

If your firm is ignoring women in your social media efforts, you do so at your own peril.

Statistics indicate that women make the majority of online purchases, do more research on the Web and are more actively involved in social media than men. According to a recent article by Aileen Lee, "Why Women Rule The Internet," sites like Zappos, Groupon, Gilt Groupe, Etsy, Chegg and Diapers are all driven by a majority of female consumers.

These aren't the only sites driven by women. Facebook COO, Sheryl Sanberg, comments that 62% of Facebook posts, conversations and uploads are done by women. Women are more active on Twitter than men too. Actually, every social media site (Twitter, Facebook, Deli.cious, Docstoc, Flickr, Myspace, Ning, Upcoming.org, uStream, Classmates.com, Bebo and Yelp) have more women as users. Only LinkedIn and Digg have more active male users.

According to some anthropological research used by this article, "women are thought to be more social, more interested in relationships, connections and better at multi-tasking." These facts back up the notion that female users will help grow your company quicker, especially on social networking sites.

What does this mean for your law firm's social media efforts? Simply put, you should start targeting women with your marketing efforts. Instead of focusing on men as your primary buyer, try blogging and connecting socially with women on the Internet also. Involve the women at your firm in your social media efforts too.

Here's something else to consider. Private businesses owned by women have grown in number and hired more workers than male-owned businesses, according to the latest U.S. Department of Commerce survey. Are you missing out on a great potential client base? Do you have women in key positions at your firm who may be better able to reach out to these business owners? Creating a strategy around these statistics could pay off handsomely.