

[What Law Firms Have to Fear From Social Media](#)

by [Stephen Fairley](#)

A post last week at [LawMarketing.com](#) provides highlights from the LegalTechNY Conference in March, where Larry Bodine, editor in chief of Lawyers.com and martindale.com®, and I discussed the fear of social media and its impact on law firm marketing.

Larry said that one of the barriers that stands in the way of many lawyers taking the plunge into social media is their fear of what will happen if they offer an opinion about a legal matter in an online forum.

“One of the risks that attorneys see with participating in social media is that you will gain an unwanted client entanglement,” Larry noted. “But I can tell you from my research there is no ethics opinion, court ruling or judgment involving a legal question that was asked and answered online, and resulted in someone claiming the person who gave the advice was acting as their attorney.”

My belief is that one of the things attorneys have to fear from social media is that their competitors are engaged in it when they are not. And there is definitely a cost to that.

Check out our discussion:

NOTE: Be sure to sign up for a great free report on LawMarketing.com’s home page: [15 Strategies for Attorneys to Increase Google Rank, Control Online Reputations and Maximize Content.](#)



Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 9,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.



Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 10 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago. After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 33 countries. He enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information or to purchase one of Stephen's law firm marketing products click here.

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