

Using Social Media: Tips for Lawyers

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My Credentials:

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6,985 TWEETS 1,986 FOLLOWING 1,387 FOLLOWERS 89 LISTED

Edit your profile

NANCY CREMINS

Litigator (or a dispute resolver) and employment lawyer handling a broad range of matters encountered by entrepreneurs and startups. In order to better understand the startup ecosystem, I was a member of the inaugural class of the Boston Pipeline Fellows, which trains women to become angel investors. I am also an advocate on women's issues. Undergrad degree in biology from Boston College, law degree from Northeastern, mom degree from kids aged 5 & 2. Massachusetts born, bred & educated.

Law School 101: The Supreme Court, Proposition 8 and Civil Procedure--You Need Standing or...

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Add a Category
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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

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

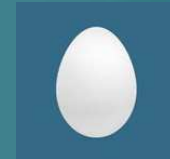
Who Tweets Anyway?

- 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

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:

<u>Industry (2012)</u>	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>
Non Profit	1.99%	1.36%	1.39%	2.01%
Services	1.96%	1.33%	1.50%	1.31%

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