

Connected: A Lawyer's Guide to **Social Media Marketing**



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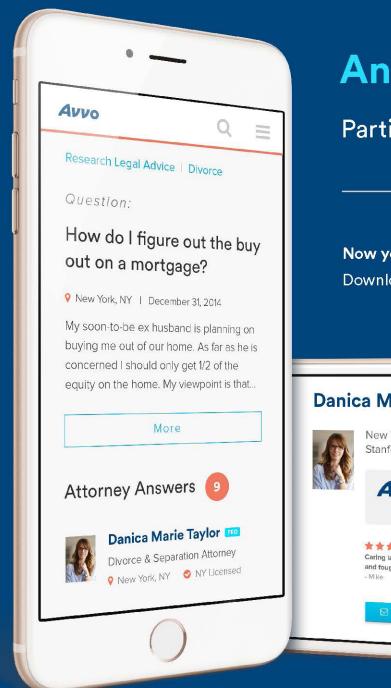
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Attorney at Work



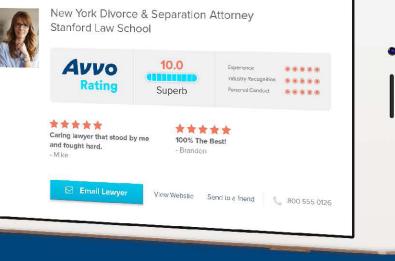
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Danica Marie Taylor 🚥





Well Connected

You're smart. You know marketing is a must-do for your law practice's success. You've mastered the finer points of working a room, writing for publication, referring work to colleagues and speaking at seminars. You know how to build relationships, ask clients for feedback and place a cold call — when that's what it takes.

But if your ideal clients are on the Internet (and if they are alive, they are), you might be missing out on a world of marketing opportunity.

Today, your stiffest competitors are seen, heard and read in all their warty glory on flat screens around the world every single day. It's too late to hide. You can either kick back and hope that the random hits Google coughs up for your practice do the trick for you. Or you can start now and get the Internet to roll up its sleeves and go to work for you.

Which is why we're here.

For "Connected: A Lawyer's Guide to Social Media Marketing," we asked some of the smartest legal marketers and online marketing pros we know to survey the social media landscape — what's working, what's just dumb — and share their ideas to help you use it more effectively for client development. Some hot tips. A few exciting stories. It's our way of giving you a hand up and tempting you to go further.

Because a lawyer can speak, write, network and shake hands all day long, but if you can't make your way comfortably around the social media map — if you don't add a handful of virtual tools to your marketing toolbox, now — you could get left behind.

And we know that's not who you are.

— Merrilyn Astin Tarlton & Joan Feldman, Attorney at Work

Attorney at Work Reader Survey

There's oh-so-much talk about social media and lawyer

marketing. So we decided to get some facts of our own. In our first Attorney at Work Social Media Survey, conducted in December, we asked readers about their social media habits, preferences and attitudes. There were some surprises, of course, along with confirmation of things we knew all along. Where do you fit in?

91% of respondents use social media 90% are on linkedin and nearly half believe linkedin is the most effective client-getter 41% say they use facebook more often than any other platform 64% say their use of social media is part of an overall marketing strategy 5% say social media is very responsible for getting them new clients

THINK LAWYERS USING SOCIAL MEDIA FOR MARKETING IS MORE HYPE THAN REALITY Which leaves us with some big questions:

- If LinkedIn is so effective, why aren't more people spending their time there?
- If social media is part of your marketing strategy but it's not bringing you new clients, why not?
- What could you do differently to improve your return on investment in social media?

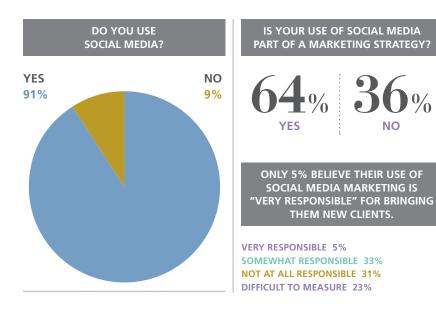
Peruse the charts on the next page for more Attorney at Work survey results. Then turn to the infographic on page 8, "Lawyers and Social Media," which illustrates social media and online marketing results from the most recent American Bar Association Legal Technology Survey Report. You'll find a few surprises there, like:

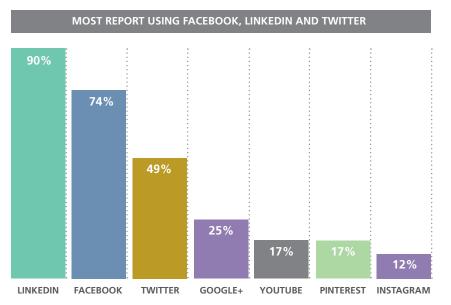
- 8 percent of lawyers maintain a blog for professional purposes.
- 39 percent of lawyers have obtained new clients from blogging.
- 86 percent of law firms have a website. (Let's hope your competition is among the remaining 14 percent!)
- Lawyers spend 1.7 hours per week using social networking sites for professional purposes.

Then keep reading to find out what our authors have to say.

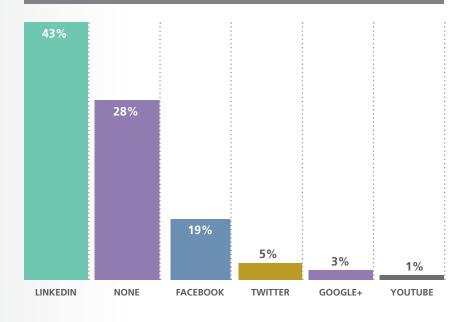
Attorney at Work Social Media Survey: 2015 Results

More than 450 respondents weighed in on their use of social media and their perception of its value. Here's what they had to say.





WHICH DO YOU THINK ARE THE MOST EFFECTIVE SOCIAL MEDIA PLATFORMS FOR BRINGING IN NEW BUSINESS?



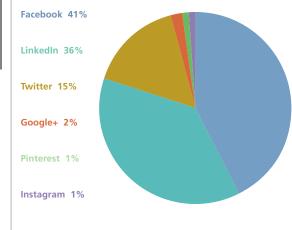
DO YOU BELIEVE LAWYERS ARE ACTIVELY USING SOCIAL MEDIA FOR MARKETING PURPOSES OR IS IT **REALLY MORE HYPE** THAN REALITY?

ACTIVELY USING

MORE HYPE



WHEN ASKED WHICH PLATFORM THEY USE MOST OFTEN, FACEBOOK IS NO. 1



5 | A Lawyer's Guide to Social Media Marketing



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What You Need to Know About Social Media for Business Development

BY NICOLE BLACK

Can social media successfully be used by lawyers for business development purposes? Absolutely — once you understand the right formula for your firm.

A Phenomenon, Not a Fad

It used to be, back when I first started writing about the intersection of the Internet with the legal profession, that social media was easily dismissed by most lawyers as an Internet-based fad for kids — something not even worthy of their attention.

Fast-forward to 2015 and it's clear that social media is much more than that — and the legal field is not immune. Lawyers are mining social networks for evidence, the federal jury instructions have been amended in an attempt to reduce the number of mistrials across the country due to jurors' social media posts, and lawyers are even losing their jobs or being disciplined because of their careless social media postings.

There's no doubt about it, social media is anything but a fad. It's a phenomenon that has affected the way that we communicate, interact, and conduct business. Because so many people participate on social media (as many as 1 billion people worldwide), it has the potential to be a great business development tool. The trick is to use it wisely.

While that sounds simple, it's not as easy as it seems. But it can be done. There are lawyers who successfully use social media in a thoughtful and targeted manner. But to do so, you need to understand the various online platforms and then selectively interact online in ways that will best serve your interests.

What Is an Effective Online Presence?

An effective online presence is one that ultimately forwards your business goals, which for most lawyers means bringing in new business. Of course, the path that leads to this result varies depending on each lawyer's specific goals and the chosen platforms for online interaction. The difficulty with measuring the effectiveness of an attorney's online presence is that it's not always easily quantifiable. This is because an online presence represents the totality of its parts. So, sometimes potential clients land on your blog post or website as a result of a Google search. Sometimes clients are referred to you by lawyers who are familiar with you because of your online activities. Other times, your online presence results in media mentions that result in calls from potential clients. And, oftentimes, you receive a call but it's difficult to pinpoint exactly where the business came from.

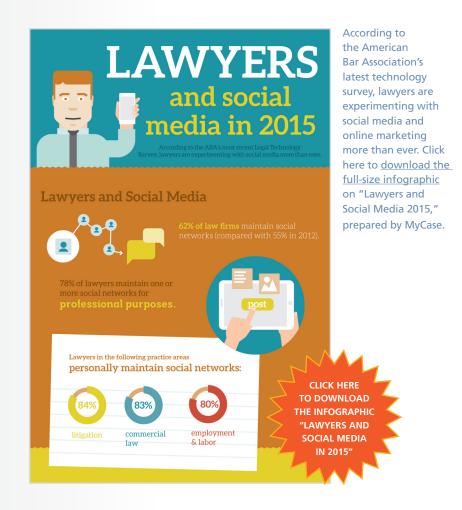
In other words, your online presence is just one piece of the puzzle. Certainly it shouldn't be the only method through which you seek to obtain business and it's up to you to determine whether the time you spend online pays off for you in the long run. If, for example, it brings in 20 percent of your business and you spend 20 percent or less of your marketing and networking time online, then your time online has been spent wisely.

You'll need to experiment to find the right balance that works best for you given your areas of practice, your geographic region and your goals. In most cases, a combination of online and traditional business development methods (such as attending local bar association events, golfing with potential clients or other lawyers, writing for the local legal newspaper or getting quoted in the local newspaper) will work best. And keep in mind that what works for one law firm or lawyer may not necessarily work for you.

There Is No "Right" Way to Create an Effective Presence

A strong online presence is by no means the be-all and end-all for your law firm and it's not essential for every lawyer. But for many lawyers, it's worth taking the time to explore your options and test the waters. Certainly keep in mind that there isn't a magic, cookie cutter method that will work for every law firm; it's a matter of finding the right formula for your firm.

So don't automatically write off social media as a worthless endeavor. Because you just might find that a strategic, carefully thought out



plan of online interaction may be well worth the time investment and effort. But there's only one way to find out: dive in and give it a shot.

<u>Nicole Black</u> (@NikiBlack) is a Rochester, New York, attorney and the Legal Technology Evangelist at <u>MyCase.com</u>, a law practice management software company. She is the author of "Cloud Computing for Lawyers" (2012) and co-author of "Social Media: The Next Frontier" (2010), both published by the American Bar Association. Niki writes and speaks frequently on the intersection of law, mobile computing and Internet-based technology.

WELL CONNECTED

Social Media: Oversold and Doesn't Deliver

BY LARRY PORT

Social media has been oversold, folks, and has mightily underdelivered. Unless you're going to devote yourself to becoming an Internet celebrity, my experience is that social media has among the worst return on investment in all of digital marketing.

The contrarian point of view. I once heard a prominent speaker repeat Guy Kawasaki's quote that Twitter is "the most powerful branding mechanism since television." He said this in a keynote to a room of legal professionals. I didn't know whether to laugh or cry.

Who am I to make such heretical claims? I run Rocket Matter, which has a successful social media department. Through our marketing services, I also help lawyers get set up with social media accounts, and try to separate truth from fiction on what social media can and cannot do. You'd think I'd be the last person calling BS on the social media myth, right? But after working "the channels" for over six years, it's clear from our data that success doesn't come unless you throw fulltime work at it.

No middle ground. Do you need to bother at all with social media? Unfortunately, yes. The good news is that you can invest very little time and money. Resources do need to be expended to set up your social media profiles, though. (As is the case with registering your website domain name, you need to protect your brand and reputation. You don't want someone *else* grabbing your profiles.)

We've discovered that the amount of time you spend on social media should either be enormous or very little, but nowhere in between. It should be a passion, or you should set up your accounts and, for the most part, use them only in certain circumstances. I wouldn't go so far as to suggest you "set and forget" it, but for the average lawyer that's not far from the strategy I'd recommend, especially for Twitter.

If you find yourself right now spending hours each week on social media and have a nagging suspicion that your strategy has little return for your efforts, you're probably right and should switch gears. For example, much more effective than social media is having a monthly electronic newsletter (caveat: also needs to be done right). Averaged out over time, the return on your newsletter will blow away any engagement you've seen on social media channels.

Surgical strikes. In all fairness, social media can be used surgically for true marketing awesomeness.

- Twitter, for example, works great at live events to meet new people.
- You can also grab the attention of folks by mentioning them in posts or tweets, which can be effective with media relations and publicity.
- Social media advertising platforms are remarkably effective. Sponsored Facebook posts or sponsored tweets can be an inexpensive tool for business development, if you plan it right and set up effective website landing pages.

But spending an hour or two a week sending out tweets and posts and brown-nosing people through mentions? If you want the success you've been promised in social media, don't bother spending your time unless your goal is to become the next Mac Lawyer or TaxGirl. The big shots in the world of online legal discourse grind it out. They pour over their analytics, figure out what content to write, determine their differentiators, and put the hard work and time necessary into making a dent in the social media universe. For them, the channels work, but they have devoted the hours required, consistently, for years and years.

Is this you? For social media stars, it's often a labor of love, and it has as much to do with having a satisfying creative outlet as it does with business development. They are also tremendously talented and prodigious writers. So, not only is the time investment satisfying on an experiential level, it pays off because the activity, over time, results in tightly crafted content that offers value to others.

So if you don't like to blog, tweet or post, or if, frankly, you're not good at it, there are much better ways to spend your time.

Larry Port (@LarryPort) is CEO of <u>Rocket Matter</u>, a legal software and marketing company in Boca Raton, FL. He discusses a lot of these ideas at <u>LegalProductivity</u>. <u>com</u> and has a library of free e-books. Email him at larry@rocketmatter.com.

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Crushin' It: 10 Social Media Misconceptions, Revised

BY JARED CORREIA

Let's run down some common misconceptions about social media, and rotate the conversation.

