

Marketing Your Legal Practice Using Social Media

Going Small or Solo

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“On the Internet, nobody knows you’re a dog.”

Web 2.0 - the great equalizer

- **Interactive**
- **User-generated content**
- **Not “broadcasting”**
- **Dialogue**
- **Valuable as a networking and marketing “channel”**
- **“Social Media”**

Four key social media tools

- Blog, or Blawg
- Twitter
- Linked In
- Facebook
- Remember, the medium is *not* the message
- Social media strategy must fit in with remainder of marketing strategy
 - Depends on your target audience
 - E.g., new media startups vs. insurance companies

Social media popularity: Google Trends




I saw this illustration recently and recreated it. Let me know if you know who came up with it.

What is a blawg?

- **Legal web log = law blog = blawg**
 - Blog: online journal, posted in reverse chronological order
- **Blog: a manifestation of Web 2.0**
 - Not static
 - Interactive
 - Links
 - Comments
 - RSS: Really Simple Syndication (“push” technology)

Why blog?

- PR/marketing for your practice and yourself
- Improved web presence (Google loves blogs)
- Networking
 - Other bloggers
 - Readers
 - Referral sources
 - Clients
- Marketing
 - Higher Google profile  more press calls

How to blog

- **Pick a niche and start writing**
 - And don't stop . . . commitment matters
 - You will find your voice . . . or several voices
 - Don't do this unless you really like writing and have something to say
 - But don't be put off by the fallacy: "If I'm thinking it, then everyone must be thinking it."
 - Begin publicizing after writing several posts
- **Read voraciously**
- **Join the conversation**
 - Comment on, and link to, other blogs

Learning the ropes

- Read other blogs
 - Find them via directories, e.g.:
 - [Blawg.com](#)
 - [Justia.com](#)
 - [ABA Journal](#)
 - [myHq:blawgs](#)
 - Read [*Blawg Review*](#) and posts from other blog carnivals ([definition](#)) ([examples](#)) and follow the links
 - Subscribe to blogs using a feed reader, e.g.:
 - [Bloglines](#)
 - [Google Reader](#)
 - [FeedDemon](#)

Technical stuff

- Blogging infrastructure
 - Choose a platform
 - DIY
 - Typepad
 - Blogger
 - Wordpress
 - Others
 - Hosted, designed, optimized
 - Justia
 - LexBlog

More technical stuff

- **Syndication**
 - Tune into the magic of RSS – “really simple syndication” for your **feed**
 - Register with **Feedburner**
 - “Push” technology
 - Email subscriptions for the dinosaurs out there
- **Ping: let Google and others know you’ve posted**
- **Track readership**
 - Track reactions and links with **Technorati**
 - Freshness counts
 - Track incoming traffic with **StatCounter** or **SiteMeter**
 - SEO: Adjust writing based on this information

Blog carnivals (“traveling posts”)

- Participate in blog carnivals ([definition](#))
 - Submit posts
 - Host carnivals
- General and specialized; legal and non-legal
 - See BlogCarnival.com

Blog carnivals (cont'd)

- Blog carnivals I contribute to and/or host
 - [Blawg Review](#)
 - [Health Wonk Review](#)
 - [Grand Rounds](#)
- Others:
 - [Carnival of the Capitalists](#)
 - [Cavalcade of Risk](#)

Blog carnival juice in action

Blogrunner: Health - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.blogrunner.com/snapshot/topics/health/

Getting Started with Fir... TypePad post to del.icio.us my del.icio.us SocialMarker.com HealthBlawg StatCounter Free invisi...

Blogrunner: Health

blogrunner | Health

Politics Technology Media Business Economy Law **Health** Movies Books Religion Iraq Entertainment ALL TOPICS »

Home > Topics > Health

Google™ Custom Search Search

Top Stories The Latest By Source

SHERYL GAY STOLBERG | THE NEW YORK TIMES
1 DAY AGO
President Vetoes Second Measure to Expand Children's Health Program
It was the seventh veto of President Bush's presidency and the second veto of a children's health bill.
MORE SOURCES: THE CARPETBAGGER REPORT, PETE LIT, WSJ.COM: HEALTH BLOG
FULL COVERAGE (47) »

DAVID HARLOW | HEALTHBLAWG :: DAVID HARLOW'S HEALTH CARE LAW BLOG
1 DAY AGO
Health Wonk Review: December 2007 edition
Welcome to the final edition of Health Wonk Review for 2007. HWR is a biweekly compendium of the best of the health policy blogs, hosted in rotation by -- you guessed it -- health wonks who blog.
MORE SOURCES: THE HEALTH CARE BLOG, HEALTH BUSINESS BLOG, HEALTHCARE ECONOMIST
FULL COVERAGE (25) »

