

# 10 Essential Rules for Legal Marketing Brands in Social Media to Follow

March 23rd, 2010 by Kara

With so many tips, how-to's, opinions legal and otherwise floating around about how legal marketers should use social media, it's really hard to know what truly essential strategies you should follow to effectively use social media to build your client base.

- Does Facebook really work to attract clients?
- Why should I search out, connect to and/or pay for online forums that connect me with other legal professionals?
- Why should I interact with online platforms that aggregate my information in order for consumers to critique my character, ridicule my services and tout the competition?
- Once I do decide to jump in to social media, how will I know if it's working?



[Taddy Hall](#) of [Advertising Age](#) wrote an amusing and insightful article that reviews 10 essential rules for brands to follow when using social media.

**Here's my favorite:**

## **The Martha Stewart Rule**

“Throw your own party; don't just cater someone else's! If you base your social campaigns in venues you don't control — such as Facebook or YouTube — you may get great “attendance,” but data show it's hard to convert and retain these party-goers.

If your goals are anything beyond building brand awareness, it's better to have a house of your own where friends can find you — such as your own branded social site, contest site, or customer forum.”

Read Taddy's full article: [10 Essential Rules for Brands in Social Media – Advertising Age – DigitalNext](#).

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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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