Misconception 1: "Oh No, My Privacy!" Revision: Connect Widely

Now, in case you hadn't heard, this is social media. If you're using it to market your business, you'll want as many people to see what you're doing as you can corral. I understand if you want to have private accounts, where you don't post work-related items, or where you can finally say what you really mean. But, if your intention is to generate clients and referrals of clients, and you want to leverage private accounts, you're better off not having any social media profile at all, since you'd then be unwilling to publicize it. I mean, what do you have to hide? Posts about a recent Supreme Court decision, and its impact on your clients and potential clients? Dear me! If you're worried about personal, or limited release messages, avoid the included inbox and use email instead, like any normal person would. Connections have intrinsic value. Connections expand your reach. Acquire as many of them as you can, by going public.

Misconception 2: 'I've Got to Be on There All the Time, Right?" Revision: Schedule Dutifully

Of course not. I mean, you can; but, really, that is going to destroy your productivity. The idea of the perpetual Internet participant is a myth. No one can be "on" all the time, nor should they be. It has always been the case that quality trumps bulk, so, go for fewer, higher quality posts. Do make regular posts, but schedule them. Block out time to respond to connections, and to review new information to post. Schedule posts for the weekend, but spend that real time offline.

Misconception 3: "I Can't Manage One More Thing" Revision: Oversee Intermittently

Managing a law firm, in a lot of ways, is like a slow death from a thousand cuts. There are so many little things to manage that they mass to form one big thing. So, yeah, block your time, and use a scheduling tool to set up posts days and weeks ahead. I use <u>HootSuite</u>, Gyi Tsakalakis lists a number of <u>other, similar tools here</u>.

Misconception 4: "I'm Just Gonna Get Lost in the Shuffle" Revision: Repeat Regularly

If you feel less like a card in the shuffle, and more like a microbe in a tidal wave, making regular posts, at determined intervals, will likely improve your outlook, and impress upon the outlook of others. Two major strategies are as follows: Post your new content, then post it again. Post your old content, then post it again. <u>Rinse and repeat</u>. Staying "top of mind" equals continually reminding people of your existence, and holding out, preferably in a form that is not overtly salesy, is the singular touchstone for effective marketing. Neither do folks much mind — there's so much information flowing through their social media channels, they won't notice whether it's your first duplicative post, or your fifth. Sprinkle in content from other experts in your field, to even it out.

Misconception 5: "It's All Selfies, and Work-from-Home Adverts" Revision: Discover Contently

When Queen Elizabeth II is <u>photobombing selfies</u>, I'd say we've jumped <u>the shark</u>. (Actually, that's kind of awesome, and I take it back: Do your thing, QE2.) But there is actually useful content online, as well. You'll have to trust me on this one. Even if social media is almost never the primary publication tool (usually that's a blog), it's often the primary dissemination tool. The trick here is to dive into the content stream in a certain area, and figure out who the active experts are. Aggregate them, in some fashion, so that you become aware of their posts, and repost what they write, in your stream, which will also include your own content, which is then perceptually improved by association. Hashtags and <u>lists</u> can be useful for discovering the right people.

Misconception 6: "I Don't Want to Blog, or Microblog, or Blawg" Revision: Curate Effectively

<u>Content marketing</u> is in vogue, especially for lawyers, and it makes sense. It's a way to broadcast expertise, which is what attorneys have been using as a lynchpin of their marketing since the Stone Age (or at least <u>since the late 1970s</u>). And, much of the effectiveness, or lack of effectiveness, of your social media presence will be built on the relative strength of your content management protocol — that is, your ability to curate consistently excellent content. Take the time to get it right, especially since by introducing, and reintroducing, others' content, they're more likely to return the favor. If you begin to influence the influencers, then that's when you can invade their class.

Misconception 7: "Oh, Great, More Internet Weirdos and Losers" Revision: Develop Professionally

I guess nerds are cool now, <u>or at least mainstream</u> — well, at least they're <u>rich</u>. While the Internet is filled with freaks, certainly, that designation does not represent the totality of the population. There are plenty of persons invested in creating and maintaining online personae that match the professionalism they impart to their offline dealings. Many of these folks are other lawyers — or, at least, are people other lawyers want to interact with. This is mostly a matter of vetting. So, the thrust here is that you want to figure out who is worth following, and who isn't. Most of the time, it's pretty easy to figure out who is a legitimate businessperson. Avatars are a major tell, as are bios. The interesting thing about social media is that while it imparts to you a basically unlimited network, you really define the value of that network when you limit it to other professionals from whom you could secure referrals. "You're not going to create a social media profile, or four, and just sit down to watch the phone ring — or, more appropriately, perhaps, the email pile up. One pipeline flows into another ... such that you're never operating your marketing in silos. What clients and referral sources see is the combination that represents your business profile."

Misconception 8: "That's Not Going to Make Me Any Money" Revision: Not Directly

It's a long run, as with any other form of marketing. You're not going to create a social media profile, or four, and just sit down to watch the phone ring — or, more appropriately, perhaps, the email pile up. One pipeline flows into another (you push your blog posts through your social media channels, for example), such that you're never operating your marketing in silos. What clients and referral sources see is the combination that represents your business profile. You may never find out, and your connection may not even recall, what it was that pushed them over the top of making a referral, or engaging your services; but, it's likely that it was a combination of things, including your web presence. If you divvied up every dollar you made, percentages would likely be allocated to your various offline and online activities. We're not talking about a magic bullet here, but then we never are.

Misconception 9: "It's an Ethics Minefield, <u>Hoss</u>" Revision: Not Exactly

To put it bluntly, many of the more <u>garish ethics foibles</u> attorneys make that are related to marketing and technology are rooted in a lack of common sense. The battleground of much of modern legal ethics analysis surrounds real-time interaction, and that is likely what scares many attorneys away from social media. But, it is a rarer occasion than you might think when potential clients are trolling for your business in a public, online forum.

Many potential clients still maintain a sense of decorum and circumspection, and will find their way to your website contact form, or your phone number — and you can direct them there, too. List your jurisdictional limitations. Include truncated disclaimers. Don't discuss your clients' legal issues in online public fora. Your activities as a wannabe <u>ostrich</u> might even include the use of social media profiles solely as content aggregators for your various productions, and nothing more. Though, if you're using your social media profiles most effectively, you're spending your time engaging with potential referral sources, and directing (or having them direct) clients and potential clients to more appropriate, alternative spaces.

Misconception 10: "I've Got Far More Important Things to Do" Revision: Well, Admittedly

<u>Tell me about it</u>. Being online all the time is lame. I mostly blame the Internet; but, if we're parsing out the blame pie, we're also sort of too weak (or too encumbered, in many circumstances) to truly become disengaged. So, we have to commandeer our wills, and apply rigid time management and task management protocols, including, among other things, blocking out time and adhering to the tenets of a marketing plan.

Jared Correia (@JaredCorreia) is Assistant Director and Senior Law Practice Advisor at the <u>Massachusetts Law Office Management Assistance Program</u>. Prior to joining LOMAP, he was the Publications Attorney for the Massachusetts Bar Association. Before that, he worked as a private practice lawyer. Jared is the author of <u>"Twitter in One Hour for Lawyers</u>." He writes regularly on <u>practice management for Attorney at Work</u>, and for the <u>LOMAP blog here</u>.

Note: This article is based on a presentation originally designed for <u>Andrea Cannavina</u>, the Legal Typist. This outline, in PowerPoint form, complete with intriguing images, is <u>available on SlideShare</u>.

You, On Social Media

Is your online persona a grab-bag of hastily crafted "about me" blurbs, broken links, misleading resume information and embarrassing Facebook pictures? It's probably true for most of us. But now that you've decided to get serious about marketing your law practice, you need to deal with your messy Internet image. Update old information. Mend broken links. Eradicate childish tropes. Brush up on the social graces of the web. Because this is what your potential clients will investigate: You, on social media.

"Social media is critical to digital branding. If people see you don't have an online presence, they think you are less credible/relevant in the digital age." — David Ackert, The Ackert Advisory

"Creating the relationships that blend between social media and real life seems to be where the magic happens."

— Chad Burton, CuroLegal

"People can lose credibility by posting useless and incorrect information. Your online reputation is often more important than your offline reputation, so poor content is a direct reflection of you."

— Sayre Happich, The Bar Association of San Francisco

"For me, social media is about establishing a general reputation, not a specific campaign."

- Ron Friedmann, Fireman & Company

Assess Your Online Image

If you want to get serious and find out what social media can really do for you in the professional world, it's time to pause and consider who the world sees when it looks at you through the online lens. Pull up the search window at Google.com. Type in your name, surround it with quotation marks and hit Enter. (Run the search twice if you use different versions of your name — say, with a middle or maiden name.) And there you are. That's how you look to a stranger seeking information about you. What kind of impression do you make?

Google.com I'm Feeling Lucky

You're Famous!

You'll find the good stuff over which you've had some control: your LinkedIn profile, your firm's website, complete with lovely photo and bio, links to articles you've published, blog posts you've written, speeches you're scheduled to make. You'll find the big lawyer directories. (Wonder what they have to say about you?) You'll also find some surprises, like unsolicited reviews of your services by former and existing clients. Maybe even a few from former employees. (Hope they're good!)

But there will also be some things you wish weren't there: Facebook photos tagged by others. Instagram selfies you actually posted yourself. Ancient news items, links that go nowhere or, worse, that connect to dicey sites. Letters to the editor. Complaints to city council. ...

Is there no end? It can seem that way. Merely one version of my name brings up 1,750 hits! No client in their right mind will go through all of them. But, still.

Ask Some Questions

If I do that search on your name and rummage through a few pages of hits, the nature of your practice should be obvious. But will it be?

Can I tell from the list of articles, speeches, biographies and news articles that you are a West Virginia litigator focused on big tobacco and mesothelioma defense — just as you wish? Or will you look more like a lawyer who has bounced all over the place in the past two decades — trademarks, Brownfields, oil and gas, and the five years you spent as special master on construction disputes? There's nothing wrong with any of that, but if you're presenting yourself as a big tobacco defense guy, be prepared to respond to questions about why you've been so fickle and how those skills translate. (And think hard before accepting that invitation to speak at a conference about trends in LGBT divorce law.)

Or maybe when I run that search, you will look like someone who doesn't care what the world thinks about her. Three different LinkedIn profiles with your name on them, but none with a photo, and none with complete information? Four years since you've posted on the blog you started in 2010? Have you neglected to provide current contact information to online directories or professional associations, resulting in five different email addresses with three different firms?

Or perhaps I will stumble onto the side of you that you'd rather keep from clients' eyes. No client wants to know you celebrate July 14 by dressing as Marie Antoinette and storming the men's room. Or that your Star Wars name is Bulsar Vulan. While you don't want to completely sanitize your personality, certain things just don't shout "effective professional," or leave the impression you'll understand the import of a client's concern.

Checklist: Clean Up Your Act

Before you jump into doubling your Twitter followers, branching into Tumblr or launching a YouTube channel, let's get your current act cleaned up, okay? Do a sweep of every social network where you have an account.

- Get squeaky clean. Go back in time and eliminate rough language or references. You know what I'm talking about. Not just on Facebook and Twitter, either. Photo-sharing sites such as Flickr, Instagram and Pinterest, as well as video-sharing sites such as YouTube and Vine, may contain unflattering content. (While you are checking, watch for language that may run afoul of ethics rules.)
- ☐ Hush it up. Learn about privacy settings and change them to support the brand, or personal image, you seek to project. Don't get too heavy-handed people like to know you're hip to the Internet and not a trembling wad of social media paranoia.
- □ Update everything. Make certain your bios and profiles are totally up to date. Schedule time to update them regularly. New job? Of course that goes in there. Publish something new? Elected to head a nonprofit board? Changed your name? It all needs to be current. And consistent.

- Put a good face on it. Admit it. That LinkedIn photo was taken 15 years ago. Replace it with something a little more current and not something taken with a smartphone. Look as professional as you are. Pay for a good photo this once.
- Redecorate. Most social media sites provide a way to personalize your page with cover and background images. Do it. But be tasteful. (Probably not an Oakland Raiders fan shot.) Keep it fresh. Here's an incentive: Every time you change your cover image on Facebook it provides another opportunity for you to reconnect with people.
- ☐ Who loves ya? You are who you hang out with. Maybe it's time to do a little housecleaning among your followers and friends?
- **Consolidate.** With a gazillion social media apps and growing, it's easy to get overwhelmed and do a rotten job with everything. Look into management tools like HootSuite and BufferApp, which let you engage with people from a single screen. Consider signing off a few platforms. Some of the best Twitterers we know do nothing but tweet.
- ☐ Visit competitors. What does she look like? How much information does he share? Take a tour (do it periodically). Potential clients will compare you, so why not know what you're up against.

Now you're ready: Dust off your best game and get going!

<u>Merrilyn Astin Tarlton</u> (@AstinTarlton) is Partner/Catalyst at <u>Attorney at Work</u>, a founding member of the Legal Marketing Association, a member of the <u>LMA Hall of</u> <u>Fame</u>, and a past President of the College of Law Practice Management.

Word-of-Mouth Marketing, Plus

BY DAN LEAR

A decade from now, consumers of legal services will use the Internet and mobile technology to do it all: research legal issues, find and engage an attorney, even have legal services delivered to them. But when answering the question "Where do clients come from?" today's reality lies somewhere between that future world and one where numerous lawyers still resist the Internet. I like to call that in-between place "Word-of-Mouth, Plus."



Today, most people still get the attorney's name from a trusted acquaintance during a face-to-face, phone or possibly email conversation. But what they will do next is key. They'll type the attorney's name, or the name of the firm, or some combination of the names — possibly with a geographic location — into an Internet search engine.

What do they want to know? Perhaps the attorney's background, or the firm size. Perhaps how long and where the attorney has been practicing, or whether there's a history of disciplinary action. This is the "plus" part of Word-of-Mouth, Plus.

