



Crisp Video

Social Media Cheat Sheet for Law Firms

Social Media is Essential

A social media presence on many of the main networking platforms can improve your firm's brand and visibility across the web.

The most important first step to your social media strategy is determining what social media channels your ideal client uses often. For example, if you are a business law firm, LinkedIn will be crucial to networking with budding and established businesses.

Although it can be good to have your business listed on a variety of platforms, focus your posting efforts where your ideal clients spend their time.

But it can be hard to get started when there are different requirements to use each site and different ways businesses are shown on each platform.

This guide will serve as a resource for creating and updating the profile for your firm on Facebook, Twitter, LinkedIn, Instagram, and YouTube.

In this cheat sheet you will learn:

- **Basic setup for each platform**
- **Best practices for posting and updating your profile**
- **Strategies to get more out of your basic profile & resources to take it to the next level**

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Facebook

Facebook should be one of the first places you look into for investing your social media marketing efforts. With more than **1.3 billion** people logging into their Facebook every day, there is a wide, active audience browsing through profiles and feeds regularly.

THE BASICS

Every law firm needs a business Facebook Page. This allows people to “like” the page instead of adding your law firm as a friend. This also allows others to post a review of your firm!

Profile Recommendations:

Profile picture - Use your logo as a profile picture so your brand is easily recognized

Cover photo - Upload a nice picture of you & your staff

Basic information - Make sure the phone number, address, and about section is completed



Ideal Image Dimensions

Profile Picture: 170 pixels x 170 pixels

Cover Photo: 828 pixels x 315 pixels

BEST PRACTICES



Effective Posts

- News articles about your firm
- Blog posts from your website
- Office updates
- Photos of work events
- Videos



Ineffective Posts

- Poor quality photos
- News articles not pertaining to your firm's work
- Posts without a clear call to action

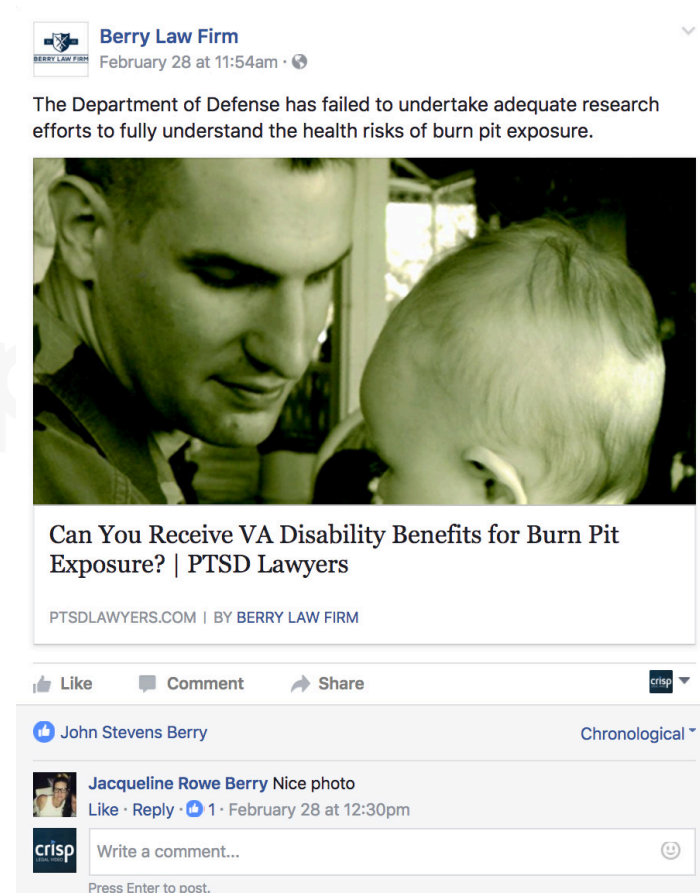
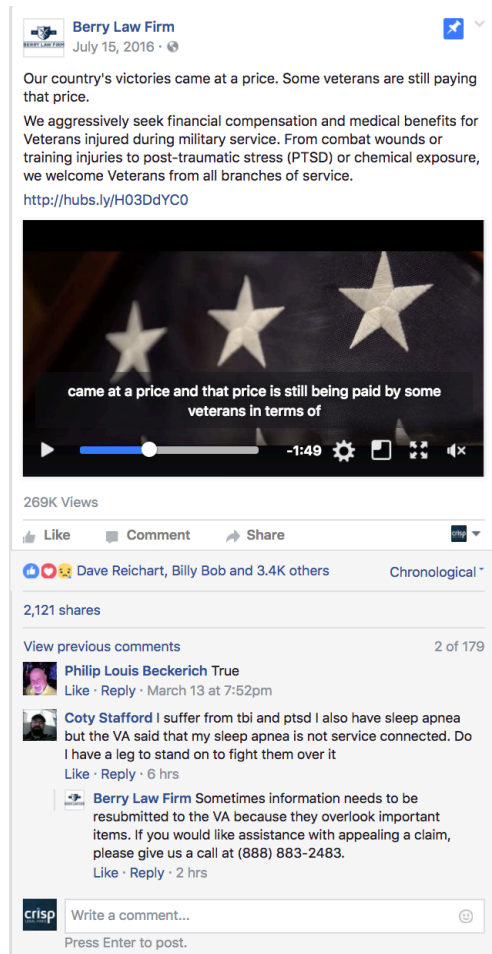
Pro Tip: Facebook has recently decreased the organic reach of business posts, which means your posts will only reach about 2% of the people who like your page. Every post on your page can be “boosted” to the people that like your page so that more people will see the post on your feed. Start by putting \$5 behind every important post to get your content onto people's news feeds.

