hogan Lovells                  | 3         | 6         |
| Norton Rose Fulbright          | 4         | 4         |
| White & Case                   | 5         | 1         |
| Latham & Watkins               | 6         | 7         |
| Fragomen                       | 7         | 10        |
| Jones Day                      | 8         | 8         |
| Skadden                        | 9         | 13        |
| McDermott Will & Emery         | 10        | 18        |
| Holland & Knight               | 11        | 11        |
| Crowell & Moring               | 12        | 17        |
| Jackson Lewis                  | 13        | 22        |
| Shearman & Sterling            | 14        | 25        |
| Greenberg Traurig              | 15        | 30        |
| Kirkland & Ellis               | 16        | 28        |
| Baker Botts                    | 17        | 83        |
| K&L Gates                      | 18        | 19        |
| Orrick, Herrington & Sutcliffe | 19        | 5         |
| Morgan, Lewis & Bockius        | 20        | 9         |
| Morrison & Foerster            | 21        | 20        |
| Squire Patton Boggs            | 22        | 21        |
| Mayer Brown                    | 23        | 12        |
| Sidley Austin                  | 24        | 15        |
| Gibson, Dunn & Crutcher        | 25        | 26        |
| Alston & Bird                  | 26        | 68        |
| King & Spalding                | 27        | 14        |
| Clark Hill                     | 28        | 173       |
| Bracewell                      | 29        | 75        |
| Ogletree Deakins               | 30        | 120       |
| Blank Rome                     | 31        | 98        |

| Firm Name                  | Rank 2019 | Rank 2018 |
|----------------------------|-----------|-----------|
| Akin Gump                  | 32        | 50        |
| Perkins Coie               | 33        | 35        |
| Debevoise & Plimpton       | 34        | 32        |
| Covington & Burling        | 35        | 23        |
| Lewis Brisbois             | 36        | 117       |
| Davis Polk & Wardwell      | 37        | 24        |
| Wilmer Cutler              | 38        | 27        |
| Weil, Gotshal & Manges     | 39        | 43        |
| Littler Mendelson          | 40        | 52        |
| Reed Smith                 | 41        | 37        |
| Dechert                    | 42        | 16        |
| Fox Rothschild             | 43        | 74        |
| Troutman Sanders           | 44        | 36        |
| Cooley                     | 45        | 148       |
| Cleary Gottlieb            | 46        | 39        |
| Finnegan                   | 47        | 47        |
| Wilson Sonsini             | 48        | 34        |
| Holland & Hart             | 49        | 85        |
| Locke Lord                 | 50        | 99        |
| Winston & Strawn           | 51        | 102       |
| Kilpatrick Townsend        | 52        | 90        |
| Baker & Hostetler          | 53        | 29        |
| Proskauer Rose             | 54        | 40        |
| O'Melveny & Myers          | 55        | 55        |
| Carlton Fields Jorden Burt | 56        | 91        |
| Vinson & Elkins            | 57        | 58        |
| Ice Miller                 | 58        | 69        |
| Fisher & Phillips          | 59        | 72        |
| Fried Frank                | 60        | 121       |
| Dorsey & Whitney           | 61        | 66        |
| Foley & Lardner            | 62        | 42        |
| Fish & Richardson          | 63        | 80        |
| Katten Muchin Rosenman     | 64        | 110       |
| Arent Fox                  | 65        | 48        |
| Arnold & Porter            | 66        | 31        |
| Saul Ewing                 | 67        | 76        |
| Patterson Belknap          | 68        | 45        |
| Polsinelli                 | 69        | 156       |

| Firm Name                | Rank<br>2019 | Rank<br>2018 |
|--------------------------|--------------|--------------|
| Cadwalader               | 70           | 129          |
| Lowenstein Sandler       | 71           | 49           |
| Robins Kaplan            | 72           | 137          |
| Kobre & Kim              | 73           | 46           |
| Haynes and Boone         | 74           | 57           |
| Willkie Farr & Gallagher | 75           | 38           |
| Miles & Stockbridge      | 76           | 61           |
| Seyfarth Shaw            | 77           | 125          |
| Paul Hastings            | 78           | 67           |
| Womble Bond Dickinson    | 79           |              |
| Cole Schotz              | 80           | 142          |
| Sheppard Mullin          | 81           | 44           |
| Drinker Biddle & Reath   | 82           | 116          |
| Day Pitney               | 83           | 112          |
| Robinson & Cole          | 84           | 101          |
| Quarles & Brady          | 85           | 88           |
| Ballard Spahr            | 86           | 78           |
| Hunton Andrews Kurth     | 87           |              |
| Curtis Mallet-Prevost    | 88           | 154          |
| Stoel Rives              | 89           | 63           |
| Foley Hoag               | 90           | 100          |
| Wilson Elser Moskowitz   | 91           | 73           |
| Vorys Sater              | 92           | 54           |
| Arnall Golden Gregory    | 93           | 146          |
| Sullivan & Cromwell      | 94           | 33           |
| Ropes & Gray             | 95           | 104          |
| Shook, Hardy & Bacon     | 96           | 122          |
| Loeb & Loeb              | 97           | 153          |
| Hughes Hubbard & Reed    | 98           | 86           |
| Burr & Forman            | 99           | 128          |
| Quinn Emanuel            | 100          | 161          |
| Baker Donelson           | 101          | 60           |
| Faegre Baker Daniels     | 102          | 126          |
| Mintz Levin Cohn         | 103          | 141          |
| Pillsbury                | 104          | 178          |
| Fenwick & West           | 105          | 64           |
| Thompson Hine            | 106          | 77           |
| Nixon Peabody            | 107          | 157          |

| Firm Name                       | Rank<br>2019 | Rank<br>2018 |
|---------------------------------|--------------|--------------|
| Kutak Rock                      | 108          | 172          |
| Knobbe, Martens, Olson & Bear   | 109          | 185          |
| Adams and Reese                 | 110          | 106          |
| Kramer Levin                    | 111          | 159          |
| Barnes & Thornburg              | 112          | 59           |
| Nelson Mullins Riley            | 113          | 119          |
| Vedder Price                    | 114          | 131          |
| Wiley Rein                      | 115          | 140          |
| Goldberg Segalla                | 116          | 92           |
| Thompson Coburn                 | 117          | 111          |
| Goulston & Storrs               | 118          | 147          |
| Cravath, Swaine & Moore         | 119          | 171          |
| Bryan Cave                      | 120          | 177          |
| Jenner & Block                  | 121          | 103          |
| Hinckley, Allen & Snyder        | 122          | 114          |
| Goodwin Procter                 | 123          | 51           |
| Husch Blackwell                 | 124          | 87           |
| McGuireWoods                    | 125          | 41           |
| Spencer Fane                    | 126          |              |
| Bradley                         | 127          | 105          |
| Greenspoon Marder               | 128          | 97           |
| Frost Brown Todd                | 129          | 56           |
| Lewis Roca Rothgerber Christie  | 130          | 115          |
| Smith, Gambrell & Russell       | 131          | 81           |
| Benesch                         | 132          | 144          |
| Williams Mullen                 | 133          | 130          |
| Hodgson Russ                    | 134          |              |
| Winstead                        | 135          | 89           |
| Akerman                         | 136          | 139          |
| Porter Wright Morris & Arthur   | 137          | 182          |
| Nexsen Pruet                    | 138          |              |
| Brown Rudnick                   | 139          | 95           |
| Sullivan & Worcester            | 140          | 65           |
| Chapman and Cutler              | 141          | 143          |
| Sherman & Howard                | 142          | 108          |
| Brownstein Hyatt Farber Schreck | 143          | 132          |
| Kelley Drye & Warren            | 144          | 184          |
| McCarter & English              | 145          | 82           |

| Firm Name                        | Rank<br>2019 | Rank<br>2018 |
|----------------------------------|--------------|--------------|
| Dickinson Wright                 | 146          | 84           |
| Morris, Manning & Martin         | 147          | 94           |
| Jeffer Mangels Butler & Mitchell | 148          | 197          |
| Dykema Gossett                   | 149          | 134          |
| Pepper Hamilton                  | 150          | 181          |
| Phelps Dunbar                    | 151          | 149          |
| Stroock & Stroock & Lavan        | 152          | 107          |
| Manatt, Phelps & Phillips        | 153          | 135          |
| Duane Morris                     | 154          | 127          |
| Schulte Roth & Zabel             | 155          | 167          |
| Allen Matkins                    | 156          | 53           |
| Stinson Leonard Street           | 157          | 136          |
| Butler Snow                      | 158          |              |
| Davis Wright Tremaine            | 159          | 162          |
| Schiff Hardin                    | 160          | 155          |
| Snell & Wilmer                   | 161          | 113          |
| Hinshaw & Culbertson             | 162          | 165          |
| Marshall Dennehey                | 163          | 151          |
| Moore & Van Allen                | 164          | 189          |
| Paul Weiss                       | 165          | 145          |
| Kasowitz                         | 166          | 186          |
| Dinsmore & Shohl                 | 167          | 118          |
| Procopio Cory                    | 168          | 96           |
| McElroy Deutsch Mulvaney         | 169          | 71           |
| Eckert Seamans                   | 170          | 195          |
| Buchanan Ingersoll & Rooney      | 171          | 93           |
| Milbank                          | 172          | 79           |
| GrayRobinson                     | 173          | 188          |
| Miller Canfield Paddock          | 174          | 164          |
| Steptoe & Johnson                | 175          | 175          |
| Lathrop & Gage                   | 176          | 62           |
| Gordon Rees Scully Mansukhani    | 177          | 109          |
| Michael Best & Friedrich         | 178          | 152          |
| Cahill Gordon & Reindel          | 179          | 187          |
| Armstrong Teasdale               | 180          | 138          |
| Shumaker, Loop & Kendrick        | 181          | 176          |
| Simpson Thacher & Bartlett       | 182          | 168          |
| Jackson Walker                   | 183          | 124          |

| Firm Name              | Rank<br>2019 | Rank<br>2018 |
|------------------------|--------------|--------------|
| Shutts & Bowen         | 184          | 166          |
| Buckley                | 185          | 70           |
| Cozen O'Connor         | 186          | 163          |
| Buchalter              | 187          | 123          |
| Choate Hall & Stewart  | 188          | 170          |
| LeClairRyan            | 189          | 190          |
| Thompson & Knight      | 190          | 183          |
| Bond, Schoeneck & King | 191          | 191          |
| Honigman               | 192          | 160          |
| Boies Schiller Flexner | 193          | 169          |
| Munger, Tolles & Olson | 194          | 174          |
| Wachtell               | 195          | 179          |
| Rutan & Tucker         | 196          | 196          |
| Venable                | 197          | 180          |
| Gibbons                | 198          | 194          |
| Irell & Manella        | 199          | 193          |
| Williams & Connolly    | 200          | 198          |



As LinkedIn has evolved and grown, so too has Baker McKenzie's approach to the business networking site.