To test this out, I did Internet searches for lawyers whose business cards I've collected over the past few months. It was interesting. I limited my focus to the first page of results, because between 75 and 90 percent of searchers never move past the first page. And here's what I found when I searched for the lawyers' names.

What's on Your First Page?

For most of the lawyers, the first search result was their law firm website. For a few more, the firm website was not the top link but it appeared on the first page. This is ideal search engine optimization (SEO), since first-page placement in search results is extremely valuable, although the crowd of attorneys with whom I generally interact is probably more attuned to the need to be online than the average attorney. I'd venture to say there are many whose firm sites do not appear at the top or even on the first page.

For one young lawyer in my test, the first result was a link to her online wedding album. The pictures were nice, and it looked as if she'd had a beautiful wedding, but it certainly didn't help me as a potential "But besides the firm websites and links to online profiles, there was still more. For one lawyer, I found a 1997 editorial from his university newspaper criticizing him for his student government politics."

consumer learn more about whether I'd want to hire her.

Not surprisingly, among other first-page results, I found links to sites where attorneys have profiles. In some cases they set up the profiles themselves. In others, the companies set up the profiles based on publicly available information. The profiles were, for the most part, on social networks such as LinkedIn and a few large online legal directories (Superlawyers, Avvo.com, Lawyers.com).

Potential clients will click on these links, too. What are they looking for? They may want to find information that isn't listed on the attorney's website, or to verify information from the site. For example, what, if anything, have past clients said — beyond the glowing client reviews the law firm has included on its site.

The good news is that, for the most part, attorneys have the ability to influence if not largely control what these online directory sites say. Most allow you to fill out or otherwise expand on the existing profile in order to market yourself more effectively on those platforms.

But besides the firm websites and links to online profiles, there was still more. For one lawyer, I found a 1997 editorial from his university newspaper criticizing him for his student government politics. I wondered if he even knew this was still in existence let alone appearing on the first page of search results for his name.

How to Improve Your Word-of-Mouth, Plus

So, how is your Word-of-Mouth, Plus marketing going, and what can you do to improve it?

1. Your website. If you don't have a website, get one (ideally, a well-designed one). If you must build your own, you will find lots of tools

online — and even a WordPress installation on a domain you acquire yourself is relatively inexpensive and fairly easy to do. Once you have a site, you want it to appear as the first or one of the first results in an Internet search for your name. If it doesn't, look into getting some SEO help to improve your ranking.

2. Claim your profiles. In addition to your site (or instead, if you're operating on a shoestring), you need — at the very least — to claim or create and fill out profiles on all the key legal directories that commonly appear on the first page of most searches. Not sure where to start? Type your name into a search engine and see which directories pop up, then do your best to complete those profiles.

3. Clean it up! Now, strive to move or reduce any lingering negative or undesirable information about you elsewhere on the web. Determine an appropriate response to bad reviews or any personal opinions about you. Sometimes, instead of a direct response to negative content about you online, it might be best to (1) try to counterbalance it with positive content — new articles and newer reviews, for example, or (2) hire an SEO pro to attempt removing negative content off of the first page.

4. Be proactive about the message you're sending out online.

Gone are the days when lawyers could avoid Internet communication tools, like social media, let alone the Internet itself. Besides the fact that search engines are taking social media activity more heavily into account when returning search results, today's social media users are tomorrow's clients. If you want to remain in practice and find new clients, you need to go where they are — Facebook, LinkedIn and Twitter.

Taking these simple steps can help you to establish, develop or enhance your online profile, make it easier for clients to find you and even help you build your practice.

Dan Lear (@rightbrainlaw) is <u>Director of Industry Relations at Avvo</u> and legal innovator, facilitator and blogger at Right Brain Law. He is Co-founder of the Seattle Legal Innovation and Technology MeetUp.

Your Marketing Blind Spot

BY BRAD SHEPARD

Most lawyers and legal marketers think they understand how in-house counsel select attorneys for new matters. But do you really?



Traditional wisdom and previous experience have shown lawyers that after being presented with a new matter most in-house counsel will:

- 1. Create criteria
- 2. Create a short list of candidate attorneys
- 3. Establish a vetting list of even fewer attorneys
- 4. Contact an attorney
- 5. Make a hire

This process is straightforward enough, but there is a clear blind spot that some legal marketers and most attorneys are missing. The vetting. What actually happens during the vetting process? When I launched my technology company, Kredible, we decided to collect data on exactly how in-house counsel vet outside attorneys and cull experts.

The Channels That Matter

We began by investigating the channels in-house counsel use most often for research. We also looked at their frequency of use. We assumed from the start that firm websites and online searches would attract a lot of viewers, and we were correct. According to our research, 66 percent of attorneys will look at a firm website while considering an attorney, and 50 percent of attorneys will do an online search. Nothing strange stood out about these numbers, and marketing budgets reflect these channels' importance accordingly. This part is obvious. People get a name and check the firm website. Some do a quick Google search. It makes sense to put money in both places. The final search. However, our research uncovered a third, often ignored, rail. What surprised us was the extent to which people conducted a final search. This was the LinkedIn search, and our research uncovered that 44 percent of in-house counsel look at LinkedIn profiles to make assessments. At this point, it's a candidate's job to lose — they've made it to the short consideration list and nothing should go wrong.

Except ... our research uncovered that *53 percent* of in-house counsel eliminated an outside attorney based on information they found or didn't find online. Think about it this way. Do 53 percent of potential clients *not* work with you because of a conference you didn't attend, or a business development coach that wasn't hired, or an event you didn't sponsor? We don't think so.

But the fact that 53 percent of in-house counsel are making decisions based on online content is essentially money left on a table.

What Matters to Hiring Counsel? Three Factors

We thought, like many of the marketers we have known and worked with, that the almighty referral from a colleague would carry the day and be the ultimate factor in a decision-making process. This wasn't exactly the case.

The three factors that matter most to in-house counsel are:

- 1. Expertise and experience in the matter at hand, the industry, and similarly sized companies
- 2. Recommendations from trusted sources
- 3. Personal Compatibility

Any online representation of an attorney, therefore, should focus on showing evidence of the factors. The truth is, online profiles do not reward generalists.

Turn to "What Do Clients Want to See on LinkedIn" by Sayre Happich for tips based on Kredible's research of in-house counsel.

<u>Brad Shepard</u> (@GetKredible) is founder and CEO of <u>Kredible</u>, which helps professionals take full control of their credibility in the online world.

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Law Firm Leaders on **Twitter: Pros and Cons**

BY JOHN M. BYRNE



Leading a law firm is often compared to being the chief herder at a cat ranch. On the communications front, the managing partners at a law firm are challenged not only with what to say to their colleagues and clients but when and how to say it.

Social media, and Twitter in particular, offers those in the top spots at law firms an outlet to reach and connect with people in a way that transcends the traditional memo and email blasts that fill up inboxes.

Several of these managing partners' counterparts in the corporate world — notables like Bill Gates, Richard Branson and Elon Musk have been using Twitter for years with great success in building and engaging a following that ultimately helps promote their products and cement customer loyalty. Still, despite its high-profile benefits, only about five percent of the CEOs of America's biggest companies are active on Twitter.

A thorough recent search of Twitter for leaders of large law firms uncovered about a half-dozen from the AmLaw 100 that have been regularly posting in the past year or two.

Why so few? For many, Twitter remains a mystery, for sure. And that's a shame. Despite its more spartan user interface, especially when compared with LinkedIn and Facebook, Twitter is ultimately about building and interacting with a community of people, companies and groups who share common interests or who are looking to be entertained or informed, or any combination of those.

But like most marketing opportunities, there are pros and cons to having your law firm's leader on Twitter.

Pro: Creating a Community of Colleagues and Clients

With 284 million people using Twitter, chances are more than a few of your clients are on it. There's an even greater chance that many more people that could be your clients are using Twitter, too. Certainly, several lawyers at your firm likely are tweeting regularly (here's a list of more than 250 lawyers at AmLaw 100 firms who are on Twitter, some with thousands of followers).

Lawyers at law firms struggle constantly to stay visible with clients and, more often, prospective clients. Email newsletters only get so much traction in overflowing inboxes. Posting regularly on Twitter offers a relatively painless and inexpensive way of connecting with clients and prospects. One way to think of using Twitter is as an electronic clipping service. Instead of cutting that article out of the newspapers and mailing it, which can take a few days, you can now instantly share interesting articles with clients with one tweet to your followers.

Andrew Humphrey (@aghumphrey), the managing partner of Faegre Baker Daniels, has only a small group of around 150 followers on Twitter, but they receive regular tweets from him that share articles on leadership issues, as well as interesting posts from historian Michael Beschloss. This type of consistent engagement is a key benefit of Twitter, no matter how many people are following.

Andrew G. Humphrey @AGHumphrey Jan 10 Interesting @HBR article on authenticity, leadership and learning: hbr.org/2015/01/youre- ...

Pro: Promoting Your Firm

If people are following your firm's managing partner, they potentially have some interest in your firm. Why not share with them various news items and other tidbits about the firm? It's perfectly acceptable, and even advisable, for a managing partner to be the head cheerleader for the firm.

As Global Co-Head of DLA Piper, Nigel Knowles (@sirnigelknowles) regularly posts news about the firm, one of the world's largest. But his 500+ follows can see a pattern among his tweets of some of the areas he cares about promoting, including pro bono. Sometimes the most effective promotion comes from a person, not the institution itself. A personal tweet, even if linking to a press release, can show to colleagues and clients alike that a person — not some monolithic "senior leader-ship" or committee — is leading the firm and actively engaging with others to promote the firm and its goals or causes.

Nigel Knowles @sirnigelknowles · Sep 3

Visiting Köln today to celebrate 10 years of @DLA_Piper in Germany. Outstanding progress has been made in the region so far.

Con: Just Being a Mouthpiece

Many users of social media, and lawyers in particular, can be a tough crowd. They seek authenticity. If the marketing department is going to run the managing partner's Twitter account, then it's probably not worth having that Twitter account in the first place.

While there's nothing inherently wrong with marketing folks helping post some items about the firm, or feeding suggestions about posts, managing partners' Twitter feeds should be something they own. People will be able to tell pretty quickly whether the managing partner or one of the marketing staff members is tweeting.

If managing partners can operate a smartphone, they can post to Twitter. It's that easy, and it's getting easier with various tools like Hoot-Suite and an improved Twitter user interface for mobile. As a result, regularly tweeting doesn't have to consume much valuable billable time at all.

Pro: Connecting the Personal with the Professional

That old saw about "all work and no play" applies to Twitter as well. While it's perfectly appropriate for law firm leaders to share any and all news about their firms, it can get a little dull and repetitive. Social media is supposed to be social, right? If your managing partner went to a party and only talked about your firm's latest lateral hire or how thrilling it was to be included on some random publication's latest list of top service providers or even how great it was going to be to attend that conference on tax-funded derivative financing in emerging markets for technology startups, the number of people interested in such conversation would soon dwindle to none.

Contrary to popular opinion, many lawyers are creative, thoughtful and downright interesting people. In building and interacting with their communities of followers, managing partners can use Twitter posts as an outlet to showcase their creativity (even their wit) or share their interests outside work. Lawyer-client relationships often start on the basis of a specific business-related need, but the most successful ones tend to develop and grow as a result of sharing interests outside of business.

Orrick's Chairman, Mitch Zuklie (@mitchzuklie), is a good example of a Twitter user who effectively blends his personal and professional

Mitch Zuklie @MitchZuklie · Dec 9

Congrats to MaryBeth Mathews on taking @GoUBears women's rugby at Bowdoin to D-II final 4. @BowdoinWRugby

♠ 17 📚 ★ …

Mitch Zuklie @MitchZuklie · Dec 9

Congrats to my friend @HeatherHardyBox on title defense.

★ 17 \$ ★

3 Mitch Zuklie retweeted

Orrick Total Access @OrrickTA · Dec 8

Twitter cofounder launches venture fund for 'world-positive' businesses buff.ly/1uaE4Pf

1

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View photo

Mitch Zuklie @MitchZuklie · Dec 3

Thanks to our clients for voting Orrick onto the 2015 BTI Client Service A-List.

AMLAW 100 ON TWITTER

In addition to the managing partners mentioned above, other AmLaw 100 leaders on Twitter include:

Jeff Haidet (@jkhaidet), chairman of McKenna Long & Aldritch. His Twitter feed has evolved from essentially just retweets of the firm's account to more original posts relating mostly to firm news, sprinkled with pictures of firm events and links to articles offering tips for businesses interested in government contracts.

John B. Quinn (@jbqlaw), founder and managing partner of Quinn Emanuel. While not very active on Twitter lately, in the past he has played an amateur paparazzi by sharing a couple of snapshots from his attendance at the Oscars, presumably in his role as general counsel for Academy of Motion Picture Arts and Sciences.

Here is a list of other AmLaw 100 lawyers on Twitter, as well.

interests in his posting strategy. Not surprisingly, you'll find many posts sharing news about his firm. But if you glanced at his Twitter bio that identifies him as a "novice boxer," you also won't be surprised to see the occasional post to his more than 1,000 followers about some boxing-related topic, like ESPN's analysis of Floyd Mayweather Jr.'s latest bout. As a venture capital lawyer, Zuklie also likes to tweet about subjects interesting to his client base, whether it's a pie chart breaking down a startup's expenses or links to articles offering advice to entrepreneurs.

Con: Making a Misstep

You can't get much more public than a post on Twitter. Just ask #Alex-FromTarget. While some marketers may dream about a social media post going viral, getting millions of views and advancing the cause of their firm, it's just not reality. Unless, of course, something bad happens. "How your managing partner interacts on Twitter with colleagues, clients and the community at large can have a tremendous impact on your firm. Fellow lawyers, young and old alike, can witness both good manners and quality interactions."

Managing partners are human, too, and they can make errors in judgment when it comes to Twitter.

Large law firms do a wide variety of work, for a wide variety of clients, from a wide variety of industries. While sharing personal interests can usually be a good thing for managing partners and your firm, there are always risks to sharing personal opinions on any number of topics or news events. Sensitive clients or matters, as well as potential business conflicts, have a habit of rearing up when you least expect them.

