



A **LAWYER'S** GUIDE TO SOCIAL MEDIA



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Social media marketing has quickly grown into an essential tool for law firms. There are countless options to increase brand awareness, engage potential clients and sign more cases.



THE BASICS

The majority of mistakes that law firms make with social media are easily avoidable. Don't write off the small stuff! Mastering the simple things can save time and make room for more advanced initiatives.

Social Platforms Ranked in Order of Importance:

- 1.) Facebook
- 2.) LinkedIn
- 3.) Twitter
- 4.) Google+

Facebook is **BY FAR** the most important platform for law firm marketing.



RECOMMENDED SOCIAL MEDIA IMAGE SIZES

Facebook	Twitter	LinkedIn	Google+
Profile picture: <ul style="list-style-type: none"> • 1200 x 1200px (recommended) • 360 x 360px (minimum) • The picture will be cropped into a 1:1 square. Cover photo: <ul style="list-style-type: none"> • 851 x 315px • The sides will be cropped slightly on certain mobile devices. Featured images for articles: <ul style="list-style-type: none"> • 1200 x 628px Photos without an article: <ul style="list-style-type: none"> • 1200 x 1200px (recommended) <p>but Facebook is very adaptable for these posts.</p>	Profile picture: <ul style="list-style-type: none"> • 400 x 400px (recommended) • The picture will be cropped to a 1:1 square. Cover photo: <ul style="list-style-type: none"> • 1500 x 500px • Keep important information centered as the sides will be cropped on many mobile devices. Photo post: <ul style="list-style-type: none"> • 1024 x 512px (recommended) • Twitter crops feed images to 2:1 ratio, so make sure any picture outside of these dimensions has all important info within the middle third of the image. The rest will be visible once a person clicks to expand. 	Company logo: <ul style="list-style-type: none"> • 300 x 300px (minimum recommended) Cover photo: <ul style="list-style-type: none"> • 646 x 220px (minimum recommended) Featured image for articles: <ul style="list-style-type: none"> • 700 x 400px 	Profile picture: <ul style="list-style-type: none"> • 1200 x 1200px (recommended) • 250 x 250px (minimum) • The picture will be cropped to a roughly 1:1 circle. Cover photo: <ul style="list-style-type: none"> • 2120 x 1192px (recommended) • 1080 x 608px (minimum) Photo with an article: <ul style="list-style-type: none"> • 497 x 297px Photo without an article: <ul style="list-style-type: none"> • 1200 x 1200px (recommended) • 500 x 500px (minimum)





TOPICS TO POST

Show the personal side of your law firm. Be personal! BE SOCIAL! Showcase employees, birthdays, work anniversaries, community events, charity events, pet photos, etc.

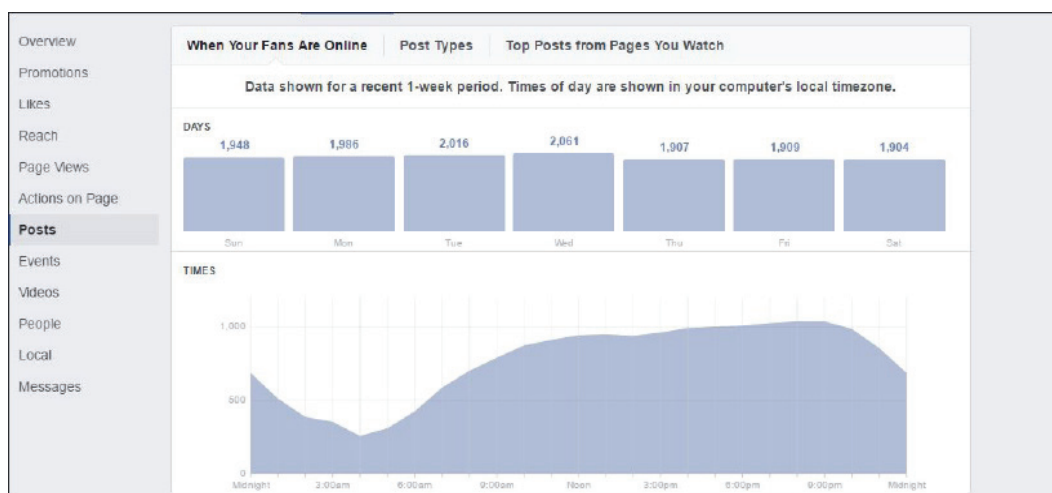
Share articles from local news sources that are relevant to your audience.

Evergreen blogs are a great way to drive Facebook users to your website. These are prime for boosting as well.



BEST TIMES TO POST

This can vary depending on how active your page is. You can see times when most of your followers are online here: Facebook > business page > Insights tab > Posts > “when your fans are online”



Minimums

You want to post at least twice per week, preferably on weekdays. Typically, Sundays are the worst in terms of reach and interaction.

Maximums

A rule of thumb is to post no more than three times per day on Facebook, LinkedIn and Google+, and no more than 20 times per day on Twitter. Keep posts relevant and unique. Don't spam or post the same thing more than once in the same day.