"We started viewing LinkedIn as a destination, not just a channel, and actually produced campaigns specifically for LinkedIn," said Leah Schloss, associate director of North America Communications.

The firm created a series of videos featuring conversations between partners, clients, and speakers, all discussing the future of work. "It's definitely something we couldn't have done a few years ago, but we're thinking differently about our audiences and how we can reach them. By promoting the campaign on LinkedIn, we can even tag our own clients, which they appreciate," said Schloss.

Schloss says that LinkedIn is a place where people stay, so the firm has presented a multidimensional approach and has made the firm's page look as organized and put-together as any website. Because of the analytics that LinkedIn offers, the firm can also measure what resonates with people and what they're sharing.

The firm made a big push in 2019 to secure more buy-in from leadership to consistently share, comment, and post their own content. "Content is so much more relevant and engaging when it's an individual posting," said Schloss. "The company page can speak for the brand, but we also need for individuals to connect with their own network."

The firm has also conducted trainings for LinkedIn, in a hands-on approach. "We hosted workshops and taught people how to build a profile, post, and share. We've had great response to those," Schloss said.

All of this has resulted in a very successful presence for Baker McKenzie, growing to nearly 200,000 followers, the largest of law firms. One of the best practices that Schloss said the firm has learned is to feature their own people more, which generates more likes, shares, and comments. The firm has also used sponsored posts for thought leadership and transactional relevant content.

"One of the coolest things about our channel is that it's truly global," said Schloss. "Whether it's profiles, content, or awards, it's from every corner of the world. We try not to post anything that's too niche, but overall it's a super interesting look at what's happening in the firm and around the globe."



## Top Performers: Twitter



| Firm Name                      | Rank 2019 | Rank 2018 |
|--------------------------------|-----------|-----------|
| Squire Patton Boggs            | 1         | 7         |
| White & Case                   | 2         | 4         |
| DLA Piper                      | 3         | 6         |
| Hogan Lovells                  | 4         | 8         |
| Latham & Watkins               | 5         | 9         |
| Holland & Knight               | 6         | 11        |
| Norton Rose Fulbright          | 7         | 1         |
| Greenberg Traurig              | 8         | 15        |
| Baker McKenzie                 | 9         | 2         |
| Jones Day                      | 10        | 19        |
| McDermott Will & Emery         | 11        | 30        |
| Crowell & Moring               | 12        | 56        |
| Blank Rome                     | 13        | 29        |
| Mayer Brown                    | 14        | 18        |
| Kirkland & Ellis               | 15        | 16        |
| Orrick, Herrington & Sutcliffe | 16        | 3         |
| Akin Gump                      | 17        | 49        |
| Littler Mendelson              | 18        | 115       |
| Winston & Strawn               | 19        | 14        |
| Morgan, Lewis & Bockius        | 20        | 172       |
| Duane Morris                   | 21        | 46        |
| Fenwick & West                 | 22        | 21        |
| Reed Smith                     | 23        | 54        |
| Baker Botts                    | 24        | 41        |
| Perkins Coie                   | 25        | 39        |
| Goodwin Procter                | 26        | 10        |
| Clark Hill                     | 27        | 136       |
| Seyfarth Shaw                  | 28        | 17        |
| Cooley                         | 29        | 5         |
| Morrison & Foerster            | 30        | 25        |
| Fox Rothschild                 | 31        | 34        |

| Firm Name              | Rank 2019 | Rank 2018 |
|------------------------|-----------|-----------|
| K&L Gates              | 32        | 58        |
| Weil, Gotshal & Manges | 33        | 55        |
| Robins Kaplan          | 34        | 45        |
| Husch Blackwell        | 35        | 22        |
| Fragomen               | 36        | 47        |
| Wilson Sonsini         | 36        | 66        |
| Locke Lord             | 38        | 37        |
| Kilpatrick Townsend    | 39        | 57        |
| Saul Ewing             | 40        | 12        |
| Proskauer Rose         | 41        | 87        |
| Holland & Hart         | 42        | 77        |
| Covington & Burling    | 43        | 42        |
| Nelson Mullins Riley   | 44        | 24        |
| O'Melveny & Myers      | 45        | 38        |
| Polsinelli             | 46        | 70        |
| Troutman Sanders       | 47        | 73        |
| Alston & Bird          | 48        | 36        |
| Baker Donelson         | 49        | 35        |
| Nixon Peabody          | 50        | 33        |
| Womble Bond Dickinson  | 51        |           |
| Adams and Reese        | 52        | 26        |
| Jackson Lewis          | 53        | 43        |
| Shearman & Sterling    | 54        | 75        |
| Mintz Levin Cohn       | 55        | 153       |
| Lewis Brisbois         | 56        | 183       |
| Fisher & Phillips      | 57        | 71        |
| Steptoe & Johnson      | 58        | 67        |
| Vinson & Elkins        | 59        | 94        |
| Cleary Gottlieb        | 60        | 69        |
| Skadden                | 61        | 60        |
| Foley & Lardner        | 62        | 48        |
| Wilmer Cutler          | 63        | 40        |
| Hunton Andrews Kurth   | 64        |           |
| Bracewell              | 65        | 50        |
| Sidley Austin          | 66        | 51        |
| Katten Muchin Rosenman | 67        | 82        |
| Finnegan               | 68        | 92        |
| Greenspoon Marder      | 69        | 107       |

| Firm Name                     | Rank<br>2019 | Rank<br>2018 |
|-------------------------------|--------------|--------------|
| Ballard Spahr                 | 70           | 80           |
| Ogletree Deakins              | 71           | 130          |
| Drinker Biddle & Reath        | 72           | 79           |
| Haynes and Boone              | 73           | 93           |
| Stoel Rives                   | 74           | 88           |
| Arnall Golden Gregory         | 75           | 96           |
| Arnold & Porter Kaye Scholer  | 76           | 102          |
| Debevoise & Plimpton          | 77           | 65           |
| Hughes Hubbard & Reed         | 78           | 64           |
| Cozen O'Connor                | 79           | 84           |
| Thompson Coburn               | 80           | 116          |
| Dechert                       | 81           | 23           |
| Goldberg Segalla              | 82           | 117          |
| Ice Miller                    | 83           | 32           |
| Wiley Rein                    | 84           | 74           |
| Jackson Walker                | 85           | 138          |
| Gibson, Dunn & Crutcher       | 86           | 106          |
| Foley Hoag                    | 87           | 85           |
| Fish & Richardson             | 88           | 124          |
| Bryan Cave                    | 89           | 68           |
| Dickinson Wright              | 90           | 120          |
| King & Spalding               | 91           | 62           |
| Shook, Hardy & Bacon          | 92           | 105          |
| McGuireWoods                  | 93           | 197          |
| Milbank                       | 94           | 163          |
| Pillsbury                     | 95           | 86           |
| Pepper Hamilton               | 96           | 78           |
| Stroock & Stroock & Lavan     | 97           | 132          |
| Lowenstein Sandler            | 98           | 133          |
| Cadwalader, Wickersham & Taft | 99           | 121          |
| Miles & Stockbridge           | 100          | 27           |
| Carlton Fields Jordan Burt    | 101          | 128          |
| Snell & Wilmer                | 102          | 98           |
| Nexsen Pruet                  | 103          |              |
| Kramer Levin                  | 104          | 103          |
| Bradley                       | 105          | 61           |
| Loeb & Loeb                   | 106          | 28           |
| Robinson & Cole               | 107          | 90           |

| Firm Name                       | Rank<br>2019 | Rank<br>2018 |
|---------------------------------|--------------|--------------|
| Barnes & Thornburg              | 108          | 97           |
| Thompson Hine                   | 109          | 155          |
| Burr & Forman                   | 110          | 146          |
| Vedder Price                    | 111          | 101          |
| Wilson Elser Moskowitz          | 112          | 151          |
| McCarter & English              | 113          | 18           |
| Arent Fox                       | 114          | 126          |
| Willkie Farr & Gallagher        | 115          | 142          |
| Knobbe, Martens, Olson & Bear   | 116          | 129          |
| Benesch                         | 117          | 125          |
| Butler Snow                     | 118          |              |
| Sheppard Mullin                 | 119          | 123          |
| Dorsey & Whitney                | 120          | 99           |
| Miller Canfield Paddock         | 121          | 140          |
| Buchanan Ingersoll & Rooney     | 122          | 131          |
| Frost Brown Todd                | 123          | 135          |
| Goulston & Storrs               | 124          | 110          |
| Sullivan & Worcester            | 125          | 81           |
| Fried Frank                     | 126          | 114          |
| Cole Schotz                     | 127          | 118          |
| Shutts & Bowen                  | 128          | 157          |
| Manatt, Phelps & Phillips       | 129          | 59           |
| Davis Polk & Wardwell           | 130          | 113          |
| Ropes & Gray                    | 131          | 91           |
| Brownstein Hyatt Farber Schreck | 132          | 95           |
| Jenner & Block                  | 133          | 154          |
| Kelley Drye & Warren            | 134          | 179          |
| Davis Wright Tremaine           | 135          | 76           |
| Akerman                         | 136          | 112          |
| Kutak Rock                      | 137          | 189          |
| Paul Hastings                   | 138          | 109          |
| Baker & Hostetler               | 139          | 52           |
| Schiff Hardin                   | 140          | 145          |
| Quarles & Brady                 | 141          | 143          |
| Allen Matkins                   | 142          | 20           |
| Smith, Gambrell & Russell       | 143          | 139          |
| Quinn Emanuel                   | 144          | 191          |
| Williams Mullen                 | 145          | 162          |

