

Law Firm Marketing

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Using social media to raise your profile

There has been much written and talked about the use of social media for lawyers and for many the jury is still out. For the purpose of this article I am going to assume you agree with the need to use social media in this ever changing marketplace, and if you don't, hopefully you will by the time you finish reading this. This article will focus on three key social media outlets that I believe to be the most relevant to lawyers — LinkedIn, Facebook and Twitter.

LinkedIn

Recent research has shown a growing number of general counsel, people and companies are going to LinkedIn before they go to law firm profiles. The reason for this is that there is a lot more activity on LinkedIn than there is on your firm website. And when other people are talking about you, it is far more attractive than anything you can say about yourself.

So how do you make the most of LinkedIn as a lawyer and tie it in with other profile raising strategies? The first step is to go to LinkedIn and follow the instructions on how to create your profile. Make sure your profile is complete with what you have done, clients

you have served, education, experience, etc. Upload your most recent professional photograph and then begin to search for people you know. Start with current clients. Simply type their name into the search window to find out if they too have a profile. Then invite them to join your network. Once they have joined your network ask them for a recommendation.

There is a link on your home profile page that you can direct them to, to recommend you. It's simple, easy and only takes a few minutes. Where applicable, reciprocate by giving them a recommendation. Then once you have added all your current clients to your network, go back and do a search of your past clients, colleagues, law school friends and other professional contacts. Follow the same formula as above to garner as many recommendations as possible. This goes so much farther than anything you could say about yourself when you have actual clients singing your praises. Remember to keep this purely professional.

Avoid adding friends or family (keep that for Facebook) — we will touch upon that a little later. Next, look for groups to join that are applicable to your practice area, and where appropriate join the conversations and offer valuable content to get noticed. And when appropriate start conversations or even your own groups. Talk about news, facts and events relating to your target audience.

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Facebook

While I don't recommend using Facebook for professional purposes it can be quite effective in bridging the gap between friends and professional contacts. So go on Facebook and create a profile. Then search for law school friends and other professionals you met at school. Add them to your 'friends' network and at some point if there is an opportunity, you can move them over to your LinkedIn network.

Be careful with Facebook in that you don't want embarrassing content on there. And only allow access to your profile to friends that are a part of your network.

Twitter

You see more and more lawyers using twitter now. This is a very effective way of staying top of mind with your current clients and people you wish to become clients.

Create an account and post when something would be of interest to your clients. Think of it as a "micro" newsletter in real time.

Hopefully by now you can see the many opportunities that social media offers you in raising your profile and attracting new clients. So what are you waiting for? Start right now to create your online profile and build your network of contacts.

✳ Use [LinkedIn](#) to re-purpose and connect your other business development/marketing strategies

Articles When you have had an article published there is an application to add JD Supra to your LinkedIn account so you can post an article there and it will then be posted on your LinkedIn profile giving you exposure to an audience you may not have been able to reach previously.

Presentations If you have given a recent presentation you can also offer that up to members of the groups you belong to.

Blogging If you host a blog, you can add an application so that when you post a blog it immediately appears on your LinkedIn profile, again giving you further exposure.

✳ Use [LinkedIn](#) to research your target audience

Using the search feature, begin searching for people using the names of the companies that you wish to serve as the keyword. It will show you the list of people at those companies that have a profile. Then narrow the search under people by adding the word "counsel" or "general counsel" and it will provide you with those profiles. This is a great way for you to identify the people you need to build relationships with. Find out what groups they belong to and join them and begin to offer valuable and appropriate content to get noticed.

If you know someone who knows them, ask them to make an introduction for you. Or you can directly approach them and introduce yourself. This is a widely accepted practice on LinkedIn, so don't be shy.

Finally, add your LinkedIn address on your law firm profile and in your email signature to provide even greater exposure. A general guideline my clients follow is to spend about 10 minutes a day on LinkedIn building your profile, adding connections to your network, joining and participating in groups and discussions and linking your other business development/marketing strategies together.



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