

Marketing legal services on social media

Posted At : July 15, 2016 3:14 PM | Posted By : Amanda Velazquez
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In today's day and age, it is hard to find someone who is not on social media. The platforms are endless: Facebook, Twitter, LinkedIn, Instagram, Snapchat, Vine and Pinterest. However, social media is no longer your teenager's favorite obsession. It has evolved into a marketing tactic and is one of the powerful ways technology is boosting business. But what about the legal industry? Can we really suggest that social media is helpful for building up a legal practice? Which platforms are helpful?

Studies show that general counsel and C-suite executives are more likely to be connected with their outside counsel on LinkedIn, making it the go-to platform in modern legal marketing. For example, a labor & employment attorney who regularly shares articles (both own and third-party) about wage and hour issues, he is proving that he is up to date with the latest developments surrounding key areas of his practice. If that same attorney is connected with the appropriate groups on LinkedIn, who regularly share those articles, that is visible on his profile and just another reason of proof that he is knowledgeable and growing in knowledge about all types of labor & employment issues. Similarly, if a corporate lawyer represents a company acquisition, and shares the news with her connections, she is proving how well-versed she is with mergers and acquisitions.

Another way that social media is effective in the legal industry is with recruiting. The Skills and Endorsements section on LinkedIn, recently approved by The Florida Bar, allow attorneys to hone in on the specific focuses of their practices. This makes it easier for recruiters to specify their searches and strategy.

Other platforms, such as Twitter, can be effective for different purposes. Twitter is an excellent way to bridge attorneys with the media. Regularly sharing content and using appropriate hashtags will gain them visibility with reporters, who could use them for future stories. But LinkedIn is still the proven platform that has been the game-changer for usually traditional lawyers to see the power of social media.

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