| Firm Name                        | Rank 2019 | Rank 2018 |
|----------------------------------|-----------|-----------|
| Hinckley, Allen & Snyder         | 146       | 127       |
| Kobre & Kim                      | 147       | 180       |
| Winstead                         | 148       | 164       |
| Gordon Rees Scully Mansukhani    | 149       | 170       |
| Brown Rudnick                    | 150       | 161       |
| Eckert Seamans                   | 151       | 158       |
| Morris, Manning & Martin         | 152       | 13        |
| Faegre Baker Daniels             | 153       | 100       |
| GrayRobinson                     | 154       | 166       |
| Curtis Mallet-Prevost            | 155       | 196       |
| Hinshaw & Culbertson             | 156       | 119       |
| Marshall Dennehey                | 157       | 108       |
| Paul Weiss                       | 158       | 104       |
| Procopio Cory                    | 159       | 111       |
| Stinson Leonard Street           | 160       | 159       |
| Patterson Belknap                | 161       | 122       |
| Dykema Gossett                   | 162       | 89        |
| Lathrop & Gage                   | 163       | 9         |
| Hodgson Russ                     | 164       |           |
| Dinsmore & Shohl                 | 165       | 63        |
| Shumaker, Loop & Kendrick        | 166       | 149       |
| Chapman and Cutler               | 167       | 167       |
| Sherman & Howard                 | 168       | 160       |
| Day Pitney                       | 169       | 171       |
| Jeffer Mangels Butler & Mitchell | 170       | 186       |
| Cravath, Swaine & Moore          | 171       | 177       |
| Michael Best & Friedrich         | 172       | 72        |
| Phelps Dunbar                    | 173       | 169       |
| Bond, Schoeneck & King           | 174       | 147       |
| Thompson & Knight                | 175       | 175       |
| Spencer Fane                     | 176       |           |
| Schulte Roth & Zabel             | 177       | 148       |
| Moore & Van Allen                | 178       | 31        |
| Vorys Sater                      | 179       | 152       |
| McElroy Deutsch Mulvaney         | 180       | 30        |
| Armstrong Teasdale               | 181       | 174       |
| Honigman                         | 182       | 181       |
| Boies Schiller Flexner           | 183       | 195       |

| Firm Name                     | Rank 2019 | Rank 2018 |
|-------------------------------|-----------|-----------|
| Kasowitz                      | 184       | 176       |
| Gibbons                       | 185       | 198       |
| Choate Hall & Stewart         | 186       | 156       |
| Buchalter                     | 187       | 144       |
| Buckley                       | 188       | 178       |
| Sullivan & Cromwell           | 189       | 53        |
| Lewis Roca                    | 190       | 141       |
| LeClairRyan                   | 191       | 150       |
| Venable                       | 192       | 193       |
| Munger, Tolles & Olson        | 193       | 173       |
| Irell & Manella               | 194       | 185       |
| Rutan & Tucker                | 195       | 184       |
| Cahill Gordon & Reindel       | 196       | 187       |
| Porter Wright Morris & Arthur | 197       | 188       |
| Wachtell                      | 198       | 192       |
| Simpson Thacher & Bartlett    | 199       | 190       |
| Williams & Connolly           | 200       | 194       |

# Squire Patton Boggs

## TWITTER TOP PERFORMER



Squire Patton Boggs uses Twitter to showcase what is happening across their global network, including their client events, public policy and thought leadership insights, well-being initiatives, and inclusion and diversity projects across the U.S., Asia-Pacific, Europe, and the Middle East.

The firm's thought leaders produce content at a very high rate, which fits perfectly with the fast pace of Twitter. "Working with multiple teams improved our synergy and enabled us to showcase all aspects of the firm, about who we are and the work that we do," said Dawn Lewis, director of marketing at Squire Patton Boggs. "Our global feed offers a snapshot of the firm, and we think there is something for everyone."

The firm took steps to address how they can best serve their Twitter audience by adopting a clear approach to content collation and what they post. Educating and informing is the central element to their messaging, and they work constantly to ensure that their content is current and topical.

Due to the rapidly changing nature of social media and never-ending developments across the digital landscape, the need to evolve across all platforms is critical to success. "We are continuously learning what works and what doesn't for our audience and for the firm—and if it doesn't work, we change it," said Lewis. "Ultimately, we know social media is all about being flexible and nimble."

The firm has embraced analytics to be more audience-focused and has also successfully incorporated visuals and video into their feed. Their team works closely across all channels, adopting best practices in a pragmatic way, to ensure that everyone understands what clients and contacts want, need, and expect, knowing that this will equate to engagement.

"We work to tailor our program to provide a unique and progressive experience for our audience," said Lewis. "We are lucky to have great content to share and promote, and we encourage everyone across our network to play a part in #TeamSPB."

“  
**ULTIMATELY, WE KNOW  
SOCIAL MEDIA IS ALL  
ABOUT BEING FLEXIBLE  
AND NIMBLE.**  
”

## THE SOCIAL LAW FIRM INDEX 2019

### Top Performers: SEO



| Firm Name                      | Rank 2019 | Rank 2018 |
|--------------------------------|-----------|-----------|
| Baker McKenzie                 | 1         | 2         |
| Hogan Lovells                  | 2         | 9         |
| Jones Day                      | 3         | 4         |
| Skadden                        | 4         | 7         |
| Morrison & Foerster            | 5         | 10        |
| Greenberg Traurig              | 6         | 5         |
| K&L Gates                      | 7         | 1         |
| Latham & Watkins               | 8         | 8         |
| Mayer Brown                    | 9         | 16        |
| King & Spalding                | 10        | 52        |
| Proskauer Rose                 | 11        | 13        |
| Littler Mendelson              | 12        | 24        |
| Orrick, Herrington & Sutcliffe | 13        | 20        |
| Bryan Cave                     | 14        | 47        |
| Baker & Hostetler              | 15        | 19        |
| Kilpatrick Townsend            | 16        | 15        |
| DLA Piper                      | 17        | 6         |
| Ropes & Gray                   | 18        | 23        |
| Holland & Knight               | 19        | 112       |
| Foley & Lardner                | 20        | 28        |
| Alston & Bird                  | 21        | 37        |
| Womble Bond Dickinson          | 22        | 172       |
| Gibson, Dunn & Crutcher        | 23        | 31        |
| Wilmer Cutler                  | 24        | 21        |
| Blank Rome                     | 25        | 74        |
| Weil, Gotshal & Manges         | 26        | 29        |
| McDermott Will & Emery         | 27        | 96        |
| Kirkland & Ellis               | 28        | 33        |
| Nixon Peabody                  | 29        | 35        |
| Ogletree Deakins               | 30        | 25        |
| Fox Rothschild                 | 31        | 17        |

| Firm Name                 | Rank 2019 | Rank 2018 |
|---------------------------|-----------|-----------|
| Duane Morris              | 32        | 26        |
| Ballard Spahr             | 33        | 36        |
| Akerman                   | 34        | 65        |
| Finnegan                  | 35        | 88        |
| Sheppard Mullin           | 36        | 42        |
| Faegre Baker Daniels      | 37        | 43        |
| Davis Wright Tremaine     | 38        | 53        |
| Covington & Burling       | 39        | 34        |
| Arnold & Porter           | 40        | 198       |
| McGuireWoods              | 41        | 27        |
| Venable                   | 42        | 146       |
| Haynes and Boone          | 43        | 18        |
| Jackson Lewis             | 44        | 44        |
| Arent Fox                 | 45        | 51        |
| Saul Ewing                | 46        | 174       |
| Paul Hastings             | 47        | 45        |
| Debevoise & Plimpton      | 48        | 54        |
| O'Melveny & Myers         | 49        | 58        |
| Baker Donelson            | 50        | 49        |
| Manatt, Phelps & Phillips | 51        | 48        |
| Davis Polk & Wardwell     | 52        | 82        |
| Perkins Coie              | 53        | 30        |
| Katten Muchin Rosenman    | 54        | 38        |
| Pepper Hamilton           | 55        | 41        |
| Quinn Emanuel             | 56        | 69        |
| Hunton Andrews Kurth      | 57        | 139       |
| Pillsbury                 | 58        | 73        |
| Locke Lord                | 59        | 68        |
| Mintz Levin Cohn          | 60        | 32        |
| Paul Weiss                | 61        | 72        |
| Cleary Gottlieb           | 62        | 11        |
| Akin Gump                 | 63        | 61        |
| Stoel Rives               | 64        | 67        |
| Squire Patton Boggs       | 65        | 22        |
| Winston & Strawn          | 66        | 55        |
| Baker Botts               | 67        | 60        |
| Cozen O'Connor            | 68        | 50        |
| Drinker Biddle & Reath    | 69        | 66        |

| Firm Name                   | Rank 2019 | Rank 2018 |
|-----------------------------|-----------|-----------|
| Jenner & Block              | 70        | 62        |
| Morgan, Lewis & Bockius     | 71        | 14        |
| Cadwalader                  | 72        | 76        |
| Dorsey & Whitney            | 73        | 63        |
| Loeb & Loeb                 | 74        | 93        |
| Fish & Richardson           | 75        | 39        |
| Clark Hill                  | 76        | 100       |
| Norton Rose Fulbright       | 77        | 3         |
| Wilson Sonsini              | 78        | 71        |
| Nelson Mullins Riley        | 79        | 79        |
| Holland & Hart              | 80        | 78        |
| Foley Hoag                  | 81        | 80        |
| Fragomen                    | 82        | 85        |
| Steptoe & Johnson           | 83        | 59        |
| Husch Blackwell             | 84        | 56        |
| Buchanan Ingersoll & Rooney | 85        | 64        |
| Dykema Gossett              | 86        | 92        |
| Robins Kaplan               | 87        | 122       |
| Wiley Rein                  | 88        | 101       |
| Frost Brown Todd            | 89        | 81        |
| Hinshaw & Culbertson        | 90        | 77        |
| Fried Frank                 | 91        | 103       |
| Fenwick & West              | 92        | 83        |
| Lowenstein Sandler          | 93        | 108       |
| Sullivan & Cromwell         | 94        | 84        |
| Williams & Connolly         | 95        | 102       |
| Wilson Elser Moskowitz      | 96        | 95        |
| White & Case                | 97        | 70        |
| Simpson Thacher & Bartlett  | 98        | 113       |
| Milbank                     | 99        | 109       |
| Dickinson Wright            | 100       | 97        |
| Thompson Coburn             | 101       | 89        |
| Carlton Fields Jorden Burt  | 102       | 123       |
| Dechert                     | 103       | 57        |
| Willkie Farr & Gallagher    | 104       | 115       |
| Jackson Walker              | 105       | 87        |
| Vorys Sater                 | 106       | 134       |
| Williams Mullen             | 107       | 75        |