ADVANCED STRATEGIES

Create advertisements for your firm. Facebook makes it easy to target people based on characteristics like whether they have visited your website or whether they are in your area. Check out our [Facebook Targeting Webinar](#) to learn how to get started.

Facebook Examples

Berry Law Firm in Lincoln, Nebraska fights for veterans' rights. He uses his Facebook page to post his Crisp brand video and content from his blog that would be relevant to potential clients.



Instagram

Instagram is an easy addition to your firm if you are looking to attract younger clients. Photos can be posted to Instagram from any mobile device in any size. In addition, your Facebook and Instagram can be linked for crossposting to maximize your exposure.

THE BASICS

Instagram does not have specific business accounts. To get started, create a basic profile.

Profile Recommendations:

Username - Use the name of your firm that will be easy for people to search. You want people to know it is your firm, but try not to make it too long.

Profile name - Enter the full name of your firm here.

Biography - Enter a description of your firm, where you are located, and include a link to your website.



Ideal Image Dimensions

Profile Picture: 110 pixels x 110 pixels

Posts: Any size, at least 1080 pixels wide

BEST PRACTICES



Effective Posts

- High quality photos with a high resolution
- Captions that include hashtags relevant to your practice
- Pictures of your office
- Staff biographies



Ineffective Posts

- Fuzzy photos
- Photos without captions
- Photos you have already posted before
- Posts promising results for potential clients
- More than one post per day

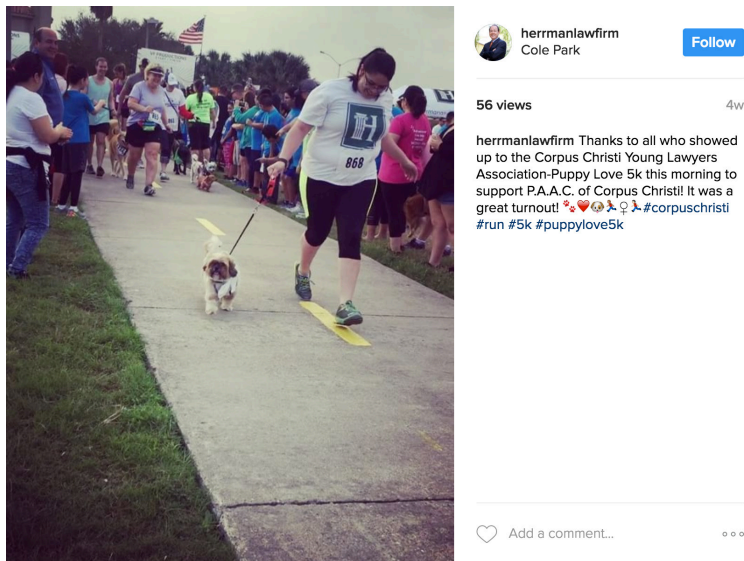
Pro Tip: Instagram does not allow for hyperlinks in their captions. If you would like to post about a blog post, add the link in your biography and write "Link in Bio" to your caption.