Andrew Glincher (@andrewglincher), CEO and managing partner of Nixon Peabody, tends mostly to share news about his firm on Twitter. But he isn't above offering the occasional personal opinion, weighing in last fall about whether Roger Goodell's tenure as NFL Commissioner should be ending (Glincher felt it should be). Presumably neither the NFL nor Goodell were clients, and Glincher clearly wasn't alone in his sentiment at the time.

Pro: Setting a Good Example

Despite all appearances, Twitter is intended to be a place for back-andforth conversation, like an extended comments section of a blog or online article. The ability to converse — and converse civilly — is one of its greatest benefits, if not one of its least-used features.

How your managing partner interacts on Twitter with colleagues, clients and the community at large can have a tremendous impact on your firm. Fellow lawyers, young and old alike, can witness both good manners and quality interactions. One of the responsibilities of leadership is to set a good example for everyone in the organization, and Twitter offers a very attractive platform for managing partners in this area.

A law firm leader can also use Twitter to show greater transparency to clients and colleagues of how the firm operates, what type of people work there, what is important to the firm and its leadership and what the future holds for the firm. Allowing clients a window into the firm's world can reap significant benefits in terms of strengthening and deepening relationships, a key part of any marketing and business development strategy for a law firm.

Get Engaged

These pros and cons are just the highlights for why, or why not, your managing partner should consider using Twitter. For most, if not all, law firms, the pros of your leader using Twitter outweigh the cons. Engagement on Twitter (and other social media), while requiring some investment of thought and time, can pay back a variety of dividends, not just for the managing partners themselves, but for the firm as a whole.

What's holding your managing partner back from using Twitter?

John M. Byrne (@johnmbyrne) is President of the <u>Glencoe Media Group Inc.</u> He started his career as a journalist before atttending law school and then practicing as a litigator with a large law firm in Chicago. Realizing he could combine his experience in the media with his legal background and communications skills, John has worked for nearly 20 years with lawyers and other professionals, helping them handle the press, develop their brands and win new clients. After a four-year stint as Chief Marketing Officer for Drinker Biddle & Reath, John recently opened his own company, Glencoe Media Group. He blogs regularly at <u>The Byrne Blog</u>.

Brand-New Digital You

BY TERESA BOSSO

Nobody said it would be easy. Here are four common social media mistakes — and how to fix them.

1. You are posting the same message ... everywhere. Yes, we are all pressed for time and, yes, it may seem efficient to post the same message across all of your social media platforms. But for the small amount of time you save, you are sacrificing potential engagement from your community and clients. Seeing "I just posted a photo on Facebook" on a law firm's Twitter account looks like spam — and that's not what engagement is about.

SOLUTION: Take the time to understand what makes each social media channel different and what works for them. Something as simple as the length of your message is a good place to start. (This <u>infographic by SumAll and</u> <u>buffersocial</u> gives you a clear idea



of ultimate post lengths for various social media networks.)

2. You aren't paying attention to your return on investment. Social media is not just nice to have; it is increasingly becoming an essential element of all good communication campaigns. Measuring ROI is important for other marketing efforts, so why not social media?

SOLUTION: Keeping track of metrics such as number of followers, shares, retweets and favorites is a great place to start. More important, however, is ensuring your social media goals are connected to your business goals. For example, if you want to increase website traffic by a certain percentage, you can routinely measure how much traffic came directly from your social media accounts. You can do this through your free Google Analytics account.

3. You are using social media as a one-way tool. Social media is not a tool for pumping out oneway messages about your law firm. Bombarding your account solely with press releases and company information is a surefire way to lose followers fast. It's not about shameless self-promotion, it's a conversation.

SOLUTION: Don't just post about what is new with your practice — join the conversation. Comment on the latest news that affects your firm and your clients. Engage with others and be sure to reply when others engage with you. Start a dialogue about a trending or emerging issue and ask for the opinion of others. 4. You are doing too much at once. Facebook, Twitter, LinkedIn, Instagram, Google+, Pinterest ... it may seem logical to have a presence on all of these, but you could be spreading yourself too thin.

SOLUTION: Take time to reevaluate your social media accounts. Are you getting great engagement from all social media channels? Or a select few? Check out what social media channels your competitors and potential clients are using. Remember that quality content is key and not the quantity of social media accounts. Use your time wisely and develop an engaging social media presence account on the channels that work for your law firm.

Teresa Bosso (@proxypr) is an Account Executive at <u>Proxy PR</u> — a New York City-based public relations and marketing firm specializing in the legal and legal technology industries. Teresa has worked across government, non-profit and private sectors.

YOU, ON SOCIAL MEDIA

Not All Headshots Are Created Equal

BY MARY ELLEN SULLIVAN

Here's the reality of the digital age: You are your brand. Not just your work, not just your reputation, not just your resume. What you look like and how you present yourself online has become a critical piece of your image. Having the right headshot can go a long way toward reinforcing it.



"The photo on your website or LinkedIn account may be the first glimpse a prospective client gets of you," says branding expert Alyssa VandeLeest, of Prosper Public Relations, "so it is important that it is both professional and that it clearly conveys your personal brand."

So why not use that photo you like that your niece took at last year's barbeque? "Absolutely, positively not," says JinJa Birkenbeuel, President of Birk.Creative, a company specializing in social engagement strategies and branding. "It is very important to use a professional who can translate the image and brand you want to present. Don't use a smartphone photo because it may not have the sharpness of a professional shot. By the same token, pay attention to the message the photo is sending. For example, don't use something that you would put on Facebook. Don't try to look sexy. Don't have a beer in your hand."

Fear and Loathing in the Photo Studio

But, you say, "I hate to have my picture taken." Realize that a professional photo shoot is a very different experience from those annual school pictures that humiliated you year after year. Professional photographers are trained in using light and color, posing angles and employing different camera lenses to capture the essence of who you are on film. "I like to say it's you, only better," says Michelle Kaffko of Organic Headshots.

For the past nine years, Kaffko has specialized in headshots. One of the most important parts of her job, she believes, is helping clients get comfortable in front of the camera. This includes talking, joking and getting to know each other. She talks with them about what image and attributes they want to convey. "If you are known as a bulldog, we'll do one kind of picture. If you are a family attorney, we'll go for a more friendly, approachable look. What I can't emphasize enough for the people who don't like to have their picture taken is that we both have the same goals: creating photos that you will like. You have a lot more control over the photo session than you think."

Make Your Photo More Clickable in Online Searches

Sure, a professional headshot is a smart way to introduce yourself online and establish your brand. But do you know what potential clients

IN FRONT OF THE CAMERA: HOW TO PREPARE

Forget everything you have seen on TV and in movies. There will be no wind machines and hedonistic fanfare. Expect a fairly simple studio with backdrops and lights. Plan to spend at least an hour, and to pay \$250 and upward. (Costs increase if you want several versions in different outfits, for example.)

For clothing, stick with minimal patterns and simple, classic styles. You may want to bring several changes of clothing that reflect the image you want to portray. Blacks, blues and neutral colors are good. You want the attention on your face, not your clothes. Dress the way you would on the job. If you wear a tie every day, wear a tie. If you are strictly business casual, leave the suit at home.

For women, wear makeup, but not too much. Same goes for jewelry.

For men, don't get a haircut the day before the shoot. Unless you are actively going for the two-day stubble look, do a close shave that morning.

Think about something pleasant ... your kids, your last vacation, the person you love.

Don't look at the camera, look into the lens as if it were the face of a friend.

Finally, trusting the talent, knowledge and experience of professional photographers — they can see the best angles of your face, light for your complexion, help you relax is key to a good experience.

Most people who hate the way they look in pictures have probably never had a professional shot taken.

— Mary Ellen Sullivan

are looking for in a photo? Leigh McMillan, vice president of marketing for Avvo, does. Last year, the online directory company investigated the top factors in how consumers choose an attorney. Research included results from a survey of 10,000 consumers along with focus groups and real-time observation of the choice process online.

The top criteria? Responsiveness. When probed further, consumers overwhelmingly said "what the lawyer looks like" is wrapped up in this. "In fact," says McMillan, "looks are more important than where they went to law school." Overwhelmingly, both people who have never used an attorney before and people who have had some experience with lawyers wanted someone who "looked like they could go to court." McMillan is quick to point out that this does not translate into that dreaded cliché photo set in front of law books, but rather into a certain kind of confidence.

First-timers, however, also preferred to hire an attorney who looks friendly and approachable. Those who have had experience with an attorney indicated that friendliness was not a factor at all.

Avvo has also studied ads with the attorney's photo and found a correlation between a good photo and higher click-through rates. The bottom line: A potential client's first impression of you is from an online photo rather than an in-person meeting, so it pays to get it right. McMillan offers some tips:

- In the photo, face forward and look confident.
- Smile. That's one of the things first-timers look for.
- Pay attention to the background it too is a factor. The background should be interesting but not too prominent.
- Make the photo as high definition as possible so that it translates well to all digital platforms.
- And, yes, use a professional photographer.

Still not convinced? If you don't have a photo, some search engines will grab your profile picture from another account — Facebook, for example. Even though you may only use Facebook for family and friends, your photo there is accessible in other realms. So do you really want your clients' first impression to be that holiday photo of you in your bathing suit, tropical drink in hand?

<u>Mary Ellen Sullivan</u> is a Chicago-based freelance writer who writes frequently about the arts, music, travel and women's issues, with a specialty in health care. She is the author of the best-selling book "Cows on Parade in Chicago," as well as several travel guides, and has been published in The New York Times, the Chicago Tribune, the Chicago Sun-Times, Woman's Day, Vegetarian Times and other publications. She also writes a blog about joy called "<u>On the Wings of the Hummingbird</u>."

Be a Thought Leader

BY SALLY SCHMIDT

Thought leadership. It's a new term for an old concept writing and speaking to enhance your visibility and build a public perception of your expertise. Lawyers have used thought leadership as a marketing strategy since the very early days of law firm marketing, although the forums have evolved from articles and speeches to blogs, podcasts and webinars.

I find that lawyers often identify wonderful opportunities to position themselves in a particular substantive area, or before a key audience. Unfortunately, the result often misses the mark. To be a thought leader, your message must be heard, and to be heard, you must connect with your audience.



Hit the Mark!

There's an old marketing acronym, WIIFM: What's In It For Me? That's what the recipients of your messages are thinking. You need to put yourself in the shoes of a busy general counsel or human resources manager or patent coordinator — whoever is your audience. What do they want to know? It's simple.

• Why is this information important to me?

• What should I do about it?

The best way to help you see the audience's perspective is to engage them in your process. Say, for example, you have been asked to write an article for dentists on selling a dental practice.

You could:

- Call a few dentists who have sold their practices and ask for their thoughts on the process. What surprised them? What lessons did they learn? What advice do they have for others?
- Call your own dentist and ask what he or she would want to know when the time comes to sell.
- Call the editor of the publication and ask what the readers will be most interested in.

Based on the feedback, you could prepare your article in layman's terms and title it something like, "Five things you should know before selling your dental practice." Then (you're not done yet), send a draft to the people you interviewed to get their feedback.

There are caveats to this approach. First, you can't wait until the 11th hour to prepare your materials if you plan to solicit input. Second, you must be open to feedback and constructive criticism.

If you can get past those hurdles and employ this process, however, I guarantee you will be much more likely to hit the mark and connect with your audience.

Sally I. Schmidt (@SallySchmidt) is President of <u>Schmidt Marketing</u>, <u>Inc.</u>, which offers marketing services to law firms. Sally was a founder and the first President of the Legal Marketing Association, and author of <u>Marketing</u> the Law Firm: Business Development <u>Techniques</u> and <u>Business Development</u> for Lawyers. She writes Attorney at Work's "<u>Play to Win</u>" column.

YOU, ON SOCIAL MEDIA

A Look into 2015 Ethics for Social Media

BY JABEZ LEBRET

Like most lawyers, you probably would rather be cleaning your desk and reorganizing all your files instead of thinking about how you should be using social media. There is a significant reluctance from lawyers on the topic of implementing a social media strategy, but the reality is this: Social media is not going away, and you need to be prepared to use social media while also understanding how it can get you or your clients in trouble.

The majority of the conversation about the ethics of social media currently focuses on:

- Solicitation
- Advertising
- Discovery
- Confidentiality

There are other ways lawyers can get themselves in trouble, but these are the easiest and most common offenses. Before diving deeper into the major issues surrounding the use of social media by lawyers, I want to make you aware of the conversation surrounding a lawyer's responsibility to understand social media networks.

Interestingly, one of the topics of this conversation is the possibility of <u>adding technology to the ABA Model Rule 1.1: Competence</u>, and the implementation of this change appears to be happening sooner than you might think. Just recently, a <u>South Carolina lawyer was suspended</u> <u>because she refused to get an email address</u>.

This will likely include understanding how social media networks function. Many of your clients are using social media on a daily basis. For you to give your clients proper guidance on how to avoid pitfalls that could cause problems, you should understand the environment in which they communicate both publicly and privately. "Though having a basic understanding of how the various social media channels function is not yet an ethical requirement, it is certainly plausible that it will be. Getting ahead of this curve will save you time and effort later."

Though having a basic understanding of how the various social media channels function is not yet an ethics requirement, <u>it is certainly</u> <u>plausible that it will be</u>. Getting ahead of this curve will save you time and effort later. It will also help you provide better guidance to your clients. Do you know when a tweet is public or private? What information can be seen publicly on your Facebook or LinkedIn profiles, and how can you change those privacy settings?

Over the last two years, the media has highlighted several instances where a law firm's client caused a lot of problems due to a misstep with his or her use of social media. If you can, at a minimum, communicate clearly to your clients the liabilities of participating in each of these networks, you can stave off potential future issues. Simply telling clients to "not" interact with social media at all is akin to telling them to not use their phone or email; it is just not realistic.

You may also need to address actions taken on social media by your client, a witness, or even an opposing counsel's client. A prime example of this is the George Zimmerman case where neither the prosecutor nor the defense counsel understood how Twitter functions. If you are going to submit social media activity for a trial, you should at least understand the basics of that social media platform.

