



## Legal Marketers: Responding to social media inquiries is more important than you think

*April 23rd, 2010 by Kara*

We all receive inquiry calls from people seemingly interested in the services we offer. Would you ever not respond to a phone call because you don't recognize the telephone number?



I received this e-mail today:

I found you on Twitter and wanted to just take a moment of your time to reach out to you in hopes you or someone you may know can help me, you never know and I am taking a leap of faith.

Long story short, I left my ex nearly 3 years ago, divorce was final in May of 2009, and I got the worst divorce. We receive zero money for child support, zero alimony, and zero for the business (restaurant) we had. I had very bad representation and I have been looking for pro bono help since the second week of May 2009 after I realized that I had been had. I have 2 amazing kids and want to file a motion to overturn the final judgment (which I have one year to do-year is literally around the corner) based on fraud (my ex did not disclose his true financials at the mediation).

I have been given various different advise from attorneys that I have had free consults with but because of the economy, I have yet to meet a family law attorney willing to help me for free. I have gone to every legal aid and resources and still no help. I know you're in New York, but if you know anyone that might be able to help me, I live in Tampa Bay Florida, I would be very grateful, thankful, and appreciative.

Thank you in advance.

Initially I responded by saying that I did not know of any one who could assist her directly and suggested she research via Avvo.

Her response:

Thank you for the quick response! Wow, I really didn't even expect to get a response at all! I will check out the link and you never know right! Thank you again for your kindness!

Fortunately, I participated a webinar on [Martindale Hubbell Connected](#) conducted by Pro-Bono Net later the same afternoon. I forwarded her the link to their consumer site, [www.lawhelp.org](http://www.lawhelp.org), an online resource that helps low and moderate-income people find free legal aid programs in their communities, answers to questions about their legal rights, court information, links to social service agencies, and more.

**The point is, I feel it's important that Twitter not be disregarded as a source for viable client leads or people reaching out for your assistance.**

I sent the contact information of 4-criminal defense attorneys to a human resource director in the mid-west inquiring for one of his colleagues. He and I initially connected from his

following me on Twitter, he connected to me on Linked In and we've had subsequent conversations regarding business generation for minority owned law firms.

**As of January, Twitter had more than 30-million users in the U.S. alone, so it's far from being "useless".**

It may be true that some communication via online platforms from anonymous sources need to be taken "with a grain of salt". However, with more than 30 million Americans communicating on Twitter, and millions more on LinkedIn and Facebook the time has long past that legal marketers can ignore initial service inquires or requests for assistance.

Additionally, while we may not be able to assist people directly, it's equally important that we're savvy enough with our community to be able to direct them to sources who can.

Pro Bono Net is a national non-profit organization dedicated to increasing access to justice for the disadvantaged. Their website for lawyers, [www.probono.net](http://www.probono.net), promotes collaboration and makes it easier for pro-bono attorneys to get involved, saving time and connecting them with opportunities, training events, mentors, and searchable libraries of practice resources.

If you're an attorney and would like to learn more about how to get involved at [www.probono.net](http://www.probono.net)

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