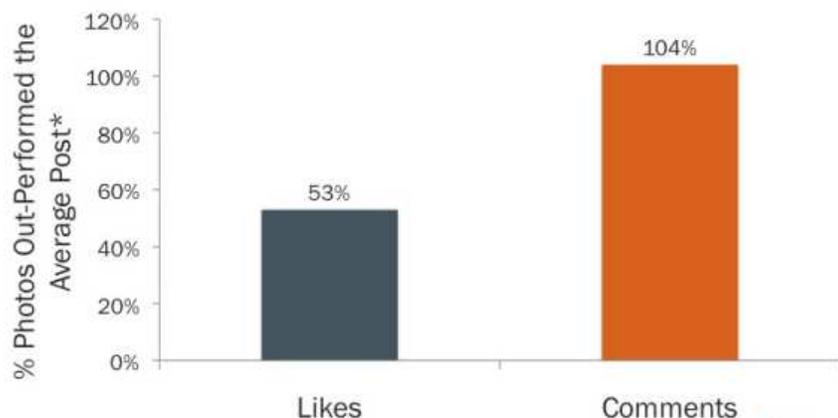


[For Engaging on Facebook, Pictures Speak Louder Than Words](#)

By Stephen Fairley

According to two new studies, posting photos on Facebook greatly increases engagement for your posts. One study by inbound marketer [HubSpot](#) found that photos on Facebook Pages received 53% more Likes and attracted 104% more comments than text posts alone.

Facebook Photos Generate Higher Engagement Than the Average Post



HubSpot Study of 1,545 B2B and B2C Companies
in October, 2012



*Average post includes performance of link, text, and photo posts.

Another study by [Socialbakers](#) analyzed 90,000 Facebook posts from 24,000 brand pages during the last week of November and found that of the top 10% posts receiving the most Likes and Comments, 89% of those included photos.

HubSpot furnished these tips for how to engage Facebook fans with images; the ones that will apply to attorneys include:

Change up your Facebook cover photo to reflect changes in season or hot topics

Showcase employees to give your firm a face

Feature photos of events you sponsor or attend

Show photos of your partners and associates at work in the community or doing something they like to do, to humanize your profession

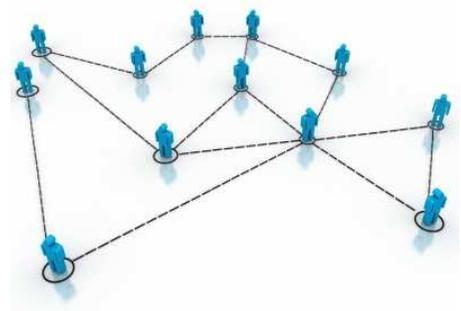
In addition, remember to include relevant links with your images – to your blog or your website – that helps you drive traffic and generate leads.

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Free Report: 4 Myths That Keep Attorneys From Building A Referral-Based Practice

Referrals are the lifeblood of many law practices, and building a good referral program takes a proven process. Stephen Fairley unveils the **4 Myths That Keep Attorneys from Building a Referral-Based Practice** in his new [free report](#). Read and discover:

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Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 8,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.



He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 7 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical

Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago.

After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), he enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information Please go to:

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