The Latest

THESTREET.COM
1 HOURS AGO
Biogen Idec Execs Accelerated Own Stock Sales

THE ASSOCIATED PRESS
2 HOURS AGO
Merck Recalls Childhood Vaccine

TIME.COM
2 HOURS AGO
High-Dose Chemo Doesn't Help Breast Cancer

CBS NEWS
2 HOURS AGO
Minnesota Bans Adding Mercury To Cosmetics, First State In Nation To Adopt Safety Standard Tougher Than Feds - CBS News

MEDICAL NEWS TODAY
2 HOURS AGO
Lengthy Review: FDA Assent

Most Influential

This Week This Month

1. MIKE ALLEN | THE POLITICO Liberal views could haunt Obama
2. ERIK ECKHOLM | THE NEW YORK TIMES Disability Cases Last Far Longer as Backlog Rises
3. GREG SARGENT | TPMCAFE ELECTION CENTRAL Obama Campaign Denies Collecting "Oppo Research" On Progressive Bloggers
4. DAVID HARLOW | HEALTHBLAWG :: DAVID HARLOW'S HEALTH CARE LAW BLOG Health Wonk Review: December 2007 edition
5. ROB STEIN | THE WASHINGTON POST Virus Starts Like a Cold But Can Turn Into a Killer
6. MATTHEW HUTSON | THE NEW YORK TIMES Neurorealism
7. SHERYL GAY STOLBERG | THE NEW YORK TIMES President Vetoes Second Measure to Expand Children's Health Program
8. REBECCA SKLOOT | THE NEW YORK TIMES 'Cat Lady' Conundrum, The
9. DAVID MARKHAM | MARKHAM'S BEHAVIORAL HEALTH

Done

start Inbox - Microsof... Blogrunner: Hea... 8:06 AM

Google juice in action

Web Images Maps News Shopping Gmail more ▾ Sign In

Google Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 5,940 for **oig gainsharing** (0.06 seconds)

Sponsored Links

Gainsharing Inc.
Full range of **Gainsharing** services, from design to long term success.
[gainsharing.com](#)

Gainsharing/Goalsharing
Pioneering Group Incentive Systems
Gainplanning & Gainmaking included!
[www.scanlonleader.org](#)

OIG Rules for Gainsharing
Attend 90-Minute Audio Alert to ensure you're in compliance
[www.beardaudioconferences.com](#)

Gainsharing Arrangements and CMPs for Hospital
While the **OIG** recognizes that appropriately structured **gainsharing** arrangements may offer significant benefits where there is no adverse impact on the ...
[www.oig.hhs.gov/fraud/docs/alertsandbulletins/gainsh.htm](#) - 20k - [Cached](#) - [Similar pages](#)

HealthBlawg: Gainsharing: OIG posts two new advisories
Jan 15, 2008 ... The **OIG** issued two new advisory opinions last month (posted this week) blessing a cardiac surgery **gainsharing** arrangement and a related ...
[healthblawg.typepad.com/healthblawg/2008/01/two-new-gainsha.html](#) - 46k - [Cached](#) - [Similar pages](#)

HealthBlawg: Gainsharing: implications of the latest OIG advisories
The **OIG** has now issued a total of ten **gainsharing** advisory rulings, all with respect to programs set up by Goodroe Consulting (now a division of VHA).
[healthblawg.typepad.com/healthblawg/2008/01/gainsharing-imp.html](#) - 48k - [Cached](#) - [Similar pages](#)

Gainsharing Becomes An Option Again As Oig Relaxes Stance
September 7, 2005 To reduce operational expenditures substantially in coming years, hospitals need to align physician financial incentives with those of the ...
[www.hfma.org/publications/know_newsletter/archives/090705.htm.htm](#) - 52k - [Cached](#) - [Similar pages](#)

OIG Approves Physician-Hospital Gainsharing Agreement
The Houston accounting and consulting firm of Reed Tinsley CPA advises medical professionals and healthcare organizations on tax, accounting, ...
[rtcpa.blogs.com/reedtinsley/2008/12/oig-approves-physicianhospital-gainsharing-agreement.html](#) - 26k - [Cached](#) - [Similar pages](#)

Ober|Kaler - Health Law Alert - Spring 2005
In July 1999, the **OIG** threw cold water over **gainsharing** arrangements when it The **OIG** cautioned that **gainsharing** arrangements could be used to disguise ...
[www.ober.com/shared_resources/news/newsletters/HLA/hla_spr05_05.htm](#) - 23k - [Cached](#) - [Similar pages](#)

