

Women and Minority Law Firms Looking to Grow – Mastering Social Media Highlights Your Reputation

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One of the primary concerns among women and minority Legal organizations is being recognized by large corporation General Council as a viable choices for outside counsel representation. Mastering the tools of social media, aka online brand building is the most viable and cost effective ways to attract the kinds of clients you're looking for.

Using social effectively is the best way to build a bond with your audience — whereby they recognize your and your firm as being a true, valuable member of their community.

Your online “social graph,” a term used by Facebook to describe your real-life relationships and how you're connected to everyone else, has become a channel by which business is conducted and jobs are distributed. It is an opportunity marketplace, where people come together and messages are streaming at the speed of light.

Your mission, if you wish you accept it, is to build your network, so that it can support your business or personal objectives. In a world where everyone can build their own marketing platform, we are all free agents and our personal brands have become the only accepted currency.

[Dan Schawbel — Business Week](#)



Social media is not only about sharing your knowledge, but also sharing the knowledge of others and helping your audience grow in their knowledge. The center of your social media informational platform is your blog, so if your firm isn't using one and generating traffic, getting one sooner rather than late is key, so you don't get caught in “catch-up” mode.

I've said this before, and it's worth repeating, showboating your own knowledge is not the point here. Rather, sharing and facilitating the spread of knowledge that is a benefit to the community

you serve is key. When you educate, you become a valuable resource within the community, seen as a valuable contributor.

Educating helps you build credibility, authority, and influence.

When you empower your audience, the money always follows. Your audience will be more likely to purchase from you. Your audience will be more loyal to you. Your audience will become your ally and ambassador.

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[Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.](#)

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