

## Top Social Networks for Legal and Law Firm Marketing

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### *5 Social Networks that are Worth Your Time*

From a professional standpoint, many lawyers look at social networks and say, "Why bother?" Unfortunately these lawyers may be missing the boat when it comes to business development.

There are conversations going on **RIGHT NOW** on social networks that, if you joined, could help you showcase your legal expertise, meet potential clients, and generate business leads.

The key, though, is to not waste your valuable time on nonsense networks. Here are the top five social networks to devote your online legal marketing efforts.

#### 1. [LinkedIn](#).

Around a million lawyers have profiles on LinkedIn. Are you one of them? If not, then it's time to join.

LinkedIn is valuable for connecting with clients and referral sources, and getting in touch with new people you would like to meet face-to-face.

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Here are a few other business-generating tools you can use on LinkedIn.

- **Seek recommendations.** When your client is delighted with the outcome of a case or completion of a deal, ask him or her to visit your profile and make a recommendation. This is a testimonial that can be a very powerful marketing tool.
- **Join a Group.** This is where the action happens on LinkedIn. You can find a group for your practice area, an association you belong to, or an industry where you would like more clients.
- **Start discussions.** Every group has online discussions, giving you a chance to demonstrate your expertise. Pick a hot topic of the day and ask for opinions. By starting a discussion, you are positioning yourself as a leader.
- **Make comments.** LinkedIn will e-mail you a current list of discussions underway. This is your chance to get involved and offer a comment. But, don't give a legal opinion or you'll attract unintended client relationships. Also, do not express a legal opinion which may conflict with a position your firm is taking in a brief for a client. Simply stick to facts -- news, new opinions, new regulations and new accomplishments.
- **Build connections.** Whenever you speak to a client, referral source, prospect or news person, get their e-mail address and invite them to connect to you.

## 2. [JDSupra](#).

This social network lets you market the old-fashioned way: with your work-product. You can upload briefs, court opinions, forms and articles, which will allow you to create a profile. In-house lawyers and potential clients can search JDSupra for free; when they find your document, they will click to see your profile and potentially call you. You can tag a brand new ruling or alert as a "hot doc," designed for the media to notice it.

## 3. [LawMarketing Listserv](#).

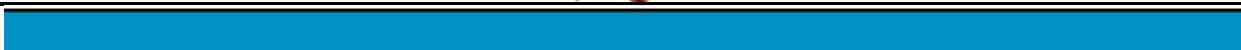
This is the original e-mail discussion group devoted to law firm marketing. There is an annual fee, and as a result it attracts an elite membership of marketers and attorneys. The members discuss strategy, tactics, quick questions, and product opinions. Members get invitations from editors to write articles, offers to review books which they get to keep, and the first notice of job openings.

## 4. [Martindale-Hubbell Connected](#).

All of the members on this site are lawyers (and some in-house marketers) and every member is authenticated. (On Twitter and Facebook anyone can pick a name, including yours, and open an account.) Any lawyer can [join Connected](#), regardless of whether you have a Martindale-Hubbell listing.

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## 5. [Legal OnRamp](#).

This is an online social network for GCs and in-house lawyers. Lawyers in private practice can visit the site and request an invitation to join. It's a site of potential clients, where GCs can ask questions, search lawyer profiles and share best practices. There are groups, discussion boards, search function, and access to Lex Mundi and Eversheds surveys. Interestingly, corporations are inviting lawyers to seek work from them by using Legal OnRamp.

Remember, the goal of using social networks is to not meet a group of online buddies, but to build your business and market yourself. And, once your online networks are established, set up a time to meet some of your contacts face-to-face. Online networking will never replace the value of an in-person encounter.

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