



# Top **TikTok** Topics for Lawyers



Whether your firm is on TikTok or is planning to be, tapping into your creative inspiration and searching for topics can be challenging.

To help you get started, here are a few TikTok topics your firm can leverage:

## 1 | Dive into Pop Culture!

When **Britney Spears' conservatorship case** was going on, many went to TikTok to find out all about her trial and learned about legal concepts like conservatorship.

While some concepts may be obvious to those working in law, most people aren't familiar with legalese, so don't be afraid to offer your take.



## 2 | Educate Your Avg Joe About New Laws

**Want to explain how laws are made and changed?**

What about changes in law?

Feel free to create videos about it!



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### 3 | Answer Legal FAQs

**What kind of questions do you frequently get?**

Instead of replying with chunks of text, you can incorporate a series of FAQs and recycle them on your FAQ section on your website and other platforms.

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### 4 | Share Advice With Aspiring Lawyers

**What are some things you wished someone told you before going to law school?**

Build a relationship with future legal professionals by offering a helping hand.

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### 5 | Include Tips and Tricks for Everyday Life

**As you grow professionally and personally, are there any tips you have to offer?**

For example, you could share tips related to time-management or stress-management.

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### 6 | Create a Part-Series of a Famous Trial

As a law firm, people will look to you as the expert in all things law. By creating a series on a famous trial, you'll boost your chances of engagement! For example, many lawyers that posted a legal analysis for the **Depp v. Heard trial** grew their followers and some even found social media fame.

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## 7 | Showcase 'A Day in the Life' Video

What does a work day look like for a paralegal, a legal secretary, accountant, associate, litigation attorney, etc?

Create a 'day in the life of' video and showcase it.

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In need of more creative direction without the headaches of researching alone?

**Our team of social media experts  
can customize it all for you!**