| Firm Name                        | Rank 2019 | Rank 2018 |
|----------------------------------|-----------|-----------|
| Miller Canfield Paddock          | 108       | 94        |
| Burr & Forman                    | 109       | 114       |
| Michael Best & Friedrich         | 110       | 104       |
| Gordon Rees Scully Mansukhani    | 111       | 106       |
| Munger, Tolles & Olson           | 112       | 135       |
| Arnall Golden Gregory            | 113       | 120       |
| Jeffer Mangels Butler & Mitchell | 114       | 86        |
| Kramer Levin                     | 115       | 117       |
| Kutak Rock                       | 116       | 110       |
| Kasowitz                         | 117       | 148       |
| Thompson & Knight                | 118       | 143       |
| Cooley                           | 119       | 46        |
| Brown Rudnick                    | 120       | 119       |
| Thompson Hine                    | 121       | 99        |
| Reed Smith                       | 122       | 121       |
| Seyfarth Shaw                    | 123       | 111       |
| Troutman Sanders                 | 124       | 169       |
| Dinsmore & Shohl                 | 125       | 91        |
| Ice Miller                       | 126       | 116       |
| Lewis Roca Rothgerber Christie   | 127       | 147       |
| Lathrop & Gage                   | 128       | 126       |
| Nexsen Pruet                     | 129       |           |
| Hughes Hubbard & Reed            | 130       | 127       |
| Sidley Austin                    | 131       | 151       |
| Quarles & Brady                  | 132       | 90        |
| Winstead                         | 133       | 131       |
| Fisher & Phillips                | 134       | 140       |
| Phelps Dunbar                    | 135       | 133       |
| Procopio Cory                    | 136       | 149       |
| Robinson & Cole                  | 137       | 118       |
| Vinson & Elkins                  | 138       | 12        |
| Moore & Van Allen                | 139       | 128       |
| Patterson Belknap                | 140       | 125       |
| Adams and Reese                  | 141       | 107       |
| Goldberg Segalla                 | 142       | 132       |
| Schulte Roth & Zabel             | 143       | 129       |
| Buchalter                        | 144       | 145       |
| Crowell & Moring                 | 145       | 141       |

| Firm Name                       | Rank 2019 | Rank 2018 |
|---------------------------------|-----------|-----------|
| Butler Snow                     | 146       |           |
| Benesch                         | 147       | 142       |
| Polsinelli                      | 148       | 153       |
| Goodwin Procter                 | 149       | 163       |
| Rutan & Tucker                  | 150       | 165       |
| Shearman & Sterling             | 151       | 40        |
| Brownstein Hyatt Farber Schreck | 152       | 166       |
| McElroy Deutsch Mulvaney        | 153       | 167       |
| Barnes & Thornburg              | 154       | 161       |
| Snell & Wilmer                  | 155       | 138       |
| McCarter & English              | 156       | 189       |
| Knobbe, Martens, Olson & Bear   | 157       | 137       |
| Armstrong Teasdale              | 158       | 130       |
| Eckert Seamans                  | 159       | 164       |
| Hodgson Russ                    | 160       |           |
| Marshall Dennehey               | 161       | 150       |
| Shutts & Bowen                  | 162       | 157       |
| Porter Wright Morris & Arthur   | 163       | 136       |
| Goulston & Storrs               | 164       | 162       |
| Wachtell                        | 165       | 170       |
| Morris, Manning & Martin        | 166       | 144       |
| Shumaker, Loop & Kendrick       | 167       | 180       |
| Stinson Leonard Street          | 168       | 98        |
| GrayRobinson                    | 169       | 190       |
| Smith, Gambrell & Russell       | 170       | 176       |
| Cravath, Swaine & Moore         | 171       | 171       |
| Sherman & Howard                | 172       | 173       |
| Hinckley, Allen & Snyder        | 173       | 177       |
| Shook, Hardy & Bacon            | 174       | 158       |
| Greenspoon Marder               | 175       | 175       |
| Kelley Drye & Warren            | 176       | 154       |
| Schiff Hardin                   | 177       | 179       |
| Bond, Schoeneck & King          | 178       | 160       |
| Boies Schiller Flexner          | 179       | 187       |
| Bracewell                       | 180       | 152       |
| Irell & Manella                 | 181       | 178       |
| Stroock & Stroock & Lavan       | 182       | 183       |
| Cole Schotz                     | 183       | 155       |

| Firm Name               | Rank 2019 | Rank 2018 |
|-------------------------|-----------|-----------|
| Vedder Price            | 184       | 184       |
| LeClairRyan             | 185       | 195       |
| Honigman                | 186       | 188       |
| Lewis Brisbois          | 187       | 186       |
| Choate Hall & Stewart   | 188       | 159       |
| Spencer Fane            | 189       |           |
| Bradley                 | 190       | 182       |
| Allen Matkins           | 191       | 181       |
| Miles & Stockbridge     | 192       | 192       |
| Chapman and Cutler      | 193       | 191       |
| Buckley                 | 194       | 168       |
| Day Pitney              | 195       | 185       |
| Gibbons                 | 196       | 193       |
| Curtis Mallet-Prevost   | 197       | 194       |
| Sullivan & Worcester    | 198       | 124       |
| Cahill Gordon & Reindel | 199       | 196       |
| Kobre & Kim             | 200       | 197       |

# Baker McKenzie

## SEO TOP PERFORMER



**Baker  
McKenzie.**

Baker McKenzie's approach to SEO is to take a long view. The firm understands that their visitors are not only sophisticated, but also looking for valuable and insightful content. "Our content needs to engage; it has to be accessible and available in various formats," said Leah Schloss, associate director of North America Communications.

The firm has deliberately designed a site that users can navigate intuitively. They've focused and learned from how visitors interact on their site, so they can make enhancements to the user interface and experience. The firm has also produced a lot of original, research-based thought leadership, which drives a lot of their SEO.

"Additionally, we have a very large site that's updated multiple times a day with fresh content," said Schloss. "We know that's driving some of our SEO performance."

Over the years, the firm has invested in producing content for multiple mediums, including videos, infographics, podcasts, and interactive tools such as Turtl, which is a secure notebook. "It's imperative that we create strong, authoritative content, and make sure that it's also linkable and shareable," said Schloss. "These are all positive SEO signals."

“

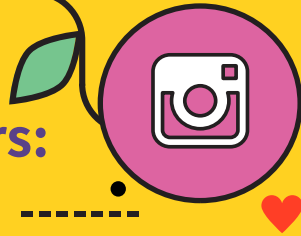
**OUR CONTENT NEEDS TO  
ENGAGE; IT HAS TO BE  
ACCESSIBLE AND AVAILABLE IN  
VARIOUS FORMATS**

”





## Top Performers: Instagram



| Firm Name             | Rank<br>2019 | Rank<br>2018 |
|-----------------------|--------------|--------------|
| DLA Piper             |              | 1            |
| White & Case          |              | 2            |
| Norton Rose Fulbright |              | 3            |
| Greenberg Traurig     |              | 4            |
| O'Melveny & Myers     |              | 5            |
| Squire Patton Boggs   |              | 6            |
| Husch Blackwell       |              | 7            |
| Winston & Strawn      |              | 8            |
| Proskauer Rose        |              | 9            |

| Firm Name              | Rank<br>2019 | Rank<br>2018 |
|------------------------|--------------|--------------|
| Paul Hastings          |              | 10           |
| Weil, Gotshal & Manges |              | 11           |
| Bradley                |              | 12           |
| Baker Botts            |              | 13           |
| Bracewell              |              | 14           |
| Quinn Emanuel          |              | 15           |
| Goodwin Procter        |              | 16           |
| Fried Frank            |              | 17           |
| Nelson Mullins Riley   |              | 18           |
| Duane Morris           |              | 19           |
| Fenwick & West         |              | 20           |
| Fish & Richardson      |              | 21           |
| McGuireWoods           |              | 22           |
| Haynes and Boone       |              | 23           |
| Burr & Forman          |              | 24           |
| Baker & Hostetler      |              | 25           |

## INSTAGRAM HIGHLIGHTS

Instagram has grown steadily, and adoption is widespread; this year, all of the firms in the survey created a presence on Instagram. While the average demographic of Instagram users may skew younger, the increase of adults embracing the photo sharing site has made it a viable part of firms' social media strategy. Firms can recruit new talent to their firm, stay engaged with former and current clients, and even target prospective clients. Instagram, at its core, is an excellent tool to tell stories. Firms that are successful at creating powerful Instagram accounts also use the platform to post information that people can relate to. Additionally, we audited firms for their followers to ensure that none have bots, and that they have actual humans following them. With an authentic profile, a consistent aesthetic strategy, and plenty of engagement, firms can make their Instagram a positive place for folks to learn more about why they'd want to hire them or work there. Here are eight Am Law 200 firms that are maximizing the power of Instagram:

**DLA PIPER**, one of the largest law firms worldwide, has a large following and high engagement on Instagram. They've reached more than 5,000 followers, and they earn about an average of 100 likes per post. The majority of their posts feature their employees and highlight accomplishments, office events, and outings. They also incorporate a great use of relevant and meaningful hashtags. DLA Piper tags almost all of their posts with #proudtobedlapiper to show their pride in their work as a law firm and to create a community among their many branches across the globe. The firm scored highest for doing an excellent

job focusing on their own people, working together in and out of the office.

**WHITE & CASE**, a law firm with offices in more than 30 countries, has an equally large Instagram presence, with just under 5,000 followers. Their account has a consistent and aesthetically pleasing feed; all of the posts are color-coordinated to match the firm's branding of azure and black. The majority of these posts are employee-centric videos documenting the culture of the firm, employee testimonials, and even how to apply for jobs there. They also employ their most popular hashtag, #TogetherWeMakeaMark, across all of their social media accounts.

**NORTON ROSE FULBRIGHT** continues to approach their Instagram feed by documenting photographs taken by their own employees. Featuring photos taken across the world of iconic images like the London Bridge and the Empire State Building, the firm's account includes beautiful photography from the far-reaching corners of the world. Norton Rose Fulbright has more than 3,300 followers and consistent engagement across all their posts. They share their brand's hashtag, #lawaroundtheworld, in their Instagram bio, which becomes a live link that leads to a hashtag page.

**GREENBERG TRAURIG's** Instagram, with 2,000 followers, features employee-based content. Besides posts on employees attending company events and spending time together outside of work, it also includes testimonials on working at Greenberg Traurig, all of which generate about 50 likes per post. The firm uses the platform, both the feed and stories, to promote their podcast with short audio snippets. Greenberg Traurig also covers topics such as pro bono, mentoring, and even their 2019 summer associates—which can attract millennials who might want to learn about what it's like to work at a major law firm.

**O'MELVENY & MYERS's** Instagram page targets millennials through their use of Stories highlights and coverage of their corporate social responsibility. Their Stories feature their summer associate program, with one highlight for each location of their six major offices: associates exploring their city, attending conferences, even a trip to Disneyland. O'Melveny & Myers uses the hashtags #cOMMitment2cOMMunity and #OMMgivesback on their posts that showcase their employees giving back to the community. Some examples include employees and their families participating in the Coastal Cleanup Day and donating supply-filled backpacks to a Bay Area children's nonprofit.

**SQUIRE PATTON BOGGS**, a global law firm, uses their Instagram, with a following of about 1,000 people, to post about their employees and to feature videos on different topics every week, with an average of 40 likes per post, and using the hashtag #TeamSPB. Employees are shown attending events and participating in charity events. The posts average 150 likes and use fun hashtags like #WednesdayWisdom, #FeatureFriday, and #TraineeTuesday. Overall, Squire Patton Boggs's Instagram has an eye-catching and colorful feed, while still remaining business-focused and showcasing their employees.

