

## Social Media a Must for Law Firm Marketing Plans

By: Stephen Fairley

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Here's some notable news that may not have made it across your desktop during the busy work week:

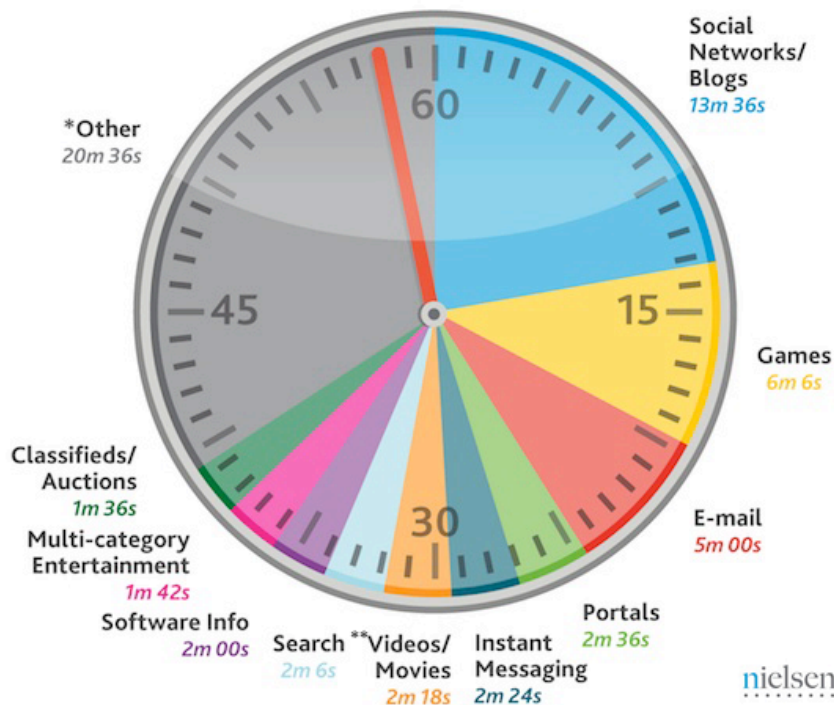
### Facebook Tops Google in *Where We Spend Our Time Online*

According to comScore, a leading digital marketing research company, **U.S. web users are spending more time on Facebook than Google, YouTube or any other site on the Internet.** Socializing now trumps searching online as comScore reports that we spend almost 10 percent of our online time at [Facebook](#).

### Nielsen Shows Us *How We Spend Time Online*

Americans spend nearly a quarter of their time online on social networking sites and blogs, up from 15.8 percent just a year ago (43 percent increase) according to [research released last month](#) from The Nielsen Company. According to the data, **Americans spend 36 percent of their online time communicating and networking on social networking sites** like [Facebook](#), [blogs](#), personal email and instant messaging. Here's the Nielsen chart:

If all U.S. Internet time were condensed into one hour, how much time would be spent in the most heavily used sectors?



Source: Nielsen NetView, June 2010

\*Other refers to 74 remaining online categories visited from PC/laptops

\*\*NetView's Videos/Movies category refers to time spent on video-specific (e.g., YouTube, Bing Videos, Hulu) and movie-related websites (e.g., IMDB, MSN Movies and Netflix) only. It is not a measure of video streaming or inclusive of video streaming on non-video-specific or movie-specific websites (e.g., streamed video on sports or news sites).

No doubt about it, our online lives – including those of your potential clients – are spent engaging in social networking activities. So **if your law firm marketing plan doesn't have a robust social media component, you are courting irrelevance.**

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### **Social Media Marketing for Attorneys: Live Webinar**

Attorneys have lots of questions about social media and in this 2-part webinar series I will give you all the answers. **Get what you need to know while avoiding common pitfalls and time wasters.** By the end of this series you will know if social media is right for your law firm and if so, precisely how to use it to market your law firm, build your online platform, connect with prospects, clients and potential referral sources.

**Part 1: Wednesday, September 15th at 3:00 pm ET**

**Part 2: Tuesday, September 21st at 3:00 pm ET**

Each session runs one hour. I really encourage you to register for both sessions, but if you can attend only one, rest assured that **each one-hour session is a great standalone presentation on social media strategies for law firms.**

Here's the online registration information:

Register [online here for Both Sessions](#) on Wed., Sept. 15 and Tues., Sept. 21, 2010.

Register [online here for Part One](#) on Wednesday, Sept. 15, 2010.

Register [online here for Part Two](#) on Tuesday, Sept. 21, 2010.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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