THE MATTE PAD

MARKETING KNOW-HOW FOR
THE LEGAL PROFESSION

Post Photos to your Firm Facebook Page for Expanded Reach

Facebook, and more specifically photos on your Facebook page, can be a good way for your firm to get further exposure and improve your search engine optimization.

I recently found this incredibly comprehensive, and frankly very LONG, post on ways to get more from your Facebook page. It's chock full of great tips, some of which I'll share with you in future posts, in a much more succinct way. The first one that really jumped out at me was how to better use photos on your page to not only give your firm a bit of personality, but also to increase your followers and overall Google ranking. Here goes…

Post some photos to your law firm's Facebook page. I can hear you now, asking, "What photos?". If you don't have any photos, take some around your office that show your attorneys and other staff at work, in a meeting, enjoying a birthday lunch, anything that includes people and looks interesting. You can also post headshots of your attorneys here, though they tend to be a bit less interesting than candid shots, it is still nice for your audience to associate faces with your firm. Make sure you upload at least five, since that is how many you will see in the bar at the top of your Facebook page. Also, don't post blurry or poor quality images, as they will reflect poorly on your firm.

Write a description for each image. This is a great place for you to use keywords about the legal services you offer and even your geographic location. This will help your search engine optimization and also make it more interesting for your followers to read. For example, in an image of some attorneys sitting around a conference table (not the best shot, but we'll use it since it's pretty easy to get), how about this? "XYZ Firm attorneys, @name1, @name2 and @name3, discuss legal strategy on an upcoming construction litigation case taking place in Atlanta, GA. www.firmname.com/constructionlaw." We have the firm name, the attorneys tagged in the photo, and strong keywords mentioning the firm's location and a link to the construction law portion of their site. And it reads pretty naturally, if I do say so myself.

Include a link in each photo description. You'll note in the above example, I included a link to the construction law page of the firm's Website. That is intentional. Since the image mentions construction law specifically, it makes sense to give viewers a way to learn more about that specific service area, and they will appreciate the direct link to that page. No navigation required. Some times it may make more sense to include links to your home page, or specific attorney bios, or even your contact page, but include one that makes sense in each image description.

This is just scratching the surface, so look for other posts soon about ways to get the most from your firm's Facebook page.

Welcome to The Matte Pad! Here you'll find tips, trends and tools to help the busy legal marketing professional. I hope you'll find this content valuable and practical. Information on the latest social media trends, creative ideas and marketing strategies that you can use at your law firm or in your legal marketing department.