

In-House Counsel Have Arrived

by [Adrian Dayton](#)

There is a certain art to knowing when to show up to a party. Arriving right on time- that could be risky.

You don't want to be the first one there, or you could seem over anxious. Getting to the party late, you could miss out on the action and alienate your host.

Fashionably late- now that is what you are going for.

Law firms are having the same dilemma in deciding when to start using social media. "None of our clients are using social media," is a common concern voiced to me by lawyers. "I just can't imagine in-house counsel spending time reading blogs," is another I hear frequently. Not too long ago law firms would have been justified in these concerns, but that time is past. The party has started, in-house counsel have arrived at the social media party and they are looking for dance partners.

QuickTime™ and a decompressor are needed to see this picture.

How can you know if in-house counsel are using social media? Just ask them. [Greentarget](#) has done that very thing in a recent survey with [ALM Legal Intelligence](#), and [Zeughauser Group](#). The findings suggest not only that in-house counsel are using social media, but that blogs matter to them.

27% said blogs published by lawyers are among the

"most important" factors in their hiring decision.

43% of in-house counsel turn to blogs as a primary source of news.

50% agree or somewhat agree that in the future, high-profile blogs authored by law firm lawyers will influence the process by which clients hire law firms.

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This is a snapshot of where in-house counsel is right now, but much more powerful are the trends revealed by the 30-39 age group. "A lot of these younger counsel could be at very influential businesses in just a few years," explained John Corey, President of Greentarget. Or in other words, these are the future GC's of major corporations and many of them are power users of social media.

47% of this 30-39 age group used LinkedIN in the past 24 hours.

35% used Facebook for PROFESSIONAL reasons in the last 24 hours. (A whopping 68% used Facebook for personal reasons in the past 24 hours)

35% visited a blog in the past 24 hours, 54% in the past week

Although the younger attorneys surveyed were consuming far more social media than the older cohort, older attorneys (ages 40-49, and 50-59) are still using social media and blogs in significant if not surprising numbers.

25% in 40-49 age group cited social media websites (LinkedIn, Facebook and Twitter) as among their leading source of news and information.

24% in 50-59 age group cited social media as their leading source of news and information.

[“It’s a wake-up call to law firms.”](#) John Corey, president of Greentarget explained on Law.com. The party has started, and those firms waiting until the very last minute to arrive risk missing out on all the action.

[You can download the complete survey HERE](#)

Or see other coverage of the survey:

[Above the Law](#)

[Mashable](#)

[Law.com](#)

This Friday at 12:00 PM EST John Corey, President of Greentarget, will be joining the Weekly Voir Dire Conference Call to discuss the survey in more depth and answer any questions people may have.