That is for the future. What is really pressing is your own activity on social media and knowing the ethical mistakes to avoid.

Today's clients expect a law firm of any size to have a minimum web presence. This certainly includes your website, but it also extends to review sites, online profiles and, yes, social media.

This is not to say that you must share what kind of coffee you had

that morning or pictures of your vacation. What clients are looking for is that you have a professional presence that is well rounded on the Internet. Since social media networks rank so well in Google, you would be remiss not to take advantage of the opportunity to create these profiles. At a minimum, post your blog updates, news or information you find interesting to your accounts.

Common Ethics Missteps

Here are the common mistakes and how to avoid them (of course, every state is unique, so please check with your local bar association for more guidance):

Solicitation. A hat-tip to The State Bar of California for releasing <u>Formal Opinion No. 2012-186 that clearly outlines several social media</u> <u>posts and how they may or may not violate California's ethics</u>. The biggest misstep concerns commercial speech. At the point you ask someone to contact you, visit your website, or invite them to become clients for pecuniary gain, you are soliciting business and therefore must have a proper disclaimer. For one lawyer, merely saying "who wants to be next" was enough to move that post from an announcement to solicitation.

The best way to avoid this pitfall is to pause before you hit send and ask yourself if this post contains commercial speech.

Advertising. Some states have very strict guidelines pertaining to how you can advertise, the kind of disclaimer you must have, images you can use, and how long you must keep a record of your advertisements. A good rule of thumb is this: posting on social media networks is not inherently advertising unless that post contains commercial speech.

The best practice is to include a link in the "about" section of the social media network to your disclaimer and avoid commercial speech when you are posting.

Discovery. Getting access to what people post on social media networks can completely sway a case to your favor. How you obtain that "Simply telling clients to not interact with social media at all is akin to telling them to not use their phone or email."

information is up for debate. The common network at question is Facebook. If the user's profile is set to private, then to gain access to their posts you must "friend" them. In states like New York, there is a more liberal policy on whether you can "friend" someone solely for the sake of discovery; Pennsylvania, on the other hand, is not so liberal. The best option here is to check with your state bar association and ask them specifically if you, or a third party, can connect with someone for the sake of discovery and what information you are required to disclose.

Confidentiality. This one is a little surprising, but it still happens. Often the situation occurs when a lawyer reveals too many details about a client, for example, the chief of police in Cincinnati, Ohio. There have been times when an attorney posts about a client by name (an obvious confidentiality issue). Other issues include lawyers thinking they had proper consent to talk about a case when they didn't. In the case of *Hunter v. Virginia*, you can see how posting about clients by name can lead to a serious headache for a lawyer.

The best practice is to avoid talking about clients on social media — period. There really is no need. You can take full advantage of social media without having to mention anyone, specifically or vaguely.

If you intend to be competitive over the next five years, social media is something you will want to learn so you can market your firm better and be able to give your clients the best advice.

Jabez LeBret (@jabezlebret) has delivered over 900 presentations over the last nine years, from Saudi Arabia to Bogota, Colombia, to organizations including Microsoft, Nordstrom, Deloitte, Boeing and GE — just to name a few. He is considered a leading authority on monetizing social media. Currently at <u>GNGF</u>, Jabez specializes in SEO, social media conversion, traffic strategies, and client learning and development.



Winning at Local Search The Nifty Guide to Online Marketing for Lawyers BY MIKE RAMSEY

For every lawyer struggling to unlock the mysteries of getting found on the Internet! Exclusive on Attorney at Work

Social Media, Hard at Work

For social media to work for you, you have to work at social media. It's voracious — requiring nearconstant feeding — because there's no getting around the fact that the perfect fuel for social media marketing is a steady flow of hot new information and images. Fortunately, there are experts lined up here to help you with some tricks of the trade and tips for getting it done right. Because the goal here is your social media, hard at work.

"Social media works best when it is specific, offers opinions and demonstrates expertise around a specific topic. No one cares about your press releases, so stop posting those things on social media outlets. It's lazy marketing."

— Keith Wewe, Content Pilot LLC

"It all starts with having something useful to say to the people you want to reach; once you've got that, SM is automatically going to be helpful because it will amplify that content."

— Jordan Furlong, Law21

"Social media works best as a marketing tool when it is used to share information, not plug services."

— Catherine Reach, Chicago Bar Association

Use Social Media Like Social Media Didn't Exist

BY GYI TSAKALAKIS

A long time ago, lawyers earned new business by developing a reputation and building relationships. In the age of the social web, this really hasn't changed at all.

But somewhere along the way, many lawyers forgot about the reputation and relationship stuff. They went online and did a bunch of "stuff" that was at best silly, at worst, harmful to their reputation. Of course none of it led to new clients. So, many of them concluded that social media and the Internet are largely a waste of time and just don't work for lawyers.

Social media isn't broken. The way that many lawyers are using it is. That's why I'm recommending that you use social media as if social media didn't exist.

You see, while the tools that lawyers have to develop relationships have changed a bunch, it's still all about the relationships. For example:

- When you go out into the world, do you wear a mask? No? Then why are you using stock imagery in your social media profiles?
- Do you introduce yourself as "Los Angeles personal injury lawyer"? No? Then why is that your Twitter handle?
- Do you start conversations with "free consultation"? Then why is that in your bio?
- Do you pay people to be your friends? (I know some of you are thinking, well, yes, sort of, but bear with me here.) Then why are you buying followers?

Creating Relationships with Social Media

How many new people did you meet last year? If the success of your practice relies on relationships, creating new relationships should be near the top of your client development priority list.

But let's not be silly. I'm not encouraging you to stand on a busy

"We are expected to be more accessible. We are expected to be more findable. As a means of communication, online social networks provide a powerful, public and permanent platform."

street corner soliciting handshakes. Likewise, I'm not encouraging you to get on Twitter to <u>@reply and mention</u> your way to new friends.

Instead, start listening. Use Twitter Trends to see what folks are chatting about. If the automatically tailored trends don't match your interests or are too broad, change them. If your potential client pool is a local community, change your trends to reflect that. This way, you can see what your local community is discussing. This is a much more effective way to begin a conversation and even forge a new relationship.

Maybe Twitter isn't your thing. Try LinkedIn. Again, stay off the street corner. Don't send out a bunch of unsolicited connection requests to people you don't know.

Instead, find a group to join. It doesn't even have to be anything related to law. (Imagine that!) Again, if you serve a local community, find local groups. If you grew up in the community you serve, try high school alumni groups, local sports teams and community organizations. Not feeling LinkedIn? There's always Facebook.

You see, this is the stuff you should be doing even if social media didn't exist.

Nurturing Relationships

Having trouble creating new relationships with social media? Focus on nurturing existing relationships. It's a bit easier. You're just connecting with people online who you already know in real life. If you're not a complete jerk, these people probably want to connect with you online anyway. All you have to do is find them.

Unless your peer group consists of <u>English workers who destroy</u> <u>machinery</u> that they believe is threatening their jobs, you probably know people who use Facebook. *Warning: Your family, friends and colleagues don't like legal marketing either.*

Posting about free consultations on Facebook is a sure-fire way to be unfriended or blocked. And, if your friends are anything like mine, you would gladly exchange the unfriending for the public ridicule that you're likely to endure. It amazes me how many lawyers think tactics like these are a good idea. I know some of you are thinking, "That's not the lawyer, it's their social media consultant." Yes, sometimes it is. But a lot of the time, it's actually the lawyer!

Nurture your relationships on Facebook like Facebook didn't exist. Socialize. Stay in touch. Tell a joke.

Where's the Marketing?

Wondering where the marketing advice is? I have failed you.

There's really no doubt that the social web is changing the world. We are more connected, to more people than ever before. With this connectivity, expectations are shifting. We are expected to be more accessible. We are expected to be more findable. As a means of communication, online social networks provide a powerful, public and permanent platform.

Social networks can be an excellent way for you to keep in touch with people in your professional network. They can also be a powerful way to meet someone new or access someone you might not otherwise be able to connect with.

And when these people you meet, socialize with and remain in regular contact with online and offline begin to wonder whether they might need a lawyer, you may find yourself in their consideration set.

But people aren't on these platforms to read your thin self-promotional updates.

Gyi Tsakalakis (@GyiTsakalakis) helps lawyers put their best foot forward online because clients are looking for them there. He is a co-founder of <u>Attorney-Sync</u>, a digital marketing agency for law firms. You can find more of <u>Gyi's writings on Attorney at Work</u>. Ask him a question (or just say hi) on <u>LinkedIn</u>, <u>Twitter</u>, <u>Google+</u> and <u>Facebook</u>.

Tips from the Experts

Best Advice for Making the Most of Social Media?

BE YOURSELF. Develop a unique voice by speaking clearly about one or a few things you are really passionate about — this will get you the quality followers you want. Use hashtags to reach beyond those that are already following you. Post longer things on LinkedIn — it wants to become more of a publishing platform and seems to be giving much higher profile to longer posts. Dan Pinnington (@DanPinnington), LawPRO

TWEET USEFUL CONTENT. That's it. No tricks or gimmicks: Provide information that people need and you'll never want for new subscribers. Don't start a tweet with an @Name unless you want only that person or her followers to see it; otherwise, place a period or something else in front of the @ sign. Jordan Furlong (@Law21), Law21 **REPURPOSE** the hell out of everything you do. I always tell people, I never do something once, I do it at least five times. An article becomes a blog post becomes a presentation becomes a video becomes an e-book.

Jarred Correia (@JaredCorreia), Massachusetts LOMAP

USE TWITTER TO FIND EMERGING TRENDS in your practice area. Write about those trends. Use hashtags so people can find your posts. Also ...

LIVE TWEETING from a conference is a great way to get new quality followers. Find out the conference hashtag and speakers' Twitter handles, so you can tweet using those. <u>Sayre Happich</u> (@SFBar), The Bar Association of San Francisco

HAVE CONTENT WORTH SHARING and be out there with it first. Follow your clients and their competitors. Sally J. Schmidt (@SallySchmidt), Schmidt Marketing

SET ASIDE CERTAIN TIMES EACH DAY to interact online and avoid using social media outside of those times. Be genuine and share interesting information. David Ackert (@DavidAckert), Practice Boomers **SIMPLE.** We wrote a blog post and wanted to get wider coverage. We tweeted the URL and it was picked up by a publication that posted it online. It was a great way to get more views for the blog. <u>Keith Wewe</u> (@KeithWewe), ContentPilot

TIP 1: THE BEST ROI MEASURE will come from your file-opening form. If you track the referral source on new files there, you can make "Internet" one of the options on your intake form, then put a number to it. First, track whether people are finding your firm via the Internet. Second, put a dollar value to the new files opened.

TIP 2: INTEGRATE CHARITABLE ACTIVITIES. Lawyer Russell Alexander connects his philanthropic activities to his social media communities. His <u>"Giving Fund"</u> is showcased before the fund's annual recipient is selected (gathering applications) and after, via photos of the group chosen and "thank-you's" on Facebook, all reaching the smaller communities he services.

Steve Matthews (@StemLegal), Stem Legal Marketing

SEPARATE PROFESSIONAL AND PERSONAL into different accounts. Professional contacts don't need to know where you eat, or see pictures of your family. Engage with those you like or whom you'd like to target. But be sure you have something worth saying. Ron Friedmann (@RonFriedmann), Strategic Legal Technology

AVOID ETHICS ISSUES by treating social media as you would any non-client interaction, such as a cocktail party — do not establish an attorney-client relationship and do not dispense legal advice. Paul Bonner, Venable LLC

What's the Biggest Social Media Mistake a Lawyer Can Make?

POOR CONTENT

"Social networking is not a very effective direct response advertising channel. In other words, you shouldn't be posting 'Free Consultation' in your Facebook feeds."

GYI TSAKALAKIS

"Some lawyers include too much personal content or little that is valuable. Having a sustained stream of good content is the key." SALLY SCHMIDT

"Messaging too broadly, and posting without thinking. It's so important to take a brief moment before posting to think about what you're about to say before you say it. The Internet is forever."

DAVID ACKERT

"It drives me mad when I see lawyers going through the motions because they believe they *must* write. Content doesn't have to be a volume exercise. A few good pieces a month will satisfy both Google and your peers." STEVE MATTHEWS

DISAPPEARING

"It's better to have a steady but limited presence than have a flurry of activity followed by weeks, or months, or nothing." TIM CORCORAN

DELEGATING

"Most lawyers think they can get their staff to do all the work when, in fact, it's a team sport."

DAVID ACKERT

SOCIAL MEDIA, HARD AT WORK

Storytelling: Bring Your Message Alive!

Your clients are paying attention. They are threading together moments of interest, forming ideas and opinions about you, your practice and your place in their world. And the primary focus of this attention is social media. Which begs the question: How actively are you working to engage and shape their opinion?



Like it or not, it is increasingly difficult to function in today's technology-obsessed world without understanding social media. You need to learn how to communicate effectively, and you must earn peoples' attention.

For most users, the benefit of social media is to communicate with each other, not endure a sales pitch. When people engage in your message they are showing interest in you and what you promise. They want to feel good about knowing you as a trusted advisor. They consider the interaction more of a conversation on the town square than fending off a barker on a carnival midway.

The failure of most social marketing stems from categorizing the platforms as distribution channels — or in the same light as television, radio and newspapers. They are not. These are conversation channels. A place for the transmission of experiences, feelings, values, dreams, failures, successes and opinions.

To harness the power of social networks, and I don't mean just hitting the "share" button on Facebook, you need to narrate the story of your practice. To succeed you need to tell stories about people, not concepts or things. Stories that reflect the human experience.

Good Storytelling Evokes an Emotional Response

Good storytelling is about engaging the emotional self, not the logical self. Retention reveals the power of a story. What we remember from a story is not fact but feeling. All storytelling, good and bad, evokes an emotional response in your audience. Unfortunately the memory from a poorly executed message can be disinterest, mistrust or confusion.

