

# SOCIAL MEDIA



**ALWAYS, SOMETIMES, NEVER...**  
ADVICE FOR LAW FIRM MARKETERS



**Consultwebs**  
helping law firms & clients connect



Social media marketing for law firms presents countless options for organic and paid activity. How can a law firm find success with social media to increase brand awareness, engage potential clients and end up signing more cases? This resource contains some helpful tips, about best practices, and potential dangers to avoid, but shouldn't be considered an exhaustive strategy document.



## ALWAYS

*Best practices for social media suggest that the following items are essential.*

○ **SECURE YOUR PROFILES:**

Safeguard your profiles with secure passwords. Ensure that all admins on your Facebook, LinkedIn and Google+ pages have adequate security measures in place. Unwanted access to your profiles can lead to trouble.

○ **UTILIZE PAID OPTIONS ON FACEBOOK:**

There are several ways to participate in Facebook's paid options (boosted posts, dark posts, traffic and conversion ads). Test various methods to determine which are the most effective and efficient for your firm. These services promote your brand and can increase leads.

○ **HAVE PROFESSIONAL PROFILES:**

Ensure your social profiles feature branding consistent with your firm's website, collateral and other materials, and that they have a clean, professional appearance.

○ **VERIFY YOUR BUSINESS PAGES:**

Verify your Facebook and Google+ pages. Verified pages receive numerous benefits on each platform (increased visibility in search, early access to new features, etc.)

○ **PERSONALIZE YOUR CONTENT:**

Sprinkle personalized content (birthdays, work anniversaries, charity events, local events, etc.) in with your promotional material.

○ **BECOME EASY TO CONNECT WITH:**

Make sure to set up Facebook "click-to-contact / call" buttons. Our research shows increased use of these buttons in 2016.



## SOMETIMES

*Some social media activities should be engaged in only in certain situations, or with caution. Below are two examples of actions that you can take, but should carefully consider beforehand.*

- **AUTOMATE POSTS:**

Automation saves time, but can have adverse effects. If you plan to automate, we recommend choosing a service that allows post curation. This way you always have eyes on content before it goes live on your social profiles.

- **POST IN SOCIAL MEDIA COMMUNITIES:**

Post promotional / educational material in Google+ / LinkedIn groups and communities. This is a powerful way to make connections and increase your readership. However, make sure doing so stays within each community's / group's guidelines and complies with any Bar requirements and lawyer advertising rules.



## NEVER

*There are some social media practices that are best to avoid, or at least be aware of their potential consequences. Below are some things that we suggest you never do, with regards to your firm's social media marketing campaign.*

- **NEVER SPAM:**

Spamming promotional content can cause you to lose your audience. No one likes a spammer!

- **NEVER IGNORE COMMENTS:**

Be responsive to comments or direct messages, especially on Facebook. Responsive Facebook pages can reap additional benefits, starting with the "Very Responsive" badge displayed on your profile. As a side note, be aware of negative feedback and address "trolls" appropriately.

- **NEVER USE COPYRIGHTED MATERIAL:**

Posting memes and YouTube videos to your business pages may be fun. Just make sure you own all material contained in your posts!

- **NEVER NEGLECT YOUR PROFILES:**

Never let a social profile go dormant. Post consistent updates! Profiles that are updated regularly benefit from increased visibility and interaction.





## NEVER

- **NEVER HAVE DUPLICATE PROFILES:**

Never allow duplicate profiles on any one social media platform (for the same location) to exist. This can have negative effects like confusing potential clients, and may lead to visibility issues.

We hope you find this resource helpful in your efforts to get a better return from your firm's investment in social media marketing. If you have any questions about this guide, or other activities related to Web marketing, our team at Consultwebs would be happy to speak with you. Since 1999, we've been helping law firms and clients connect. Contact us today at [getmore@consultwebs.com](mailto:getmore@consultwebs.com), or call **800-872-6590**.