OIG approves hospital-physician gainsharing
Although the **OIG** reiterated its concerns regarding the potential adverse affects of **gainsharing** on patient care and its potential for disguising payments ...
[www.physiciansnews.com/law/701.html](#) - 26k - [Cached](#) - [Similar pages](#)

[doc] GAINSHARING/OIG
File Format: Microsoft Word - [View as HTML](#)
GAINSHARING/OIG SPECIAL ADVISORY BULLETIN. On July 8, 1999 the Office of Inspector General of the U.S. Department of Health and Human Services (the "**OIG**") ...
[www.kutakrock.com/publications/healthcare/GAINSHARING.doc](#) - [Similar pages](#)

OIG Approves Gainsharing Program for Ortho and Spine ...
Aug 14, 2008 ... The **OIG** has approved the first orthopedic and spine **gainsharing** project, which will be overseen by Goodroe Healthcare Solutions, LLC.
[www.healthpointcapital.com/research/2008/08/14/oig_approves_gainsharing_program_for_ortho_and_spine/](#) - 22k - [Cached](#) - [Similar pages](#)

OIG

Health
Blawg

HFMA

Ober

Kutak

Maintaining a blog

- **Content is king**
 - Add something to the discourse
- **Every link to your blog on another site improves Google Page Rank and can help draw more visitors**
 - Link to others in blogroll and text; others will link to you
 - Social bookmarking services
 - Give readers easy access
 - Ex: [Add This](#)
 - You can submit posts yourself
 - Tool: [SocialMarker](#)

From blogging to microblogging

- Twitter

- Microblogging platform -- 140 character limit per post
- Over 3 million registered users, including big business and lawyers from solos to Am Law 200
- “Broadcast” vs. interactive
 - Can be used for one-way communication
 - More effective as medium for conversation
- Networking and communication tool

Using Twitter effectively

- Need to establish tactics that further your marketing strategy, e.g.:
 - Broadcast blog posts
 - “Tweet” information/links not worth a whole blog post or that you have no time to blog about
 - Follow other “tweeple” or “twits” of interest
 - Engage in dialogue – public or private – with other twits
- Again, you need to have an overarching marketing strategy to ensure that you remain as focused and effective as possible

Some Twitter tools

- To find other tweeples to follow:
 - [Twellow](#) (index organized a la the original Yahoo!)
 - [Twubble](#), [MrTweet](#) (once you're following some)
 - [JD Scoop](#) list of 500+ twittering lawyers
 - [Legal Birds](#) aggregator (Justia blog provider)
 - [LexTweet](#) aggregator (LexBlog blog provider)
- To follow tweeples without being overwhelmed by the volume; lets you assign tweeples to groups
 - [TweetDeck](#)
- Twitter on the go
 - [TwitterBerry](#) or [iTweet](#)

Some Twitter tools (cont'd)

- Integrate tweets into other social media
 - I usually tweet via [Ping.fm](#)
 - configured to post to [Twitter](#), [Facebook](#) and [Linked In](#).
 - I feed my blog through [Twitterfeed](#), so post titles end up in my “twitterstream” with links back to the blog.
- Increases my blog posts’ and tweets’ exposure

Facebook and Linked In

- Online networking communities
- Leverage your network to avoid cold calls
- Allow you to feed content to their sites, including
 - RSS feeds of blogs
 - Tweets
- Allow you to remain top-of-mind

Facebook

- Personal pages and business pages
 - Personal pages – access may be limited to “friends”
 - Business pages open to all
 - Examples:
 - [David Harlow](#) and [The Harlow Group LLC](#)
- Turned “friend” into a verb
- Useful platform for communication with defined groups and friends

Linked In

- **Linked In** – “Facebook for grownups”
 - Allows for exploration of contacts’ networks
 - Useful in avoiding cold calling
 - Includes Q&A forums to demonstrate expertise
 - Adding functionality mimicking Facebook
 - Groups
 - Feeds
 - Slideshare

Resources

- [Electronic Frontier Foundation: Legal Guide for Bloggers](#)
- Bob Coffield's *Health Care Law Blog* post: [Healthcare Blogging and Web 2.0](#)
- [Twitter for Lawyers](#) on *HealthBlawg*
- Darren Rowse's [TwiTips](#).
- My Web 2.0 sites:
 - [HealthBlawg](#)
 - [HealthBlawg on Twitter](#)
 - [Linked In](#)
 - [Facebook](#)

Questions / Discussion

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