ADVANCED STRATEGIES

Facebook owns Instagram, so you can create advertisements for your firm on the Facebook Advertising platform and target the same audiences. Check out our [Facebook Targeting Webinar](#) to learn how to get started.

Instagram

Herrman & Herrman Personal Injury Law Firm uses Instagram to post about philanthropy events in the community and events that they host throughout the year.



YouTube

YouTube is the second most used search engine in the world. If you have created a brand video or FAQ videos for your law firm, it is best to not only put them on your website, but also upload them to a YouTube Channel for your firm.

THE BASICS

Every law firm can create a basic YouTube account to upload videos to your channel.

Profile Recommendations:

Profile picture - Use your logo as a profile picture so your brand is easily recognized. The image will be cropped into a circle.

Channel description - Add in a brief description of your firm. Include contact information, your location and your website. This will be posted with all of your videos.

Channel name - Include a generic description of your firm such as "New York Personal Injury Lawyer" in addition to your official name so that people who are looking in your location or for your specialty can easily find you.

Tags - Add tags to your channel and videos that pertain to your type of law. Don't be afraid to add too many as this is how people can find your videos.



Ideal Image Dimensions

Profile Picture: 800 pixels x 800 pixels

Cover Photo: 2560 pixels x 1440 pixels

BEST PRACTICES



Effective Posts

- FAQ videos
- Brand videos
- Client testimonials
- Videos posted often at regular intervals



Ineffective Posts

- Poor quality videos
- Videos without a clear message & call to action
- Videos that don't include your logo and brand

Pro Tip: YouTube will automatically generate captions for your videos. Click on the CC button after uploading to make sure the captions are accurate.

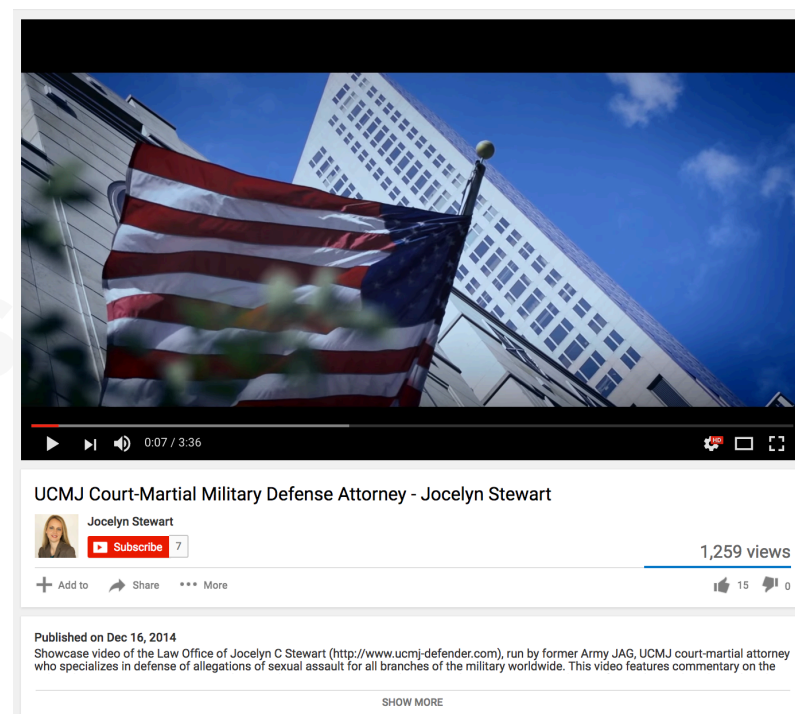
Pro Tip: People watch high quality videos longer, which improves your search ranking. Upload videos with a clear picture and audio for the best results.

ADVANCED STRATEGIES

Any YouTube video can be turned into an advertisement and played before other YouTube videos using Google AdWords platform. Google AdWords makes it easy to target people who have visited your website or who have been searching for your type of legal services on Google.

