

[Ease, Steadiness and Awareness Work for Legal Marketing Social Media](#)

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I just gave the groups I belong to on [LinkedIn](#) a makeover, mostly due to the commentary by some of the members.

Social Media is an interpersonal public relations tool. It is not about ‘linking-in’ to as many groups and people as you can as fast as possible, and talking the loudest to stand out. It is about cross communication, cultivation of relationships, heart-felt sincerity and quality of service.

Too many legal marketers are *Bulls in the China Shop* of the online communities they belong to, particularly on LinkedIn. It’s no wonder so many of legal professionals become frustrated because no one responds. Then, they authoritatively declare that social media — or the on-line platform they’re working on at the time, is a waste.



Lawyers, there are already a ton of misconceptions in the world about who you are. Don’t empower these negative perceptions by not being conscious of how your messages are landing.

Seth Godin wrote a terrific post connecting to an audience who’s responsive and will spread the word... [Drive by Culture and the Endless Search of Wow](#)

Other articles you may be interested in:

[Legal Marketers – Now is NOT the time to give up on Twitter](#)

[Legal Marketers, For Social Media PR to be Truly Effective It's Important To Remember That Good Things Take Time](#)

[How to Be the King \(or Queen\) of Social Media At Your Firm](#)

[Lawyers, Forget About “Quitting Facebook” – Expanding Your Comfort Zone to Communicate is Key](#)

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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