**HUSCH BLACKWELL** uses Instagram to illustrate to their 700 followers what it's like to work for them. Using posts about their attorneys attending cooking classes, diversity expos, and seminars, they show potential summer associates what their time at Husch Blackwell could be like. Husch Blackwell does not have a hashtag that is used on every post, but one that is used often is #HBGivesBack for their posts on their volunteer work and corporate social responsibility.

**WINSTON & STRAWN** posts #ChooseWinston on Instagram about employees' experiences and achievements. With posts about hosting programs for Hispanic Heritage Month and holding an annual alumni cocktail reception, Winston & Strawn wants to show their nearly 1,000 followers what it's like to work for them. They mix in a good variety of still images and video, documenting employees' personalities and their work culture. They also engage the Stories highlight to feature stories on the firm's corporate social responsibility, diversity, training, wellness, and events, allowing followers to keep up with what Winston & Strawn is doing in real time.

# DLA Piper

## INSTAGRAM TOP PERFORMER



DLA Piper created their presence on Instagram only four years ago, but the firm has already successfully used it as a tool to let the images speak to the culture of the firm.

In the last year, the firm has been focused on letting their attorneys tell the story of the firm. “We created the ‘Voices of DLA Piper’ campaign to enable our people to share what they love about the firm,” said Erin Dimry, the firm’s chief marketing and business development officer.

The firm stays on top of trends and other ways to utilize Instagram as an opportunity to reflect the culture of the firm. “Naturally, we want more adoption, and we look for ways to do it better,” said Dimry. “But overall we’re going to keep building on what we’ve created, and work to build more awareness of the great work and great people we have at DLA Piper.”



## Top Performers: Thought Leadership

| Firm Name                       | Rank 2019 | Rank 2018 |
|---------------------------------|-----------|-----------|
| Norton Rose Fulbright           | 1         | 1         |
| K&L Gates                       | 2         | 5         |
| White & Case                    | 3         | 172       |
| Reed Smith                      | 4         | 110       |
| Jones Day                       | 5         | 74        |
| Baker McKenzie                  | 6         | 159       |
| Jackson Lewis                   | 7         | 13        |
| Skadden                         | 8         | 171       |
| Foley & Lardner                 | 9         | 18        |
| Latham & Watkins                | 10        | 98        |
| Fox Rothschild                  | 11        | 6         |
| Kirkland & Ellis                | 12        | 158       |
| Squire Patton Boggs             | 13        | 8         |
| Crowell & Moring                | 14        | 45        |
| Seyfarth Shaw                   | 15        | 19        |
| Troutman Sanders                | 16        | 15        |
| Sidley Austin                   | 17        | 83        |
| Kramer Levin Naftalis & Frankel | 18        | 146       |
| DLA Piper                       | 19        | 4         |
| Hogan Lovells                   | 20        | 7         |
| Sullivan & Cromwell             | 21        | 142       |
| Proskauer Rose                  | 22        | 3         |
| Duane Morris                    | 23        | 29        |
| Holland & Knight                | 24        | 40        |
| Husch Blackwell                 | 25        | 32        |
| Covington & Burling             | 26        | 11        |
| Goldberg Segalla                | 27        | 156       |
| Littler Mendelson               | 28        | 35        |
| Pillsbury Winthrop Shaw Pittman | 29        | 24        |
| Womble Bond Dickinson           | 30        | 10        |
| Morgan, Lewis & Bockius         | 31        | 55        |

| Firm Name                       | Rank 2019 | Rank 2018 |
|---------------------------------|-----------|-----------|
| Orrick, Herrington & Sutcliffe  | 32        | 34        |
| Ogletree Deakins                | 33        | 9         |
| McDermott Will & Emery          | 34        | 173       |
| McGuireWoods                    | 35        | 43        |
| Mayer Brown                     | 36        | 28        |
| Robinson & Cole                 | 37        | 20        |
| Greenberg Traurig               | 38        | 50        |
| Debevoise & Plimpton            | 39        | 175       |
| Carlton Fields Jordan Burt      | 40        | 77        |
| Dorsey & Whitney                | 41        | 25        |
| Mintz Levin Cohn                | 42        | 14        |
| Baker & Hostetler               | 43        | 26        |
| Kelley Drye & Warren            | 44        | 36        |
| Brownstein Hyatt Farber Schreck | 45        | 154       |
| Cleary Gottlieb                 | 46        | 68        |
| Davis Wright Tremaine           | 47        | 42        |
| Cole Schotz                     | 48        |           |
| Snell & Wilmer                  | 49        | 63        |
| Faegre Baker Daniels            | 50        | 22        |
| Patterson Belknap               | 51        | 30        |
| Adams and Reese                 | 52        | 194       |
| Foley Hoag                      | 53        | 27        |
| Greenspoon Marder               | 54        | 90        |
| Haynes and Boone                | 55        | 78        |
| Robins Kaplan                   | 56        | 56        |
| Ropes & Gray                    | 57        | 44        |
| Gibson, Dunn & Crutcher         | 58        | 96        |
| Smith, Gambrell & Russell       | 59        |           |
| Bradley                         | 60        | 2         |
| Bryan Cave                      | 61        | 39        |
| Bracewell                       | 62        | 108       |
| Knobbe, Martens, Olson & Bear   | 63        | 38        |
| Allen Matkins                   | 64        | 69        |
| Winston & Strawn                | 65        | 58        |
| Fisher & Phillips               | 66        | 37        |
| Paul Weiss                      | 67        | 161       |
| Dickinson Wright                | 68        | 59        |
| Kilpatrick Townsend             | 69        | 62        |

| Firm Name                        | Rank 2019 | Rank 2018 |
|----------------------------------|-----------|-----------|
| Finnegan                         | 70        | 53        |
| Goodwin Procter                  | 71        | 41        |
| Drinker Biddle & Reath           | 72        | 61        |
| Sheppard Mullin                  | 73        | 21        |
| Saul Ewing                       | 74        | 48        |
| Loeb & Loeb                      | 75        | 186       |
| Nixon Peabody                    | 76        | 60        |
| Cozen O'Connor                   | 77        | 51        |
| Stinson Leonard Street           | 78        | 118       |
| Blank Rome                       | 79        | 65        |
| Nelson Mullins Riley             | 80        | 76        |
| Quinn Emanuel                    | 81        | 162       |
| Wilmer Cutler                    | 82        | 105       |
| Perkins Coie                     | 83        | 16        |
| Holland & Hart                   | 84        | 66        |
| Simpson Thacher & Bartlett       | 85        | 160       |
| Stephoe & Johnson                | 86        | 31        |
| Eckert Seamans                   | 87        | 71        |
| Stoel Rives                      | 88        | 72        |
| Wiley Rein                       | 89        | 52        |
| Nexsen Pruet                     | 90        |           |
| Jeffer Mangels Butler & Mitchell | 91        | 112       |
| Vinson & Elkins                  | 92        | 73        |
| Venable                          | 93        | 84        |
| Barnes & Thornburg               | 94        | 47        |
| Katten Muchin Rosenman           | 95        | 148       |
| Dechert                          | 96        | 126       |
| Arent Fox                        | 97        | 33        |
| Davis Polk & Wardwell            | 98        | 17        |
| Alston & Bird                    | 99        | 135       |
| Burr & Forman                    | 100       | 67        |
| Sullivan & Worcester             | 101       | 93        |
| Wilson Sonsini                   | 102       | 176       |
| Polsinelli                       | 103       | 82        |
| Pepper Hamilton                  | 104       | 97        |
| Shearman & Sterling              | 105       | 70        |
| Frost Brown Todd                 | 106       | 120       |
| Benesch                          | 107       | 196       |

| Firm Name                       | Rank 2019 | Rank 2018 |
|---------------------------------|-----------|-----------|
| Dykema Gossett                  | 108       | 91        |
| Willkie Farr & Gallagher        | 109       | 177       |
| Baker Botts                     | 110       | 179       |
| Buchanan Ingersoll & Rooney     | 111       | 106       |
| Butler Snow                     | 112       |           |
| Lewis Brisbois Bisgaard & Smith | 113       | 131       |
| Dinsmore & Shohl                | 114       | 138       |
| O'Melveny & Myers               | 115       | 163       |
| Miles & Stockbridge             | 116       | 54        |
| Clark Hill                      | 117       | 124       |
| Gordon Rees Scully Mansukhani   | 118       | 103       |
| Cooley                          | 119       | 57        |
| Vorys Sater                     | 120       | 107       |
| McElroy Deutsch Mulvaney        | 121       | 92        |
| Arnold & Porter                 | 122       | 151       |
| Stroock & Stroock & Lavan       | 123       | 188       |
| Curtis Mallet-Prevost           | 124       | 111       |
| Thompson Coburn                 | 125       | 127       |
| Ice Miller                      | 126       | 122       |
| Lewis Roca Rothgerber Christie  | 127       | 86        |
| LeClairRyan                     | 128       | 75        |
| Baker Donelson                  | 129       | 79        |
| Lowenstein Sandler              | 130       | 85        |
| Porter Wright Morris & Arthur   | 131       | 104       |
| Weil, Gotshal & Manges          | 132       | 87        |
| Locke Lord                      | 133       | 181       |
| Thompson & Knight               | 134       | 115       |
| Morrison & Foerster             | 135       | 95        |
| Thompson Hine                   | 136       | 153       |
| Fish & Richardson               | 137       | 114       |
| Schiff Hardin                   | 138       | 113       |
| Manatt, Phelps & Phillips       | 139       | 137       |
| Jackson Walker                  | 140       | 133       |
| Phelps Dunbar                   | 141       | 195       |
| Paul Hastings                   | 142       | 94        |
| Akin Gump                       | 143       | 64        |
| Hinshaw & Culbertson            | 144       | 88        |
| Gibbons                         | 145       |           |