YouTube

Jocelyn Stewart is a UCMJ court-martial attorney in Tacoma, Washington. She uses her YouTube channel to post her Crisp brand video and Crisp frequently asked question videos.



Twitter

Twitter is a good way to tap into the local community. The platform is also a great resource for finding resources to build your firm or connect with thought leaders in your practice area.

THE BASICS

There is no difference between a personal Twitter account and a Business Twitter account.

Profile Recommendations:

Handle - This is your Twitter username unique to your firm. Shorter handles are better so often we recommend the abbreviation of your firm.

Cover photo - Upload a personal picture of your staff or office or a generic photo of your local courthouse or city

Basic information - Twitter has spaces for your location & website

Biography - Add in the type of law you practice and the slogan for your firm



Ideal Image Dimensions

Profile Picture: 400 pixels x 400 pixels
Cover Photo: 1500 pixels x 500 pixels

BEST PRACTICES



Effective Tweets

- News about your firm or cases
- Resources for people in your community
- Videos from your YouTube page
- Links to blog posts



Ineffective Tweets

- Messages over 280 characters
- Retweets from controversial accounts
- Tweets with just links and no text/images

Pro Tip: You can tag other accounts by typing the "@" sign & then entering their Twitter handle.

Pro Tip: "Retweeting" means taking someone else's tweet and posting it to your feed. "Quoting" a tweet takes that message and allows you to add a comment before it appears on your feed.

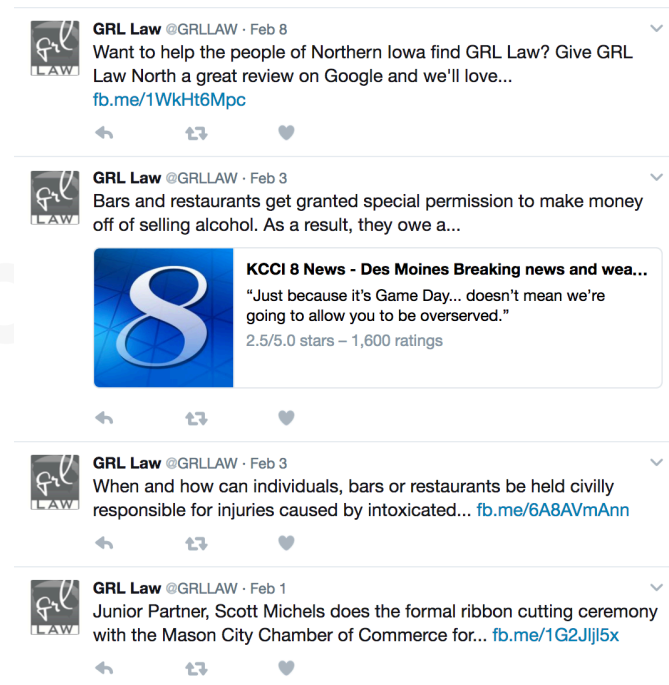
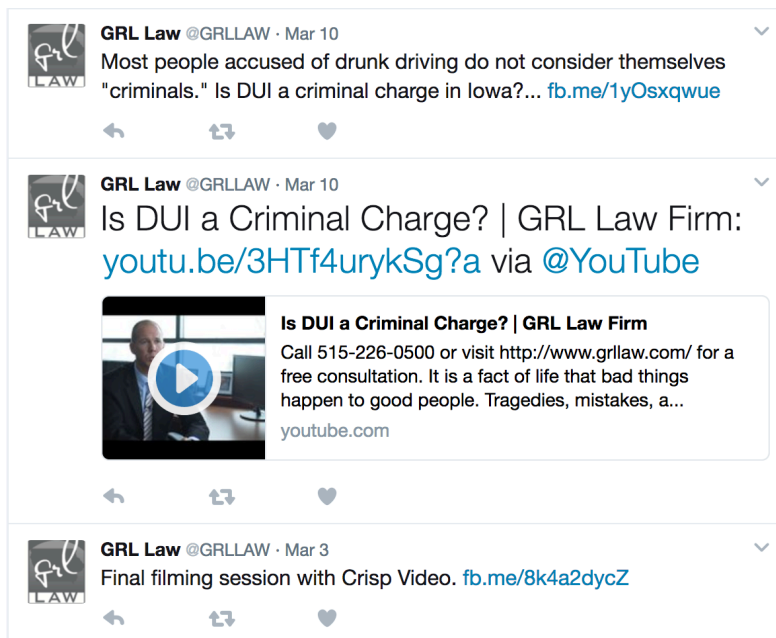
ADVANCED STRATEGIES

Any tweet can be promoted to appear on more people's Twitter feeds, even if the person is not following your account. Twitter allows you to target people based on their age, interests, and location.