The association of feelings with ideas is an important part of learning. Storytelling's "cause and effect" narrative structure is the same one our brain uses to configure thoughts, everyday speech and decisions. And I mean every day, all day. It is how we tell our spouse about our day over dinner, describe an experience to a friend and share life skills with our kids. The characters we describe in our personal stories are authentic, we paint a picture of the scene and the people who populate our story. When we combine our tale with a simple plot (beginning, "Too many of the blog posts, videos and articles I see in the legal community feel like a closing argument. Your storytelling needs to reflect the human experience."

middle and end) and a singular point, the viewer trusts that you will guide them to an interesting destination.

So if we are hard-wired as storytellers, why is legal marketing so flat and lifeless? I have my theories.

The legal community, like engineering, finance and medicine, tends to measure credibility among peers by accuracy, research, data and hard facts. These are critical metrics when presenting an idea for peer review, auditing a financial statement or shaping a legal argument. Unfortunately, they are not the priority when engaging an audience.

This does not mean you ignore facts or create tales of fancy. Quite the contrary. A story needs to be based on a singular fact or idea to give it relevance and merit. But too many of the blog posts, videos and articles I see in the legal community feel like a closing argument. Your social media storytelling needs to reflect the human experience. Authenticity, simplicity, universality, emotion ... these are just some of the elements of a successful story.

Storytelling is the art of giving shape and meaning to a piece of information that's dull and boring. You are combining an idea with an emotion. The stories you create should reveal something personal, intimate or unknown about the person or topic, otherwise it's boring. An effective story takes us on a narrative journey, one with an emotional destination.

Improving Your Storytelling

As viewers, listeners and readers we want sincere stories. We want to believe we are seeing the "real" side of things. That is why your articles, videos and social postings need to tell genuine stories. If you are creating a video don't just stand in front of a bookshelf and list your experience, have a client share their story and illustrate it. Include cover footage to show not tell the story. If it is an article leverage photographs and graphics. Give examples your potential clients can identify with, stories where they project themselves making the same decisions as your subject.

Reflect your values in your content. Most people want to be represented by a better version of themselves. They want their counsel to be smart and experienced, but they also want someone who can frame their story as they navigate the legal system. They want to trust that you understand their needs and that you will guide them. By sharing your values and principles, your viewers will know if theirs are in alignment. Frankly, we are less likely to trust a stranger. Sharing your values helps potential clients feel comfortable with your counsel and your advocacy.

One last piece of advice. It is important to understand that each social network has a unique culture. The Reddit community is significantly different from Pinterest's. We connect through Facebook differently than we communicate through YouTube. Creating a singular universal message and blasting it across all your channels is a waste. At best, you will be ignored. At worst you will be scorned. Be thoughtful about the culture of a specific channel's community — that means do your homework. What are the demographics you intend to reach? If you are looking for adults nearing retirement then Snapchat is probably a poor choice. Men 18 to 35? You are unlikely to find many of them on Pinterest.

Tailor your story to the needs of your intended audience, and be nimble with your strategy. Social networks are ever-changing. Their features are in a state of constant competition and improvement. To ensure success you should conduct a "social media audit" and decide which social channels are best for you and your practice.

Best Use of Storytelling Is Building Credibility

Stories are a powerful way to guide a viewer's perceptions, helping them see you and your practice as trusted advisors. Don't lose sight of your client's emotional needs when telling your story. It is what drives their action.

Drew Keller (@drewkeller) of <u>StoryGuide.net</u> focuses on digital and social media, working with customers to develop successful media strategies. An award-winning television producer, video editor, web developer and educator, Drew writes frequently for StoryGuide.net and distributes videos via <u>The Story Guide</u> YouTube channel.

How to Use LinkedIn Publisher

BY JAY HARRINGTON

Lawyers often lament: "I've been on LinkedIn for years, but I've never experienced any benefit from it." What most mean is: "I've never gotten any work from it." Lack of LinkedIn success is due to two factors. The first is lack of understanding of the platform's tools. The second, more important factor is lack of understanding of its purpose.

Many lawyers aspire for connections, with the "500+" designation considered a benchmark for success. But LinkedIn isn't about building connections, it's about building relationships. Don't get me wrong connections are important, but only as a means to an end. The "end" is creating meaningful, lasting relationships with your connections. And this requires more than simply extending and accepting invitations.

As in all facets of life, the best way to build relationships is to give of oneself. You give your wisdom, and your connections give their time and attention. Over time, as you produce and share great content, you'll be thought of as a resource, not a connection. So what's the best way to expand your reach and your relationships on LinkedIn? Start posting articles using LinkedIn Publisher.

The Benefits

- The content you post is searchable by keyword, so it's an effective way of demonstrating your expertise on specific topics and industries. Use Publisher to showcase your knowledge.
- 2. Popular content determined by number of views gets featured on LinkedIn's newsfeed, Pulse. This can dramatically expand the

reach of your content, raising your profile among a wider audience.

- 3. Posts become part of your LinkedIn profile, so anyone who checks you out will have access to your content.
- 4. You own the copyright on your content, not LinkedIn, so you can repurpose and repost your content elsewhere.
- 5. Your connections and followers (people can "follow" you even if you're not connected) are able to "like" and comment on your content, so publishing is a great way to engage with your audiences.

The Mechanics

Ready to give LinkedIn Publisher a try? Good news — it's easy.

- 6. Find the "Create a Post" pencil in the "update" section of your profile page. Click it. This will launch the publishing platform.
- 7. Write something interesting and authoritative, or post content that you've previously published elsewhere (around 500 words is ideal).
- 8. Come up with a good headline (this is critical study headlines from other popular posts).
- 9. Choose a good photo to pair with your post (also important look for the little camera icon in the tool bar).
- 10. Proofread, post and monitor the response you get. Remember, focus on quality over quantity. Every time you post, every connection in your network will receive a notification. Publish too often, or publish mediocre content, and people may start tuning you out.

Jay Harrington (@harringj75) is co-founder of Harrington Communications, wherehe leads the agency's Brand Strategy, Content Creation and Client Service teams.Previously, Jay was an attorney at Skadden, Arps, Slate, Meagher & Flom and Foley& Lardner. He writes Attorney at Work's "One of a Kind" column.

Reach Your LinkedIn Goals

BY SAYRE HAPPICH

Using LinkedIn is a lot like any other business development activity. If you don't know what your goal is, and plan a strategy for achieving it, you won't accomplish much. David Ackert of Practice Boomers says it's important to prioritize goals and stick to a strategy. Here are four goals to consider with Ackert's strategies to help you reach them.

Goal 1: Target Potential Clients. If your goal is to identify potential clients and referral sources on LinkedIn, Ackert recommends these strategies:

• Use the <u>search bar and ad-</u> <u>vanced search features</u> that LinkedIn offers. If you want to connect to someone in a particular industry who might need an attorney with your expertise, search by industry and see if you have any first- or second-



tier connections in companies you think would be interested in using your services.

- Most often you will probably have a <u>first-tier connection</u> to the person you identified. If you do, pick up the phone and ask that first-tier connection for an introduction to the person you are ultimately looking to reach. Provide the context for why you are asking for the introduction.
- When trying to connect with someone, LinkedIn offers a field for you to include a personal note. Use this field to let

the person know why you want to connect and include a call to action. For example, "I am working on a blog you might be interested in subscribing to. Please contact me if you have topic ideas or would like to contribute."

- Tired of seeing those LinkedIn alerts (work anniversaries, new jobs and so on)? Instead of ignoring them, when you see an alert about someone who might be a potential client or referral source, call the person to convey congratulations and rekindle your professional connection.
- When sending email to a prospect, use LinkedIn's InMail instead of your email provider. (According to Ackert, InMail is 30 percent more likely to be opened than regular email.)
- When you are notified that someone has looked at your profile, take that opportunity to send that person an

InMail and ask if you can help them with something — perhaps they need an attorney in your practice area?

Goal 2: Attract Opportunities. If your goal in using LinkedIn is to attract opportunities to your niche practice area, here are ideas to get you started:

- Join <u>LinkedIn groups</u> that align with your areas of interest. Participation in groups is three times more likely to drive relevant traffic to your profile.
- Once people are on your profile, make sure key points stand out. One of the ways to do that is to include multimedia like SlideShare or videos of presentations you have given. This will further brand you as an expert in your practice area.
- Start your own LinkedIn group to attract appropriate connections for dialogue and follow-up.

WHAT DO CLIENTS WANT TO SEE ON LINKEDIN?

Brad Shepard is founder and CEO of <u>Kredible</u>, a company that uses scientific research, including mental modeling, ethnographic interviews and eye-tracking data collection, to find out how people use online tools to make buying decisions. His company's research recently centered on general counsel, and how they vet outside counsel. One key finding? GCs find you less credible if your LinkedIn profile is incomplete.

Shepard suggests these quick fixes to your LinkedIn profile to make sure you aren't eliminated from a prospective client's search.

Profile Picture. Having no profile picture is an absolute killer. It breeds distrust. Pick your profile picture carefully. It should be full frame, slight smile and in color.

Profile Summary. Proclaim two to four areas of expertise. Do not say you are a generalist. General counsel don't need generalists, they are generalists themselves.

The headline section of your profile is extremely important. Search engines index this field. Make sure you include your title, practice area and the industry you serve.

Every field of your profile should be filled in. Don't forget to include vol-

unteer experience, whether it be pro bono work or volunteer work on a committee or board of directors.

In the publications section of your profile, post any articles you have written and upload slides you have presented.

Connections. When it comes to connections, it is quality over quantity.

Only connect with people you would be comfortable introducing to your other connections.

Of in-house counsel surveyed, 77 percent said that having shared LinkedIn connections with someone made them more likely to want to do business with that person.

"What you are doing on LinkedIn isn't wrong," said Shepard, "it's just not enough."

An up-to-date and complete Linked-In profile is one of the easiest ways make an impact on potential clients. It could be the difference between getting that phone call or never knowing you were considered.

— Sayre Happich

Goal 3: Broadcast Yourself. If your goal is to get your name out to an extended network, focus on these strategies:

• Use your LinkedIn status updates to post relevant blog articles, announcements, press releases, or alerts to your connections.

Drive attention to your content by posting it to LinkedIn groups that you are a member of and ask questions to accompany the posts to start a dialogue.

Goal 4: Think Client Service. If your goal on LinkedIn is solely to focus on existing clients and people who are already engaging with you — online and offline follow these strategies:

- This first step might be obvious, but make sure you connect with all of your clients on LinkedIn.
- Match content and connections to their needs. Ask questions such as, "What is keeping you up at night?" If connections need to know about a new law and how it will affect their business, find information for

them or refer them to another attorney in your network.

• Are your clients looking to hire a lawyer in areas outside your expertise? One way to find out is to do a job search using the client's company name as a filter. If they are looking, pick up the phone and call your client. Recommend an attorney in your network.

One final tip: Don't try to tackle all of your goals at once. Work on them step by step, and when you are satisfied, move on to the next goal.

Sayre Happich (@SFbar) is Assistant Director of Communications and Social Media Manager at <u>The Bar Association</u> of San Francisco (BASF), where she has been since 2004. Sayre manages the BASF's website, monthly newspaper, bimonthly e-newsletters and public relations efforts. She also heads up the organization's social media efforts.

SOCIAL MEDIA, HARD AT WORK

How to Use Facebook to Drive Traffic to Your Website

BY MIKE RAMSEY

For lawyers, using Facebook for marketing is a tough nut to crack. And Facebook has been making it harder to reach your fans on its platform over the past few years. Many brands are saying that their reach is getting smaller and smaller due to changes in the news feed algorithm. To make matters worse, starting this year, <u>Facebook</u> <u>said it is going to cut</u> almost all forms of promotional posts from news feeds. So what can you do to still make use of the platform as a law firm? Here are six tips. 1. Stop trying to drive people to your firm's Facebook brand page. Many law firms publish blog posts or pages on their website that look like the ad on the right.

The problem is, you don't own your Facebook page. Do you know who does? *Facebook*. So, your ads and posts are send-

Like Us on Facebook for Your Chance to Win

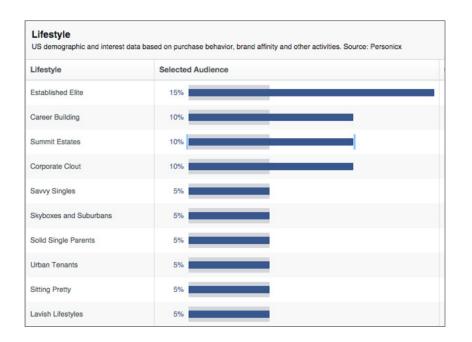
mey Blog » Like Us on Facebook - Get Entered to Win Gift Car

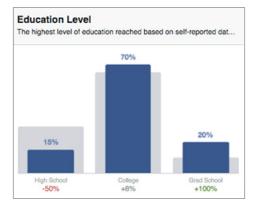
Like our Facebook page before September 15, 2013 and be entered to win one of three Star gift cards. Winners will be selected at the sole discretion of Minick Law, P.C. Also, Follow Us on Twitter and Add Us to Your Circles on Google+.

ing people away from the website *you* own, and have complete control over, to a site you don't own, trying to get them to like a page they will probably never visit again. Facebook initially made this appealing because you could reach most of the people who like your page. But now that's not as easy. Guess what percentage of fans see an organic update you post? Recent reports say <u>6 percent</u> — that's down from 16 percent in 2012 and headed to zero percent sometime in 2015.

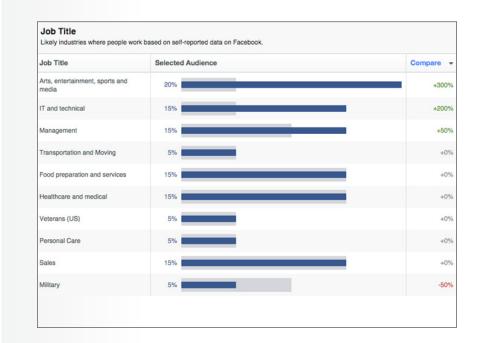
Don't send traffic away from your website unless you have a good reason. Facebook is not that reason.