| Firm Name                     | Rank 2019 | Rank 2018 |
|-------------------------------|-----------|-----------|
| Shutts & Bowen                | 146       | 101       |
| Hodgson Russ                  | 147       |           |
| Fenwick & West                | 148       | 123       |
| Spencer Fane                  | 149       |           |
| Day Pitney                    | 150       | 140       |
| Michael Best & Friedrich      | 151       | 141       |
| McCarter & English            | 152       | 149       |
| Goulston & Storrs             | 153       | 119       |
| Ballard Spahr                 | 154       | 23        |
| Hunton Andrews Kurth          | 155       | 12        |
| Kobre & Kim                   | 156       | 168       |
| Fragomen                      | 157       | 136       |
| Jenner & Block                | 158       | 182       |
| Shook, Hardy & Bacon          | 159       | 165       |
| Morris, Manning & Martin      | 160       | 169       |
| Fried Frank                   | 161       | 164       |
| Akerman                       | 162       | 102       |
| Vedder Price                  | 163       | 187       |
| Moore & Van Allen             | 164       | 116       |
| Procopio Cory                 | 165       | 150       |
| Choate Hall & Stewart         | 166       | 190       |
| GrayRobinson                  | 167       | 147       |
| Shumaker, Loop & Kendrick     | 168       | 100       |
| Williams Mullen               | 169       | 143       |
| Hinckley, Allen & Snyder      | 170       | 157       |
| Wilson Elser                  | 171       | 129       |
| Winstead                      | 172       | 99        |
| Honigman                      | 173       | 139       |
| Sherman & Howard              | 174       | 144       |
| Hughes Hubbard & Reed         | 175       | 166       |
| Marshall Dennehey             | 176       | 167       |
| Brown Rudnick                 | 177       | 145       |
| Schulte Roth & Zabel          | 178       | 132       |
| Bond, Schoeneck & King        | 179       | 134       |
| Armstrong Teasdale            | 180       | 170       |
| Miller, Canfield, Paddock and | 181       | 121       |
| Williams & Connolly           | 182       | 183       |
| Quarles & Brady               | 183       | 117       |

| Firm Name               | Rank 2019 | Rank 2018 |
|-------------------------|-----------|-----------|
| Chapman and Cutler      | 184       | 192       |
| Lathrop & Gage          | 185       | 155       |
| King & Spalding         | 186       | 109       |
| Arnall Golden Gregory   | 187       |           |
| Cahill Gordon & Reindel | 188       | 185       |
| Buchalter               | 189       | 125       |
| Kutak Rock              | 190       | 191       |
| Cadwalader              | 191       | 128       |
| Boies Schiller Flexner  | 192       | 184       |
| Irell & Manella         | 193       | 193       |
| Kasowitz                | 194       | 152       |
| Rutan & Tucker          | 195       | 197       |
| Buckley                 | 196       | 49        |
| Milbank                 | 197       | 174       |
| Munger, Tolles & Olson  | 198       | 189       |
| Wachtell                | 199       | 178       |
| Cravath, Swaine & Moore | 200       | 180       |

# Norton Rose

## THOUGHT LEADERSHIP TOP PERFORMER



### NORTON ROSE FULBRIGHT

The Norton Rose global team has embraced a thought leadership position across all their social media channels. With a digital team spread throughout the

world, ideas and issues are quickly resolved through regular communication.

The firm makes a concerted effort to talk about the topics and trends that matter to their clients' business and engaging with them on the platforms they prefer, knowing that this will change from client to client. "Our goal is to be nimble, engaged, and engaging," said Lisa Salazar, senior digital marketing manager. While content has always been an important part of the firm's marketing strategy, their social media practices have allowed them to push it out even beyond traditional venues.

"Social media is a new medium, but at the crux of it, it's just another way to share information," said Salazar. "The rules of communications and public relations are still the same. Stay informed, and measure results."

Norton Rose also keeps a close eye on new developments in technology across the entire industry. The firm believes that innovation comes not from competitors, but from within. Salazar said that they've developed a mantra of "develop locally, grow locally, then engage globally."

From a marketing perspective, the firm has taken the approach of "digital first." They keep their clients' demands top-of-mind—demands of their time and attention—and know that they need to meet them where they are.

Finally, the firm pays close attention to the analytics and constantly reviews what's working and what's not. "Test, review, and analyze," said Salazar. "Then do it again. And again. What worked five years ago doesn't work this year. What worked last week may not work this week. We are always building toward the future."



## Top Performers: Facebook



| Firm Name                 | Rank 2019 | Rank 2018 |
|---------------------------|-----------|-----------|
| Quarles & Brady           | 1         | 50        |
| Shutts & Bowen            | 2         | 26        |
| Fragomen                  | 3         | 171       |
| Goldberg Segalla          | 4         | 59        |
| Dinsmore & Shohl          | 5         | 94        |
| Greenberg Traurig         | 6         | 32        |
| Greenspoon Marder         | 7         | 12        |
| Latham & Watkins          | 8         | 11        |
| Dickinson Wright          | 9         | 62        |
| Fox Rothschild            | 10        | 13        |
| DLA Piper                 | 11        | 6         |
| Baker Donelson            | 12        | 8         |
| Norton Rose Fulbright     | 13        | 25        |
| White & Case              | 14        | 4         |
| Shumaker, Loop & Kendrick | 15        | 2         |
| Baker McKenzie            | 16        | 19        |
| Jones Day                 | 17        | 24        |
| Sidley Austin             | 18        | 5         |
| Miller Canfield Paddock   | 19        | 171       |
| Bond, Schoeneck & King    | 20        | 22        |
| Bryan Cave                | 21        | 106       |
| Schiff Hardin             | 22        | 41        |
| Jackson Walker            | 23        | 54        |
| Paul Hastings             | 24        | 79        |
| Lowenstein Sandler        | 25        | 10        |
| Milbank                   | 26        | 98        |
| Butler Snow               | 27        |           |
| Ice Miller                | 28        | 55        |
| Lewis Brisbois            | 29        | 21        |
| Skadden                   | 30        | 38        |
| Littler Mendelson         | 31        | 44        |

| Firm Name                      | Rank 2019 | Rank 2018 |
|--------------------------------|-----------|-----------|
| Thompson & Knight              | 32        | 73        |
| Holland & Knight               | 33        | 9         |
| Kilpatrick Townsend            | 34        | 61        |
| Snell & Wilmer                 | 35        | 57        |
| Carlton Fields Jordan Burt     | 36        | 30        |
| Mayer Brown                    | 37        | 52        |
| Jackson Lewis                  | 38        | 53        |
| Orrick, Herrington & Sutcliffe | 39        | 15        |
| Nelson Mullins Riley           | 40        | 20        |
| Burr & Forman                  | 41        | 115       |
| Polsinelli                     | 42        | 27        |
| Morgan, Lewis & Bockius        | 43        | 149       |
| Porter Wright Morris & Arthur  | 44        | 14        |
| Baker Botts                    | 45        | 3         |
| Quinn Emanuel                  | 46        | 131       |
| Cooley                         | 47        | 17        |
| Loeb & Loeb                    | 48        | 47        |
| Stoel Rives                    | 49        | 77        |
| Womble Bond Dickinson          | 50        |           |
| Adams and Reese                | 51        | 37        |
| GrayRobinson                   | 52        | 92        |
| Ballard Spahr                  | 53        | 51        |
| Phelps Dunbar                  | 54        | 67        |
| Thompson Coburn                | 55        | 154       |
| Winston & Strawn               | 56        | 28        |
| Benesch                        | 57        | 31        |
| Covington & Burling            | 58        | 45        |
| Knobbe, Martens, Olson & Bear  | 59        | 83        |
| Paul Weiss                     | 60        | 78        |
| Nixon Peabody                  | 61        | 1         |
| K&L Gates                      | 62        | 43        |
| Michael Best & Friedrich       | 63        | 88        |
| Robins Kaplan                  | 64        | 29        |
| Vorys Sater                    | 65        | 16        |
| Sheppard Mullin                | 66        | 46        |
| Lewis Roca Rothgerber Christie | 67        | 18        |
| Goulston & Storrs              | 68        | 95        |
| McGuireWoods                   | 69        | 75        |



| Firm Name                       | Rank 2019 | Rank 2018 |
|---------------------------------|-----------|-----------|
| Morrison & Foerster             | 70        | 69        |
| Buckley                         | 71        | 23        |
| Dykema Gossett                  | 72        | 7         |
| Mintz Levin Cohn                | 73        | 108       |
| Smith, Gambrell & Russell       | 74        | 171       |
| Brownstein Hyatt Farber Schreck | 75        | 70        |
| Arnall Golden Gregory           | 76        | 65        |
| Bracewell                       | 77        | 64        |
| Moore & Van Allen               | 78        | 142       |
| Stinson Leonard Street          | 79        | 35        |
| Miles & Stockbridge             | 80        | 39        |
| Lathrop & Gage                  | 81        | 36        |
| Duane Morris                    | 82        | 105       |
| Honigman                        | 83        | 145       |
| Proskauer Rose                  | 84        | 162       |
| Bradley                         | 85        | 113       |
| Troutman Sanders                | 86        | 48        |
| Robinson & Cole                 | 87        | 90        |
| Squire Patton Boggs             | 88        | 63        |
| McDermott Will & Emery          | 89        | 58        |
| Nexsen Pruet                    | 90        |           |
| Armstrong Teasdale              | 91        | 74        |
| Fenwick & West                  | 92        | 33        |
| Drinker Biddle & Reath          | 93        | 104       |
| Dechert                         | 94        | 56        |
| Rutan & Tucker                  | 95        | 136       |
| Hogan Lovells                   | 96        | 80        |
| Sullivan & Worcester            | 97        | 116       |
| Kramer Levin                    | 98        | 126       |
| Williams Mullen                 | 99        | 93        |
| Hunton Andrews Kurth            | 100       | 71        |
| Vedder Price                    | 101       | 101       |
| Jenner & Block                  | 102       | 117       |
| Faegre Baker Daniels            | 103       | 169       |
| Step toe & Johnson              | 104       | 40        |
| Gibson, Dunn & Crutcher         | 105       | 153       |
| Buchanan Ingersoll & Rooney     | 106       | 97        |
| Goodwin Procter                 | 107       | 156       |

