

Social Media for Lawyers and Law Firms

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There are many good reasons why lawyers and law firms should be using social media marketing. It is inexpensive. It adds to your client list. It drives traffic to your website and it is an ideal way to brand your practice and interact with prospective clients. Many law firms are already engaged in social media marketing. If you are not part of this dynamic marketing tool yet, here is a short list that will help you get started.

Open a Facebook account. Facebook is the world's biggest site for social media marketing. It claims to have 350 million active users – and 50% of them log onto it everyday. Facebook has become a digital business card for many attorneys. It allows you to network with old friends and create new ones. All of the people that you meet or reconnect with on Facebook are potential clients. Your primary purpose on Facebook is to connect with as many people as you can.

Linkedin is another great networking tool for law firms. Set up a Linkedin profile. This allows you to list your current and former affiliations. There are also communities and networking groups you can join. Become a visible part of any community that you join by contributing information and adding to discussions.

Twitter is the third big social media site for law firms. It asks the question, "What are you doing?" Write short one-liners announcing new services or post links to your website. Twitter is a public forum and it offers some beneficial advertising opportunities for your firm but you don't want to "tweet" anything that is too personal. Information about family, friends or subjects that are not relevant to your law firm should be avoided. Any information about cases you are working on should be avoided as well, although you can mention the kind of cases that your firm specializes in.

Create a blog on your website. Blogs provide information about important cases, rulings, current legal news or news about your law firm. A typical blog combines text, images, and links to other blogs and web pages. The ability for readers to leave comments in an interactive format is an important part of many blogs. Blogs are also a good way to drive traffic to your website.

It is important for one person to be in charge of social networking responsibilities for the firm. This makes managing your social media efforts easier and eliminates any kind of confusion. All associates should be aware of social media rules and responsibilities. If you do not have company guidelines regarding social media and social media marketing, it is time to create them.

The verdict is in – social media marketing is vital for a lawyer or law firm. Find out more about social media marketing and how IntelBuilder Social Media Platform can help you attract more clients today.