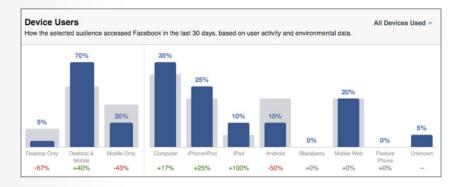
2. Research the demographics you want to target on Facebook. Before doing much of content creation and marketing, you need to understand the client <u>persona you want to target</u>. Facebook has a great tool for looking at data called <u>Audience Insights</u>. Let's say I am a family lawyer and want to focus on prenups. I can set up a search in Audience Insights for men, over the age of 21, who are currently engaged, who live in Los Angeles, and who make over \$75,000 a year. Between 4,000 to 4,500 people meet that description. Beyond that, here are some Insights stats that tell you more about them.



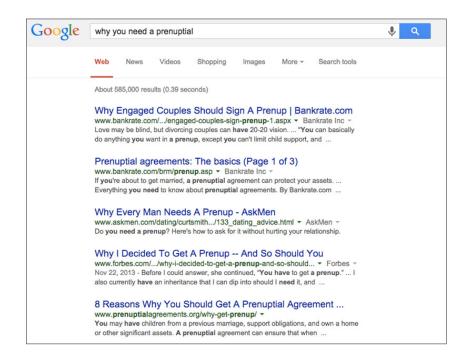


This data can help you understand the people in this group, whether they might be interested in what you have to offer, and how best to reach them.





3. Create worthwhile content on your website and blog. Once you've made sure you are targeting the right audience — and that there are enough people to focus on — you need a message and content that will appeal to them. This is the hardest step. You can start by looking to the Internet for inspiration.



Once you settle on an idea for something you think you can do smarter or bigger, get to work. Maybe you settle on an article or even a video on "10 Reasons Every Man Needs a Prenup in Los Angeles." Write your content, and pack it with relevant information and images.

4. Use ads to promote content on your website. Next, on the Audience Insights page, you can click a button in the right-hand corner to create

a Facebook ad. In step one, you'll choose the objective for your campaign, as show in the screenshot below. Be sure to choose the option to send people to your website.

TEP 1: CREATE YOUR CAMPAIGN	Use Existing Campaign	
Choose the objective for your campaign	Help: Choosing an Objective	
Boost your posts		
Promote your Page		
Send people to your website		Use the clicks to website objective to send people to your website.
Increase conversions on your website		
Get installs of your app		

Next, build an ad that will show up in the news feeds of your target group. Be sure to remove the right column sidebar ad option.

	AD PREVIEW AND PLACEMENTS	
Connect Facebook Page Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will	✓ Desktop News Feed	Remov
show as coming from your Facebook Page.		
Mike Ramsey 👻 +	Mike Ramsey Sponsored	
or Turn Off News Feed Ads	Most Men get a prenup in LA. Vader Could have used one and so can you.	
Headline ⁽¹⁾	10 Reasons For a Prenup	
10 Reasons For a Prenup		
Text () 19		
Most Men get a prenup in LA. Vader Could have used one and so can you.	MIKERAMSEY.ME	
Call-Io-Action Button (optional) [®] Learn More v		
Show Advanced Options -		
	V Mobile News Feed	Remo
	× Right Column	A
	× Partner Mobile Apps	A

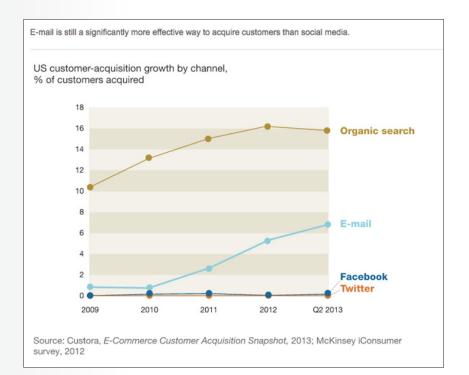
5. Try to get people to share your content. Once your ad is running and people from your demographic start coming to your website, you want them to share your content on their own Facebook news feeds. While Facebook might block updates coming from *your* page, they would love to share content you created via users who are sharing it from their personal account, with their own group. It is extremely important to make social sharing icons easily visible on your website or blog posts. A <u>study by Garrett Moon</u> says the top horizontal or floating left vertical of a post is the best place for sharing icons.



We have had experiences where we have purchased around 150 visitors to a piece of content but had thousands of visitors from the organic sharing that took place once people started coming to the website.

6. Try to capture emails. One thing you do own is your email list. So, instead of a Facebook "like," put your energy into getting an email address that you can add to your newsletter list and include in your email marketing campaigns. Email marketing services like <u>MailChimp</u> make

it extremely easy to add an email capture form to your website. If you need more convincing, check out <u>MailChimp's benchmarks</u>. If you are still being stubborn, look at this graph by McKinsey & Co.



For Facebook to be valuable for your marketing, you need to stop focusing on daily updates on a page that you don't own. Instead, start creating shareable content on your website and convince people to do the social sharing for you.

Mike Ramsey (@MikeRamsey) is President of <u>Nifty Marketing</u>, a local search marketing company in Burley, Idaho. Mike is passionate about helping good businesses grow and launched <u>NiftyLaw</u> as a place to learn how to handle online marketing. He is the author of "<u>Winning at Local Search: A Nifty Guide to Online</u> <u>Marketing for Lawyers.</u>"

Anatomy of a Tweet: How to Get the Most Out of Your 140 Characters

BY DEREK BOLEN



Lawyers are routinely told how necessary it is to maintain an active presence on Twitter. With good reason: With 284 million monthly active users (48.2 million of whom reside within the U.S.), it's a safe bet your potential clients are there.

More importantly, consumers are increasingly turning to social media channels when evaluating purchasing decisions — even legal services. Plus, clients control more of the purchasing journey than ever before often, by the time they reach out and contact you, they've already decided to retain your services. Therefore, it's become imperative that you remain top-of-mind by communicating, engaging, building trust and establishing relationships with the people who could someday become your clients.

But on a platform where more than 500 million messages are sent every day and the average lifespan of a tweet hovers around 18 minutes before it disappears into a void of cat pictures and TV show spoilers forever, how do you make sure you're getting return on your social media investment?

Tip 1: Know Your Goals

Before investing time in any social network, it's imperative that you have a clear idea of exactly what you're trying to accomplish (beyond the obvious "attract more clients"). Are you trying to build more awareness of your firm locally? Drive traffic to your website? Engage with industry thought leaders? All of the above? Set up a social media dashboard like Hootsuite or TweetDeck. Think of search terms or hashtags your target audiences are using, and save them as streams for easy access and quick reference later on.

Tip 2: Get Visual

They say a picture is worth a thousand words — but on Twitter, a picture can be worth far more (if you can shoehorn them in there). With "Tweets with images traditionally see much higher engagement than those without, gaining up to 150 percent more link clicks, retweets and favorites."

a 140 character limit, there's only so much text you can include — but an image can give you an opportunity to circumvent those limitations by communicating ideas visually, or by overlaying text on the image. As a bonus, tweets with images traditionally see much higher engagement than those without, gaining up to 150 percent more link clicks, retweets and favorites.

Tip #3: Call Me, Maybe?

A "Call to Action," in marketing speak, is a strong phrase that compels your audience to take a desired action (for example, "visit my website" or "click here for more information"). Using strong calls to action can amplify your message to the Twittersphere at large (example: "Please RT"), increase engagement (example: "Reply with your thoughts!"), or boost website traffic ("Read my latest blog post!"). Because Twitter is, above all, an engagement platform, it's recommended that you use overtly "salesy" calls to action ("Buy my lawyering!") infrequently instead, focus on actions that drive discussion and communication.

Tip #4: Hashtags

Hashtags, the #now #ubiquitous #method of labelling tweets as belonging to a particular conversation or topic, are a great way of gaining exposure to an entire new audience or targeting your messaging in real-time to an audience discussing a trending topic (a recent example involved defense lawyers who were tweeting their phone numbers using the #ShutItDown hashtag related to Eric Garner protests, offering their services to protesters arrested). Hashtags also offer a great opportunity to take part in Twitter conversations or chats around a variety of topics (check out #ClioWeb for Clio webinar discussions, or #LegalTech, a lively discussion on emerging legal technology solutions). When crafting tweets, #less is #more when it comes to hashtag use — while tweets including one or two hashtags can provide up to two times the engagement as tweets without, throwing in a third (or more) hashtag can actually reduce engagement. Stick to one hashtag per tweet to be safe.

Tip #5: Be Yourself, Everyone Else Is Already Taken

The ultimate goal of social media is the "social" part — building legitimate, lasting relationships with people who could benefit you enormously either personally or professionally. The best way to do so is by being sincere, honest, and showing your true personality. Public perception is that lawyers are a stodgy, humorless bunch — we know this isn't the case. Don't be afraid to let your true self shine through.

Tip #6: Be Ethical

Familiarize yourself with your state bar's social media ethics opinion or guidelines before tweeting — it's easier than you would think to run afoul of the professional rules of advertising governing lawyers, particularly when discussing previous cases, courtroom wins, or actively soliciting business via social media channels. Some examples:

BAD MESSAGING

- "Case finally over. Unanimous verdict! Celebrating tonight."
- "Won a million dollar verdict. Tell your friends and check out my website."
- "Won another personal injury case. Call me for a free consultation."
- "Another great victory in court today! My client is delighted. Who wants to be next?"

GOOD MESSAGING

"Just published an article on wage and hour breaks. Let me know if you'd like a copy."

"Experiment with your tweets — tweet the same thing at different times of day, change up your copies, calls to action, images and more."

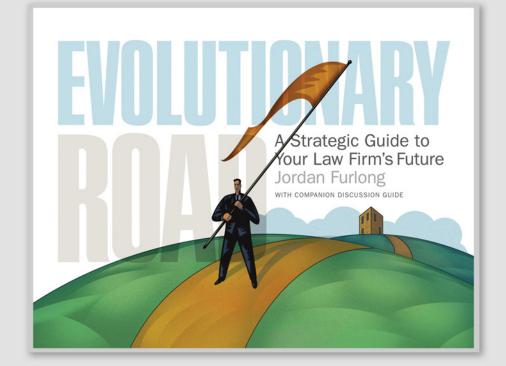
Tip #7: Test, Analyze, Optimize

Twitter quietly rolled out its native Analytics platform to all users last year (previously, it was only available to paid advertisers). Twitter Analytics gives you a wealth of actionable data and shows you exactly what's working on every tweet you send, including how many retweets, replies, and favorites you get, as well as number of impressions (the exact number of times your tweet appears in user timelines), link clicks (if you're directing to a blog post or your website), and more.

Experiment with your tweets — tweet the same thing at different times of day, change up your copies, calls to action, images and more — to figure out exactly what resonates with your followers and has the biggest impact for your social media following and business development.

By following these simple tips, you'll be an accomplished Twitter user in no time — success that will translate to your offline business development and law firm health as well. At the very least, you will have built meaningful relationships with a number of other human beings and will be able to add the elusive "Twitter-savvy Lawyer" designation to your resume.

Derek Bolen is the Social Media and Community Manager at <u>Clio</u> (@GoClio). You can find him contributing to a number of online blogs, chatting about social media and marketing, or tweeting baby pictures at @hurrrdurrr.



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Bag 'Em and Tag 'Em: The Hashtagger's Guide to the Galaxy by Jared Correia

A hashtag is a string of characters preceded by a pound sign (#), all connected without any spaces — for example, #ilovegeorgeclooney (\underline{Ido}). The collection of characters should have some meaning. Hashtags are valuable on social media because they aggregate posts. A hashtag becomes a clickable link to a chronological (and continually updating) stream. The hashtag is valuable to you because it gets your post into another stream — in addition to those of your followers, and friends. And, it's useful to push your posts to additional streams because it means your content will, theoretically, pass before more eyes, thus increasing your "reach".

This is all a numbers game. The more people you reach, the more likely it is that you'll reach someone who will ultimately use or refer your services. And, this is a legitimate phenomenon: <u>Babies have been</u> <u>named Hashtag</u>. There is a <u>Wikipedia page</u>.

So, yeah, it's pretty straightforward, what a hashtag is. Where most social media users get tripped up is in using hashtags. It's very easy to apply a hashtag to a post without really thinking about it.

Say you post something about iPads, and you stick in #iPad. I mean, why not, right? Well, here's why not: When you're using a hashtag, you've got to be thinking about what you're trying to get out of it. Is your ultimate goal to be listed in the hashtag stream for #iPad? That stream probably includes billions of tweets at this point, over 75 percent of which, I would conservatively estimate, are inane or spam. The chances of your post being discovered in that stream are infinitely less than it being discovered in your own stream, such that hashtagging becomes an almost useless exercise. Why not hashtag for a subsidiary theme, instead?

So, how else can you separate your hashtagged tweet from the crowd of hashtagged tweets?

- Determine how you will use the hashtag.
- Apply some straightforward tips for hashtag creation.
- Access resources to keep abreast of hashtag trends.

Three Optimal Ways to Use Hashtags

1. In real-time conversation. Hashtags allow Twitter users to create chat panels on the service. When you access the hashtag stream, you're looking at a subject matter discussion, which you can follow and respond to in real-time. This is already a popular method for using hashtags, and there are a number of Twitter "chats" built around this concept. If you use a free program, like <u>TweetChat</u>, you can leverage the stream, and your responses, even more efficiently. Most chat streams remain active even when chats are not scheduled, so participants can post at off-times and still gain some advantage. Now, if you tweet your latest blog post with the hashtag for a chat you normally participate in, the chances of that post being retweeted or read are higher than if you post into a hashtag stream with which you have no substantial interaction.

2. In a search. Twitter does have <u>a search page</u>, but it's unfiltered. If you search within hashtag streams, you're going to find persons who have self-selected for certain topics, conveying some level of conscious acknowledgment of expertise or skill, or at least some interest. In this environment, you're more likely to find people who know what they're talking about, posting things that are helpful. You must be willing to wade through some of the detritus, but there is less of that than you would find within a general Twitter search. So, hashtags can help you narrow your search; but they can also help you expand your brand.