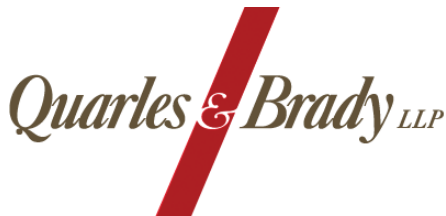
| Firm Name                 | Rank 2019 | Rank 2018 |
|---------------------------|-----------|-----------|
| Cleary Gottlieb           | 108       | 138       |
| Thompson Hine             | 109       | 68        |
| Reed Smith                | 110       | 85        |
| Stroock & Stroock & Lavan | 111       | 171       |
| Katten Muchin Rosenman    | 112       | 120       |
| Seyfarth Shaw             | 113       | 107       |
| Vinson & Elkins           | 114       | 128       |
| Haynes and Boone          | 115       | 34        |
| Allen Matkins             | 116       | 72        |
| Shook, Hardy & Bacon      | 117       | 96        |
| Morris, Manning & Martin  | 118       | 76        |
| Perkins Coie              | 119       | 125       |
| Foley & Lardner           | 120       | 112       |
| Wilson Sonsini            | 121       | 66        |
| Baker & Hostetler         | 122       | 168       |
| Arnold & Porter           | 123       | 111       |
| Cole Schotz               | 124       | 103       |
| Pepper Hamilton           | 125       | 121       |
| Alston & Bird             | 126       | 84        |
| Davis Wright Tremaine     | 127       | 60        |
| Saul Ewing                | 128       | 42        |
| McCarter & English        | 129       | 100       |
| Finnegan                  | 130       | 49        |
| O'Melveny & Myers         | 131       | 139       |
| Brown Rudnick             | 132       | 81        |
| Dorsey & Whitney          | 133       | 119       |
| Foley Hoag                | 134       | 82        |
| Shearman & Sterling       | 135       | 130       |
| Debevoise & Plimpton      | 136       | 118       |
| Weil, Gotshal & Manges    | 137       | 150       |
| Cravath, Swaine & Moore   | 138       | 109       |
| Pillsbury                 | 139       | 102       |
| Cozen O'Connor            | 140       | 86        |
| Manatt, Phelps & Phillips | 141       | 91        |
| Kirkland & Ellis          | 142       | 148       |
| Fish & Richardson         | 143       | 99        |
| Procopio Cory             | 144       | 87        |
| Curtis Mallet-Prevost     | 145       | 171       |

| Firm Name                        | Rank 2019 | Rank 2018 |
|----------------------------------|-----------|-----------|
| Crowell & Moring                 | 146       | 133       |
| Wilson Elser Moskowitz           | 147       | 159       |
| Winstead                         | 148       | 171       |
| Arent Fox                        | 149       | 127       |
| Kobre & Kim                      | 150       | 146       |
| Jeffer Mangels Butler & Mitchell | 151       | 132       |
| Hinshaw & Culbertson             | 152       | 144       |
| Kelley Drye & Warren             | 153       | 171       |
| McElroy Deutsch Mulvaney         | 154       | 123       |
| Frost Brown Todd                 | 155       | 129       |
| LeClairRyan                      | 156       | 141       |
| Day Pitney                       | 157       | 114       |
| Buchalter                        | 158       | 134       |
| Munger, Tolles & Olson           | 159       | 171       |
| Kutak Rock                       | 160       | 170       |
| Sullivan & Cromwell              | 161       | 171       |
| Akin Gump                        | 162       | 171       |
| Simpson Thacher & Bartlett       | 163       | 151       |
| Kasowitz                         | 164       | 147       |
| Wilmer Cutler                    | 165       | 110       |
| Ropes & Gray                     | 166       | 171       |
| Davis Polk & Wardwell            | 167       | 140       |
| King & Spalding                  | 168       | 137       |
| Wachtell                         | 169       | 171       |
| Willkie Farr & Gallagher         | 170       | 171       |
| Fried Frank                      | 171       | 124       |
| Venable                          | 172       | 143       |
| Locke Lord                       | 173       | 163       |
| Ogletree Deakins                 | 174       | 164       |
| Blank Rome                       | 175       | 157       |
| Schulte Roth & Zabel             | 176       | 155       |
| Williams & Connolly              | 177       | 158       |
| Cadwalader                       | 178       | 171       |
| Boies Schiller Flexner           | 179       | 171       |
| Barnes & Thornburg               | 180       | 165       |
| Akerman                          | 181       | 135       |
| Cahill Gordon & Reindel          | 182       | 171       |
| Husch Blackwell                  | 183       | 152       |

| Firm Name                     | Rank 2019 | Rank 2018 |
|-------------------------------|-----------|-----------|
| Gordon Rees Scully Mansukhani | 184       | 171       |
| Hughes Hubbard & Reed         | 185       | 166       |
| Clark Hill                    | 186       | 171       |
| Choate Hall & Stewart         | 187       | 122       |
| Holland & Hart                | 188       | 171       |
| Wiley Rein                    | 189       | 160       |
| Marshall Dennehey             | 190       | 167       |
| Chapman and Cutler            | 191       | 161       |
| Fisher & Phillips             | 192       | 89        |
| Patterson Belknap             | 193       | 171       |
| Irell & Manella               | 194       | 171       |
| Eckert Seamans                | 195       | 171       |
| Spencer Fane                  | 196       |           |
| Sherman & Howard              | 197       | 171       |
| Hinckley, Allen & Snyder      | 198       | 171       |
| Hodgson Russ                  | 199       |           |
| Gibbons                       | 200       | 171       |

# Quarles & Brady

## FACEBOOK TOP PERFORMER



Over the past year, we have seen a steady decline in Am Law 200 firms' use of Facebook. The decline can probably be attributed to two main factors. First is the negative publicity that Facebook has received, because of the various privacy scandals, including the Cambridge Analytica scandal.

The second factor affecting Facebook is a result of Facebook's algorithm, and how hard it has become for companies and law firms to reach their target audience through methods that do not include paid promotion.

Nonetheless, this year we saw a couple of firms that made good use of Facebook to promote their firm's culture, as well as their involvement in their community. This year we recognize two firms for their use of Facebook, Quarles & Brady and Shutts & Bowen.

Both firms did a great job of posting highly engaging content that resonated well with their target audience.

——— “ ———

**...WE HAVE SEEN A STEADY  
DECLINE IN AM LAW 200  
FIRMS' USE OF FACEBOOK.**

——— ” ———



## Top Performers: YouTube



| Firm Name              | Rank<br>2019 | Rank<br>2018 |
|------------------------|--------------|--------------|
| Jones Day              |              | 1            |
| Mayer Brown            |              | 2            |
| Latham & Watkins       |              | 3            |
| White & Case           |              | 4            |
| Baker McKenzie         |              | 5            |
| DLA Piper              |              | 6            |
| Hogan Lovells          |              | 7            |
| Norton Rose Fulbright  |              | 8            |
| Weil, Gotshal & Manges |              | 9            |

| Firm Name               | Rank<br>2019 | Rank<br>2018 |
|-------------------------|--------------|--------------|
| Reed Smith              |              | 10           |
| McDermott Will & Emery  |              | 11           |
| Perkins Coie            |              | 12           |
| Baker Botts             |              | 13           |
| Pillsbury               |              | 14           |
| Nixon Peabody           |              | 15           |
| Womble Bond Dickinson   |              | 16           |
| Lowenstein Sandler      |              | 17           |
| Bracewell               |              | 18           |
| Arent Fox               |              | 19           |
| Snell & Wilmer          |              | 20           |
| Holland & Hart          |              | 21           |
| Saul Ewing              |              | 22           |
| Nexsen Pruet            |              | 23           |
| Kirkland & Ellis        |              | 24           |
| Morgan, Lewis & Bockius |              | 25           |

## YOUTUBE HIGHLIGHTS

In examining and ranking videos from YouTube for law firms, we looked at engagement via views, subscribers, and frequency of posts. If done well, video can be a powerful marketing tool that can build an emotional connection to the brand. With so many formats and topics, it's also a great opportunity to capture your audience's attention for longer than the usual eight seconds. Effective marketing videos present your services in a conversational form, making them easier to understand and digest. Some firms that really stood out for the last year include Jones Day, Mayer Brown, Latham & Watkins, and White & Case.

**JONES DAY** scored the highest because they consistently produced high-quality, compelling content. Their videos demonstrated an authority and credibility that you expect from a high-profile firm. Additionally, the videos focused on their clients and their needs, serving a purpose and driving engagement. The videos were conversational, and they avoided legalese and jargon, making the content easy to digest. And they featured real people, who came off as experts, but not in an overly promotional way. Jones Day did an excellent job producing useful videos covering topics like trends, educational/deep dives, and more.

**MAYER BROWN** has built up a massive community on their YouTube channel. With more than 1,000 subscribers, they consistently receive engagement on their robust library of videos. They've also designed a visually appealing and easy-to-navigate channel with organized playlists for their subscribers to

browse through. The channel features actual Mayer Brown attorneys, which brings a necessary human component. Additionally, their videos highlight topics and trends relevant to their clients all around the world. Professionally produced and with closed-captioning text, Mayer Brown's YouTube channel is a great example of how to use video as an extension of your brand.



**LATHAM & WATKINS** has done an excellent job of taking complicated legal issues and breaking them down into easy-to-understand short videos. The firm's YouTube page is full of videos featuring a diverse cast of men and women and focused on sharply produced educational content. One of their more popular series breaks down health care and science terminology, explaining legal and regulatory terms. Additionally, a playlist helps keep the topics organized and easy to choose from for their subscribers.

**WHITE & CASE**'s YouTube channel features an organized playlist of short, beautifully produced videos. With nearly 1,000 subscribers, the channel's videos offer cultural and firm insights, profiles on their women's initiatives, and educational pieces discussing complex topics. A lot of the firm's videos include captions, which is helpful for SEO and excellent for repurposing on other social media platforms.

# Q&A with Guy Alvarez

We know that digital marketing is here to stay, and firms are more efficiently and effectively differentiating themselves. To help firms better understand digital marketing practices, we shifted gears a bit this year, and interviewed Guy Alvarez, G2BS's CEO, to explain the journey that digital marketing has taken, and what the future has in store.



## **1: What are the major differences you've seen from 2018 to 2019?**

We continue to see law firms step up their game when it comes to social media and digital marketing. Firms are investing more heavily in paid social (especially paid LinkedIn), and they're also improving their search engine visibility, especially as they launch new websites. We've continued to see a decrease in the use of Facebook and a significant increase in the use of Instagram, particularly as a recruiting tool. Video use continues to grow, and there has also been an explosion in podcasts.

## **2: Now that most law firms have embraced digital media for a few years, what observations/changes have you seen since the start of this study?**

Firms are creating more content than ever before. Law firms that "get it" focus on producing client-centric thought leadership content, as opposed to firm-centric promotional content. Over the years, we've seen an increase in the use of paid social media and a need for an overall strategy that focuses on ROI and tangible business results.

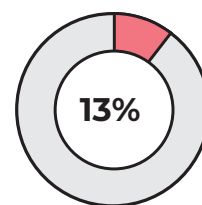
## **3: How do you measure what content is effective or high quality?**

We examine whether the content is client-facing, educational, and easily digestible online. We also look to see if the content is easy to find on their website and easily shareable.

## **4: Is video still a solid tool for engagement in 2019?**

Video is cheaper than ever to produce, and many firms are investing in videos as an effective and engaging medium to tell their stories. Video is a great tool for law firms, because it enables them to visually explain complicated concepts or methods, while at the same time lends a bit of personality and authenticity to their content. The use of video will only continue to increase, as more and more people use their mobile devices to access content.

### **Am Law firms that use YouTube for recruitment**



## **5: How are firms measuring their engagement or ROI?**

I think this is the year of measurement and ROI. Most firms produce content and participate on social media, and they're also looking for ways to measure the ROI of their digital marketing and content efforts.