Twitter

Gourley, Rehkemper, and Lindholm is a criminal defense law firm in Des Moines, IA. They use a Twitter account for their firm to cross-post YouTube, Facebook posts, and news articles about their cases.



LinkedIn

LinkedIn may not be the most effective way to connect with potential clients, but a good LinkedIn page is crucial because often your profile will appear high in the search rankings when potential clients are researching or vetting your practice.

THE BASICS

Firms should maintain both personal pages and firm pages. The personal profile will detail your experience, while the firm profile will be essential to your overall brand.

Personal Profile Recommendations:

Profile picture - Upload your logo or a picture of the partners in your firm. Keep in mind that it will be cropped to a circle.

About - Write an extensive description of your firm detailing your specialties and expertise.

Specialties - Tag all of the types of cases your firm will represent so your profile appears when the topic is searched. Mix it up with both broad and specific tags.



Ideal Image Dimensions

Profile Picture: 200 pixels x 200 pixels
Cover Photo: 1400 pixels x 425 pixels

BEST PRACTICES



Effective Posts

- Original blog posts linking to your site
- News about your firm
- Videos
- Post in relevant groups



Ineffective Posts

- Posts without a picture, video or graphic
- Post without a call to action

Pro Tip: Use your personal page to connect with other lawyers and endorse them for their skills. They will usually endorse you back, which will build up your profile.

Pro Tip: Look in the company profile updates section to see the analytics of every update you post. Analyzing the engagement will help you figure out the most effective content to post in the future.

ADVANCED STRATEGIES

LinkedIn posts can be boosted similar to Facebook posts. Promoting your original content can improve your visibility on the internet and on other user's LinkedIn news feeds.

LinkedIn

Salt Lake City personal injury firm Eisenberg, Gilchrist & Cutt use a business page to post updates about their cases and resources that could be useful for other lawyers.



Eisenberg, Gilchrist & Cutt

1mo

Read about Jacquelynn Carmichael and Dave Cutt's latest Jury Verdict:



Nevada State Jury Awards \$ 14.5 Million In Medical Malpractice Action Brought By Parents Of Infant Who Suffered Brain Injury From Untreated
lexisnexis.com

On May 14, 2008, Tiffani D. Hurst gave birth to M.A.H. in Sunrise Hospital in Clark County, NV. M.A.H. was premature (born at 6 1/2 months gestation), and received

4 Likes

 Like  Comment  Share



Eisenberg, Gilchrist & Cutt

1mo

Join us for a one day seminar on Bad Faith Insurance Litigation. (And get those CLE's before June 30!)



 Like  Comment  Share

SUCCESS STORIES

"The first month my videos were fully up & running I netted over \$50,000 in sales; easily the best month I have ever had!"

[View Their Video](#)



Dan Stockmann
Stockmann Law
Omaha, NE

"People constantly provide positive feedback my videos and that they were a positive influence on their decision to hire me."

[View Their Video](#)



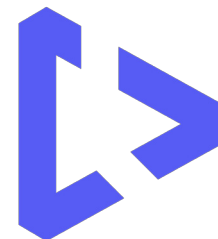
Jocelyn Stewart
Law Office of
Jocelyn C. Stewart
Tacoma, WA

"My video easily brought about a 10x ROI in less than a year. It had an instant impact and our firm was profitable very quickly."

[View Their Video](#)



Angus Lee
Angus Lee Law Firm
Vancouver, WA



Crisp Video

Attorneys who produce videos with Crisp Video see an average return on investment of **300%** and a **2-10X** increase in their average case values.

Ready to start attracting better clients today?

[Get Started](#)