



THE MATTE PAD

MARKETING KNOW-HOW FOR
THE LEGAL PROFESSION

Tips for Choosing a Social Media Resource for your Law Firm



Sometimes it pays to hire an outside resource to help you manage your law firm's social media presence, but do some homework first.

Here are a few tips for finding a resource that is right for your firm.

Look at their social media. This may seem like a no-brainer, but check out how they are using social media themselves. Are their posts interesting and pertinent to their audience? Are they posting regular updates and participating in conversations with their followers? How they manage their own presence will give you an idea of how they

would manage yours.

Talk to current social media clients. This really goes for choosing any vendor for your firm, but ask for references and talk to them directly. Reading their testimonials and case studies is great, but you also want to have direct conversations with a few of their clients, preferably those in the legal industry, or at a minimum, other professional services firms. Have a list of questions ready for your call too, so you are sure to get valuable information and not waste their time.

Take a look at their plan and strategy for your firm. Social media is a serious marketing tactic, and it should be discussed as such. Talk to your prospective vendors about their strategy for law firms and make sure a social media plan is part of their proposal. It doesn't have to be 20 pages long, but a plan is key to ensuring you are on the same page strategically, have clearly defined objectives and understand how you are going to reach your goals.

Ask lots of questions. Write your list of questions in advance, and ask each vendor the same questions to see how they compare. Feel free to go off script, but having an "apples to apples" comparison will help you find the right resource for your firm.

Pick someone you trust. We've all heard horror stories about people posting stupid things to Twitter, and you don't want your firm to wind up on the list of offenders. If you do decide to give control of your social media presence to an outside resource, remember that you are giving them some hefty power over your messaging and the positioning for your firm. Don't take this lightly. Make sure the people managing your social media not only know the medium, but also understand your industry and are savvy business people as well. While a 22-year-old recent college grad may be a whiz at Twitter, they may not yet have enough real life business experience for you to be comfortable giving them this sort of power. (This goes for internal staff too.)



In the end, outsourcing social media tasks can be a good way for law firms with limited time or staff to gain exposure and brand awareness. But remain involved yourself too. Go in and check on your social media sites and make sure your posts are being uploaded. Participate in conversations from time to time. Remember, it's a two-way medium, and you want to stay abreast of what's being said about your firm.



Welcome to The Matte Pad! Here you'll find tips, trends and tools to help the busy legal marketing professional. I hope you'll find this content valuable and practical. Information on the latest social media trends, creative ideas and marketing strategies that you can use at your law firm or in your legal marketing department.