Legal marketers are facing increased pressure from leadership, who want to know what real business results are being generated from their investment in digital marketing. I also think that the savviest of firms are beginning to think in terms of individual marketing campaigns instead of a firm wide marketing approach in order to properly measure results.

#### **6: Has Google updated its algorithm, or has it changed the way law firms handle their marketing?**

Google is constantly making changes to its algorithm. It continually evolves, which makes it difficult for legal marketers to stay on top of the changes and how the changes affect the search visibility of their websites. Google has also changed the content that shows up on search engine results pages. In addition to ads and organic results, you now have things like featured snippets and other types of content show up, which adds another level of complexity to a firm's SEO strategy.

#### **7: What is an important, but possibly overlooked area on the website that can help with SEO performance?**

One area that law firms can pay more attention to is their attorneys' bios. Bios help with search engine ranking directly through keywords, and indirectly by helping to build trust in your firm. We suggest writing bios that can be reworked and adapted for other contexts, bios that tell your attorneys' stories and include links to their works.

——— “ ———  
**PAID SOCIAL IS SOMETHING MORE  
AND MORE FIRMS ARE ADOPTING,  
ESPECIALLY ON LINKEDIN**  
——— ” ———

#### **8: Has anything changed with Facebook from last year? How are firms still engaging on the site?**

There has been a significant decline in the use of Facebook by most Am Law 200 firms. That is partly due to all the negative publicity and privacy concerns that Facebook has experienced over the past year. The other reason for the decline is that Facebook keeps making it harder and harder for firms to connect with their target audience without paid promotion. As a result, firms that still consider Facebook an important network are using paid Facebook in order to connect and engage with their audience.

#### **9: Is paid social still a major component of marketing activities? Any changes with the way that firms are using their budgets for that?**

Yes, paid social is something that more and more firms are adopting, especially on LinkedIn. Paid social gives firms that ability to expand their reach in an extremely targeted way. This will be the year of paid social, as more firms develop campaigns and increase their spend in order to up their game.

#### **10: What are new missed engagement opportunities?**

Firms that are still using social media as a one-way channel to distribute their press releases and news are only getting half the available value of social media. Social media is called social for a reason, and firms that are not using social media to engage with their audience and to develop new relationships are really missing an opportunity.



# Predictions for 2020



## INCREASED USE OF PAID SOCIAL, AND ESPECIALLY PAID LINKEDIN

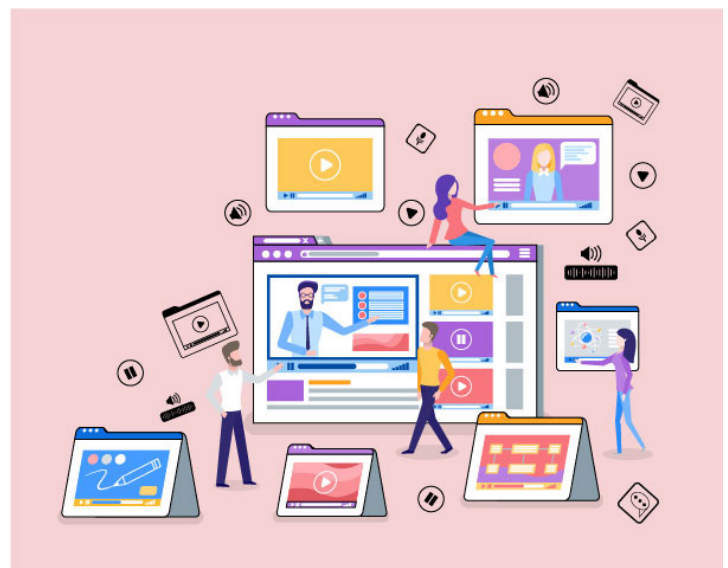
LinkedIn is unique among the social media platforms because its user base is educated, affluent, and already in a professional position. According to Hootsuite, 80 percent of B2B leads generated digitally come from LinkedIn. Prospects can immediately research you or your firm; browse your network, content, and endorsements; and easily connect. We found that 30 percent of the Am Law firms use paid LinkedIn, which is a significant increase from only 10 percent just a year ago. LinkedIn data shows that nearly 80 percent of B2B marketers consider the platform to be an effective source for gaining leads, and 92 percent favor the business networking site over other social media outlets. Video posts are five times more likely to get comments, and they also earn three times the engagement of text-only posts.

## DECREASE IN THE USE OF FACEBOOK AND INCREASE IN THE USE OF INSTAGRAM

The Infinite Dial study from Edison showed that among Americans from age 12 to 34, usage of Facebook declined sharply between 2017 and 2018, but Instagram steadily grew in that same time frame. From a marketing standpoint, the constant changes to Facebook's display algorithm for News Feed make it increasingly difficult to try to gain organic reach for company posts. In comparison, the brand/user experience on Instagram is much more enjoyable. Facebook is still a giant, but Instagram is turning into a better social network. If that continues, it's likely that Instagram will surpass Facebook in popularity in the United States by 2020.

## MORE VIDEO AND MORE PODCASTS

Marketers who use video grow revenue nearly 50 percent faster than non-video users. Video is everywhere: More than 80 percent of Twitter users watch video, YouTube has more than 1 billion users, and more than 50 percent of people watch more than an hour of video on Facebook or YouTube a week. The 25-34 age group watches the most online videos. Additionally, an optimized video increases the chance of your brand making the front page of a Google search result by 53 times. To stay competitive on social media, video is now a required platform. And more platforms mean a bigger reach.





Podcasts have been on a meteoric rise in popularity over the last couple of years. No matter the genre, topic, or industry, there's a podcast for you. It's an excellent format and an advanced content marketing strategy to establish thought leadership. Nearly one-quarter of Americans listen to podcasts weekly. Podcasts offer a hyper-focused audience that chooses to listen to your content, and listeners have been shown to be the most loyal and engaged audience of any digital medium. Additionally, podcast listeners are 20 percent more likely to connect and engage with a brand on social media. Podcasts are a great opportunity to build a more personal and stronger relationship with your audience.

## **CONTINUED INVESTMENT ON MARKETING AUTOMATION.**

With marketing automation, your law firm can utilize various tools to save time, free up bandwidth, and ultimately improve ROI. Time-consuming processes can be replaced by a system that can automatically send out emails based on an email response or website visit. Certain automation programs can even send a pending agreement if the prospect agrees to hire you. Law firm CRMs (Customer Relationship Management software) can automate routine marketing tasks so that marketing professionals can focus on strategy. Even content can be automated and targeted, allowing law firms to focus not only on securing new clients, but also on retaining your current set. By combining content—blog posts, email alerts, webinars, and more—with marketing automation, you can then analyze what your clients engage with, and how. By knowing more about your client, you can deliver better customer service.

## **METHODOLOGY**

The Social Law Firm Index ranks are based upon a proprietary methodology developed to assess the effectiveness of a firm's use of digital marketing and social media. We refined our algorithm once again for this year's review in order to capture the idea of quality over quantity and client-centricity. In addition to measuring prowess with reach and engagement, we measure SEO, Twitter, LinkedIn, Instagram, and Facebook, and we assess thought leadership content on a firm's website. The thought leadership component allows us to evaluate a firm's ability to consistently present, communicate, and broadcast its expertise across various online media channels.

Our ranking for each category is from 1 to 200, excluding two firms that recently merged with others. The ranking is based upon dozens of unique measures per law firm social media property, aggregated in combination with performance indicators drawn from other digital real estate, including the firm's corporate website and practice-area microsites. We captured all digital activities across all these platforms for the Am Law 200 firms from April 1 to August 30, 2019. For each medium, we applied measures of reach, engagement, and conversion, and we also scored for the application, or absence, of key best practice indicators.

**Note:** For entities not active on social media, certain platforms like Facebook will automatically generate a place-card page on behalf of the firm. As these pages are not owned by or monitored by the firms, they are excluded from consideration in this study.

**Note:** In cases where firms received the same score, a secondary ranking based on the Am Law 200 rank was applied.

# About the Authors

**Guy Alvarez**  
Founder and CEO,  
**Good2bSocial**



Guy Alvarez is the founder and Chief Engagement Officer of Good2bSocial. Guy, a former practicing attorney, is one of the top digital marketing consultants in the legal industry. Guy's experience includes leading senior digital marketing roles at KPMG, ALM, and The Practising Law Institute. With a background in technology and marketing, Guy emerged as an early adopter and advocate of social media. Guy went on to cultivate his social media expertise as a consultant for a broad range of clients, including consumer goods specialists, such as Pernod Ricard, as well as legal industry leaders, such as Lexis-Nexis and LMA.

Guy has advised Fortune 100 companies and Am Law 100 law firms on all aspects of digital marketing, including social media training, search engine optimization, content marketing, measurement and analysis, and the development of thought leadership platforms and microsites.

**Victoria Zimmon,**  
Communications Strategist

Victoria Zimmon has spent nearly 20 years working in public relations and communications. With extensive experience in legal, corporate, education, nonprofit and agency environments, Victoria has expertise in media relations, writing/editing, social media, collateral development, account management and event planning. She is the owner and principal at VWZ Communications where she provides strategic public relations, content marketing and social media support in the legal industry.



**Kevin Vermeulen**  
Chief Operating Officer,  
**Good2bSocial**

Kevin Vermeulen is partner and Chief Operating Officer for Good2bSocial. He has over 30 years of marketing and advertising experience, including 22 years working in various senior management roles, including Chief Revenue Officer and Chief Marketing Officer for ALM Media, a leading legal publisher, helping lawyers, law firms, consultants, and vendors grow their business. During Kevin's tenure at ALM, he worked with professional services companies in the financial, digital, real estate, and legal industries.

Over the course of his career, Kevin has played a key role in the design and development of dozens of websites, digital revenue streams, publishing products, webinars, and conferences, as well as strategic partnerships globally. Kevin is generally recognized as an expert and thought leader in marketing strategy and implementation in the legal industry and was honored by B2B Media Business as "Innovator Of The Year."



## ALLOW GOOD2BSOCIAL TO POWER AND TRANSFORM YOUR PRACTICE.



Good2bSocial works with law firms, legal marketers, companies and associations in the legal industry to help them understand and leverage the power of digital marketing. By combining our unmatched industry experience with the latest technology we are able to deliver and execute measurable marketing and business development strategies.

Good2bSocial offers a full suite of digital marketing services including high-impact content marketing, PPC, SEO, paid social, email marketing, marketing automation, website/microsite development, social media management and training.

**LEARN MORE AT [GOOD2BSOCIAL.COM](http://GOOD2BSOCIAL.COM)**

