

Is your firm ready to go viral? Better start dancing

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One of the most fascinating things about social media is their ability to share a single message with millions of people by word of mouth. Wouldn't it be great if your firm's blog posts, white papers and Web site content was passed on and on until thousands of people had seen it? On the one hand, yes, that would be great, but think about it: Why would thousands of people ever care enough about your legal content enough to pass it on to their friends?

Earlier this month the Toronto based law firm of Blake, Cassels & Graydon figured out a way to do just that. The secret was a willingness by the firm's lawyers to put themselves out there. They orchestrated a flash mob in a busy shopping center. For those of you who have been living underground for the last few years, a flash mob is when a large group of people choreograph a dance number and then show up to a crowded public place where out of nowhere music begins to play. First one person is just dancing to the beat, then a couple more join in, and then suddenly there is a huge crowd of people dancing to what is obviously a choreographed number.

Blake Cassels put together this flash mob for its e-card, and it is absolutely brilliant as far as I'm concerned. It has already been seen more than 11,000 times. Hat-tip to [Larry Bodine](#) for sharing this with me.

Addendum: The YouTube video has been removed at the request of Cherry River Music and Will.I.Am Music for using the song "I've got a feeling" by Black Eyed Peas without permission. Looks like they may need to find a good lawyer. Thanks for ruining Christmas.

Adrian Dayton is an attorney who helps law firms bring in business with social media. He can be found on Twitter [@adriandayton](#) and you can read his blog at <http://adriandayton.com/blog>.