3. For conference participation. This is probably the most effective single use of the hashtag. I've written on this before, most notably <u>here</u> and <u>here</u>. So, suffice it to say that, if you can piggyback on a popular conference hashtag, especially one that is germane to what you do, then that is a great way to move your content toward parties known to be interested. Check out #ilta and #ABATECHSHOW for two popular legal conference hashtags, to see where you might envision your posts fitting in.

Hashtags are far more often used for generic labeling of specific things within Twitter ("Check out my #iPad!"). In the majority of cases, the above-outlined, useful methods are not even a consideration —

which is one clear reason why applying such practices will set you apart.

The Existentialist's Hashtag

You can use existing hashtags to enter existing streams; but if you do, you've got to select the right ones. If a hashtag is too popular (like #iPad), you're liable to get lost in the stream; if it's not popular enough (like #PalmPilot), nobody else will see what you've posted. Like Goldilocks, your best option is to try various porridges, chairs and beds, so you find the fit that's "just right."

An example of an overstuffed hashtag stream would be the #FF, or #FollowFriday culture, standing for the Twitter convention whereby users on Friday list their favorite other users, ostensibly to promote them, but really to get them to return the favor. No one is getting any real use out of these raw streams; it's just too much to process, and the categorization is too generic. However, as a method for highlighting other users, it's a great way to show your appreciation for your favorite follows, by increasing their reach among your followers, and those others' followers with whom the post will be shared. In case you're wondering, this is what a <u>Follow Friday</u> post might look like:

#FF @HeidiAlexander But, I feel like everyone from Minnesota knows Prince.

There are a number of other <u>daily conventions on social media that</u> <u>you can take part in</u>. Of course, you can create your own hashtags. Just make sure that you do so with the expectation of adding another significant workup to what is likely already a full marketing schedule. The effort can be worth it, though, because a personalized hashtag can act as a gathering space for those interested in what you have to say — it's another community of interest for your work.

Here are some things to consider when creating a hashtag:

Keep it short and use an acronym if it works better. For example, we use the acronym <u>#lhlm</u> for discussion related to our <u>Lunch Hour</u> <u>Legal Marketing</u> project.

Make it memorable. If you can, integrate your hashtag into natural language, as it's less jarring to read than Internet jargon. Compare: "#Lawyers must watch out for revised #IOLTA rules: www.justkiddingidontknowofanynewrules.com" to "New IOLTA Rules: www.stillmessin.com #IOLTA #attys #trust #rules #client #service."

Do it deliberately. Make sure you <u>read the whole string, with an</u> <u>eye to alternate word combinations</u> — before you release a hashtag. Find out whether the hashtag (or a similar variant) already exists. Try different iterations. Get impressions of your idea from people you trust.

Hashtag Promotions

Here is a simple list of dos and don'ts for promoting hashtags that you might subscribe to.

Decide whether you want to hashtag or just plain old tag. For example, @ABATECHSHOW or #ABATECHSHOW. Part of the answer to the question of what you choose is whether you'd like to link to the user profile or to engender further discussion on the topic — which could perhaps stem from your own contribution to the stream.

Be wary of overtagging your posts. When you include a large number of hashtags (say, three or more), you're reducing character availability (and probable retweets) and necessarily limiting the amount of natural language in your posts.

Be consistent. Include the hashtag on every post related to the discussion topic, not just some. If you're going to host chats surrounding a hashtag, keep up a schedule. Don't spend the months leading up to a conference using the conference hashtag, and then stop using it when you're at the conference, when interest is at its peak. Promote the hashtag in other media, too, to drive discussion on Twitter.

This is the old saw respecting social media: There is not one network, there is only the combination of networks. (Or, was that <u>Buddha</u>?)

New Content, New Conversations

In addition to creating conversations surrounding your hashtag, you're also looking to source user-generated content: you want people to write things related to your hashtag, and to post those items with your hashtag included. Ultimately, if you can get people to write content specifically with your hashtag in mind, you're golden. Then, the cycle will spin again: New conversations will spring up in relation to those posts. With the enduring popularity of <u>content marketing</u>, Twitter users should be watching out for these opportunities. In the end, Twitter is a social media service for front-runners, regardless of whether those front-runners fired the starting gun or joined the pack later on, after disembarking the subway or something. If you can capitalize on trendy hashtags, or create, grow and promote your own, you're far more likely to get the effective reach you're looking for.

Of course, not everyone is going to be playing nice when it comes to moving the conversation linked to a popular hashtag. <u>Internet trolls</u> have no interest in doing anything other than raining negativity on your parade. This is not to say contrary views are not valuable; but trolls aren't interested in discussing the merits of anything — their sole interest is in flattening discussion and driving users away from conversations. Fortunately, Gyi Tsakalakis has published <u>a succinct method for dealing with</u> <u>trolls</u>. The more popular your hashtag becomes, though, the more likely you are to attract trolls to it. <u>You take the good with the bad</u>.

#ButWaitTheresMore

If you were able to get through all of this and yet would still like to read more about hashtags, there are a number of resources, including:

- <u>Twubs</u> (a hashtag directory and promotional service)
- Hashtags.org (Wikipedia for popular hashtags and trends)
- <u>TagDef</u> (a dictionary for hashtags)
- <u>TagBoard</u> (a dashboard for tracking hashtags)
- Hashtagify.me (for advanced hashtag searching)

Jared Correia (@JaredCorreia) is Assistant Director and Senior Law Practice Advisor at the <u>Massachusetts Law Office Management Assistance Program</u>. He is the author of "<u>Twitter in One Hour for Lawyers</u>." He writes on <u>practice management topics for</u> <u>Attorney at Work</u>, and for the <u>LOMAP blog here</u>.

Five Ways to Use Twitter Lists

BY ANDREA CANNAVINA

Twitter lists are an easy way to group what flows through Twitter so that you can better organize the flood of information. I've found that Twitter lists are useful for all kinds of things — whether they're private so that you can keep tabs on a hobby or very public so that you can leverage them for networking and business development.

Personally, I use lists to:

- 1. Follow conferences and events, such as <u>LTNY</u> and <u>ABATechShow</u>.
- 2. Keep up with groups and associations like <u>ILTA</u>.
- 3. Monitor just the tweets of a core group of people of the likes of <u>@taxgirl</u> and <u>@chrisbrogan</u>.
- 4. Stay abreast of the happenings regarding a certain keyword such as <u>#legalIT</u> and the

popular #<u>legalchat</u> (which are Fridays at 11 a.m. ET).

5. View the tweets of certain users, without technically actually following them. You can add users to lists without following them from your account. There are certain people I refuse to follow, but in some instances I will see their tweets — generally when an event comes around and they start their spam-markety crap (which is why I don't actually follow them in the first place). Still, this can be a very useful way to see what someone is tweeting that is less noticed than an actual follow.

Setting up Twitter lists is easy — the <u>directions are right here</u>. However, there are a few things you will need to decide:

Who are you grouping together and why? Creating, maintaining and administering anything "online" requires focus and time. Much like Google Alerts — once set up, a Twitter list almost runs itself. However, time is still required to add or remove people from your lists and if you are compiling a public list and wish to promote it — that will also eat up more of your time. Keep in mind that it can be a bit cumbersome to remove individual users from a Twitter list — so it is better to be judicious about who you let on the list in the first place.

Private or public? Private lists are a way to keep a list from being known to the general public. (Keeping in mind nothing is private from the company Twitter itself.) I have a "private" list of under 200 people who I consider "Some Good Peeps." If I only have two minutes I can very quickly be brought up to speed by reviewing just this one list.

What will you name your

list? Pick a good name — especially if it will be a public list. What do the users you wish to add to the list have in common? Almost always there will be an organization, keyword or hashtag associated with a list. If you can use that as the actual list name, all the better for your brand recognition, SEO and such. If you are making up the name of the list, just like websites, be careful not to <u>mix up letter combina-</u> <u>tions that spell out inappropriate</u> <u>things</u> when mushed together into one word!

Ultimately, Twitter lists are a way to organize tweets into categories and chunks, which helps people like me (compulsively organized) be more so — and people like you (just overworked and with no time) be more efficient in your use of Twitter. Win-win!

<u>Andrea Cannavina</u> (@LegalTypist) is CEO of <u>LegalTypist, Inc.</u>, a digital dictation/transcription/secretarial outsourcing service that provides all the tools and education attorneys, law firm administrators and other legal professionals need to get and keep their workflow and email organized.

Publishing to SlideShare: Why I Love It (And You Should, Too)

BY JAYNE NAVARRE

What's not to like about a large, highly targeted B2B market with low competition? Not much. That's why <u>SlideShare</u> has become the Internet's largest platform for sharing presentations. With 60 million unique visitors every month, it receives five times more traffic from business owners than any other platform of its kind. What's more, built-in sharing tools let you easily post to your social media accounts.

But tapping into the SlideShare audience requires more than simply posting your live presentation deck. It is a publishing platform, not a posting repository. To be effective, your slide deck should be focused, visual and informative, tailored for SlideShare viewing.

A presentation with too many words and too many ideas will fail just as quickly as a deck without a narrative to explain the information. Your deck needs to connect the dots for your audience, making things ultra clear, while being memorable and valuable.

10 Tips for Converting Your Presentation to SlideShare

1. Focus. Each deck of slides should have just one primary idea, an underlying hook — your angle, otherwise it can end up feeling jumbled or disjointed. This also helps people find you. If your original presentation has too many "ideas," create a series. For example, check out this series: (a) The Great Employment Law Quiz Show; (b) Employment Law Tool Box; (c) Engagement Workout.

2. Title page. Choose an eye-catching, colorful image for your presentation's first page and write a really great title. Make it compelling and searchable — include keywords. The title and image should be large enough and simple enough to be readable in tiny thumbnail format. Include your logo on the first and last slides, but don't clutter the other slides' content with it. (Use your second slide for your disclaimer, and add a nice background image.)

3. TOC. Include a table of contents as your third slide to make consumption easy. Mapping out where your presentation is headed provides your audience with a path and purpose.

4. Slides. Stick to this rule: ONE IDEA PER SLIDE. When tempted to put more than one idea on a slide, just say no. Instead, break your ideas into smaller chunks of information. Your presentation will be more memorable. If the point needs further explanation, follow with a separate text-only slide or link to a deeper discussion on your blog or to a website article. Avoid outdated clip art. Charts and graphs work.

5. Links. Excellent search engine optimization (SEO) is built in to SlideShare, but you should supplement this by adding links within your content. For example, add a "further reading" slide with links to your other decks or website content near the end of your presentation.

6. Hashtags. Each SlideShare upload is allowed up to 20 #hashtags. Use them! Search SlideShare for ideas (to ensure your content is not being misunderstood) or try the free tool SEO Chat.

7. Timing. Make use of events such as Tax Day, holidays and elections.

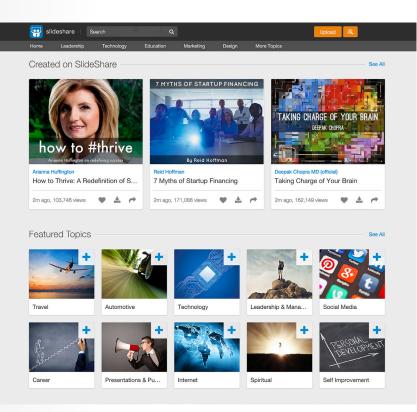
8. CTA. Every deck should include a call to action. It can be subtle (e.g., "contact me for more information") or more overt (see below).

9. Go pro. SlideShare Pro offers an opt-in form feature — incredibly powerful for building email lists or leads.

10. Promote. Use the built-in, one-click sharing tools to post to your social media accounts — LinkedIn, Twitter, Facebook and more — and embed the deck in your website or blog. Upload frequently. Users tend to look for more goodies from an author they like!

Slideshows Are a Visual Platform

Slideshows are visual tools. Without eye-appealing designs and a clear presentation format all of your good information has the potential to be skipped (or misunderstood). PowerPoint is not your only option. A free cloud-based option I like is <u>Haiku Deck</u> (mobile and desktop applica-



tions). It makes your job super easy with its limited choices and intuitive interface. You can transform a mundane presentation into a visual delight in just 30 minutes — no kidding. You get a professional-looking presentation without any heavy lifting.

Jayne Navarre (@JayneNavarre) is an early adopter of social media and content marketing strategy and tactics for law firms and lawyers. Skilled at sorting and analyzing the hype, conflicting information and diverse opinion about social media for business communications, she wrote the groundbreaking book <u>Social.Lawyers: Transforming</u> <u>Business Development (West, 2010)</u>. Jayne publishes the blog <u>VirtualMarketingOfficer</u>. At <u>Jayne Navarre + Assoc</u>. she provides marketing expertise, content development and publishing solutions for law firms and lawyers. Contact her at <u>jln@jaynenavarre.com</u>.

Social Media Resources

The Internet is filled to the brim with advice on using social media. We polled legal marketers and our authors for the online resources they like best. Here are their recommendations.

Websites

- Moz's Beginner's Guide to Social Media
- BufferSocial Blog
- Content Marketing Institute's Blog
- <u>Marketingland's Social Media Marketing</u>
- <u>Marketo's Social Media Blog</u>
- <u>Mashable</u>
- <u>Real Lawyers Have Blogs</u>
- Social Media Examiner
- <u>Divorce Discourse</u>

More Blogs, Columns and Podcasts from Our Authors

Keep up to date and learn more on law firm marketing topics from the contributors to this guide.

- AttorneySync Blog and Optimize (Gyi Tsakalakis)
- Business of Law Blog (Tim Corcoran)

- <u>The Byrne Blog</u> (John Byrne)
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- <u>Prism Legal</u> (Ron Friedmann)
- <u>Right Brain Law</u> (Dan Lear)
- <u>Simply Stated</u> and <u>One of a Kind (Jay Harrington)</u>
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