Using Social Media: Tips for Lawyers

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Why Social Media Matters

WHO IS USING SOCIAL MEDIA:

• 72% of online adults
  ➢ 74% of women

• 78% of people ages 30-49 and 60% of people ages 50-64

• People 65 and older have tripled their presence on social networking sites in the last 4 years—from 13% to 43%

Source: Pew Research Center's Internet & American Life Project
Lawyers Use of Social Media

- Law firms’ presence on social networks
  - 92% of firms on LinkedIn
  - 58% of firms on Facebook
  - 27% of firms have blogs
  - 19% of firms on Twitter
  - 14% of lawyers use Twitter

Source: 2013 ABA Annual Tech Survey
Fail to Plan; Plan to Fail

Before starting, determine:

• What platforms?
• Who will be responsible for day-to-day management?
• How will content be determined?
• Figure out what works.
Social Media Platforms

What I plan to cover in detail:

• Twitter
• Blogging

Saved for questions:

• LinkedIn
• Facebook
• Pinterest
• Tumblr
• Google+
Twitter:

- A microblogging site that allows communications in 140 characters or less
- It allows you to send short messages publicly or privately
- Twitter is a conversation
Who Tweets Anyway?

- Twitter has over 500 million registered users
- 150,000 users sign up for Twitter every day
- 57% of users are women, the average age is 37.3
- Most users have at least some college education
- Number of Twitter users have doubled since 2010

Source: AllTwitter; Ignite Social Media; Pew Internet Research Center’s Internet & American Life Project
How Do I Start?

1. Select a Twitter “handle” e.g. @WBAofMA; @GesmerUpdegrove; @nmcremins

2. Create a profile that actually captures your Twitter identity (mission statement, firm profile, personal details)

3. Add a picture or logo. Don’t be this →
Next Steps

• **Start Following**: Search tool; “Who to Follow” tool; following people & follow who they follow

• **Learn Things**: From authors/bloggers/news sources/subject matter experts of interest/businesses/other associations
What Do I Say?

- Tweet issues you are thinking about
- Share articles or news of interest
- Retweet other Tweets that are interesting
- Don’t be afraid to show your personality
What Is a Hashtag?

• A hashtag is a Twitter tagging system used to aggregate the conversation surrounding an event, topic, or theme (e.g. #NCWBASummit)

• Sometimes it can also be a joke or set a tone for your Tweet (e.g. #lawyerproblems)

• Trending topics are words, phrases, or hashtags that are popular on Twitter at a given time
Twitter Lists

- Twitter Lists are public lists that any Twitter user can create. Twitter Lists generate Twitter streams that include specific Twitter users.
Start Building Relationships

• Engage other users on Twitter, have “conversations” with people

• Ask and answer questions in your timeline
  ➢ If you start your tweet with a “@username”, it will only be show up if someone follows both you & the other user
Maintain those Relationships

• Ask if people are attending an event you’re planning to attend so you have a “warm lead”
• Plan to meet people “IRL” after you’ve developed a virtual relationship
• Attend a Tweetup
• Refer business if you can
Does It Work?

“42% of companies have acquired a customer via Twitter”

Source: HubSpot
Why Blog?

- Nearly 40% of US companies use blogs for marketing purposes
- Companies that blog have 55% more website visitors
- B2C companies that blog get 88% more leads/month than those who don’t
- B2B companies that blog get 67% more leads/month than those who don’t

Source: HubSpot
Platforms

- Integrate into website
- Add WordPress plugin or host
- BlogSpot
- TypePad
- Third Party Host (e.g. BostInno)
Again, What Will I Say?

• What are your readers interested in?
• Be thematic
• What is your “voice”? 
Additional Tips

- Prepare before you launch
- Editorial calendar
- Get fresh eyes
- Engage with other bloggers
- Promote your content
- Engage guest bloggers
- Curate other content
- Make it visually appealing
- Use lists
- Make it clear and direct
- Make it entertaining
- POST REGULARLY
It’s All About the SEO & the ROI

Search Engine Optimization:
• The more content you post, the more indexed content you create for search engines to display results
• Optimize content with keywords (terms people are likely to search)

Analytics:
• Measure your success
• What posts have higher readership/social shares
• Average click through rates:

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Source: Oracle Eloqua
Managing Multiple Social Feeds

1. HootSuite  
2. TweetDeck  
3. SocialOomph  
4. ExactTarget  
5. Twitter Feed  
6. Spredfast

Just pick one and try it out, they all work a little differently.
Don’t Get Overwhelmed

• Think of social media as a constant party that you can join, leave and rejoin anytime

• Like with any kind of networking, it takes time and effort to get comfortable and to get results
Questions?
#askmeanything