Facebook / LinkedIn / Google+ – try posting in the morning, afternoon and early evening, such as 10 a.m., 4 p.m., and 7 p.m.

Twitter – try posting throughout the day at 30-minute to one-hour intervals.





PRO TIPS! DOS AND DON'TS

Do

- Be personal! People want to connect with people, not billboards.
- Share photos. Photos receive more impressions naturally and draw the eye of the user.
- Host an occasional giveaway. People who win will remember you, while people who don't may stay tuned for the next giveaway.
- Optimize your photos with our image guide. A lot can go wrong if an image isn't sized or formatted correctly.
- Share videos! Don't forget to upload your videos directly to Facebook.
- Follow relevant pages and share their content.
- Pay attention to metadata and change it when necessary (description and image) when sharing a link. Optimize your post for social, not for SEO.

Don't

- Don't spam. No one wants to follow a spammer.
- Don't just share your own content. Create a variety of posts so that your followers are consistently engaged.
- Don't ignore your followers' comments. Even a simple "like" can go a long way.
- Don't treat all platforms the same. Facebook, Twitter, etc. have varying algorithms and audiences, which will heavily affect who sees your posts. Follow best practices for each individual platform.
- Don't let your page become dormant. Post consistently!
- Don't be afraid to share content more than once. Get the most out of your evergreen content.
- Don't get discouraged! Building up a page takes time. Posting, comment, liking and sharing are all important parts of a complex algorithm on any given platform.





POSTING STRATEGIES



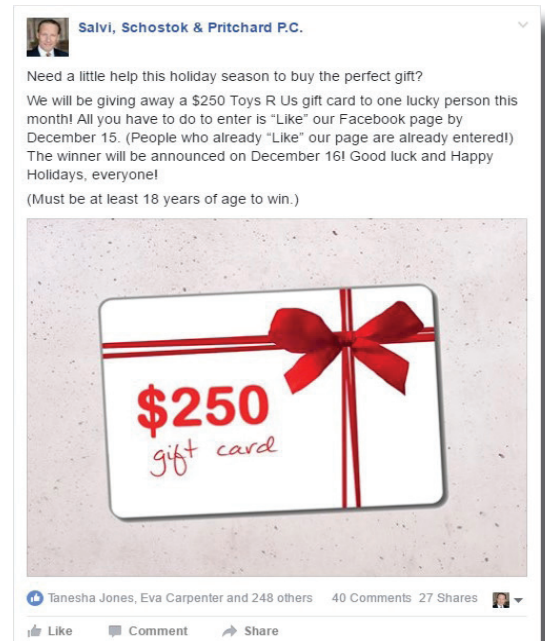
GAINING FOLLOWERS AND INCREASING ENGAGEMENT

Run a quarterly giveaway

For example, at the beginning of each quarter, host a giveaway where one of your followers will win a \$100 (or more) gift card. Treat it like follower appreciation.

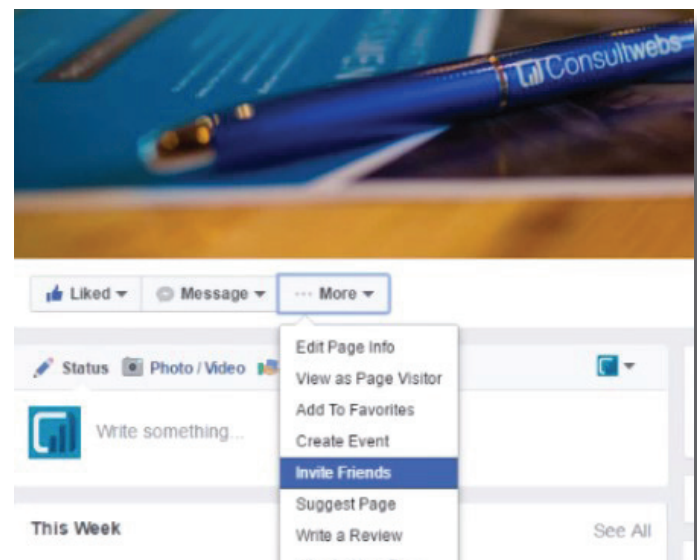
Be very vocal about such initiatives. Write a post detailing the giveaway and boost it to people who **DO NOT** follow your page. Sit back and watch the followers roll in.

A giveaway such as this will bring new followers in. You will notice that giving people a chance to win something each quarter will keep them interested in your page. Followers engaged in your page can easily become clients should they ever experience the need for a lawyer.



Invite your Facebook friends to "like" your law firm's page

It's quick and easy! Who is more likely to follow your firm than your personal friends? And every like counts when working your way towards a large following. Social proof matters. People are more likely to follow a page with 200 followers than they are one with 20.





CONTENT CREATION

Take photos

Posting a lot of photos shows a more personal side of the firm. Take photos of the sunrise or sunset, events around the office, or in the community.



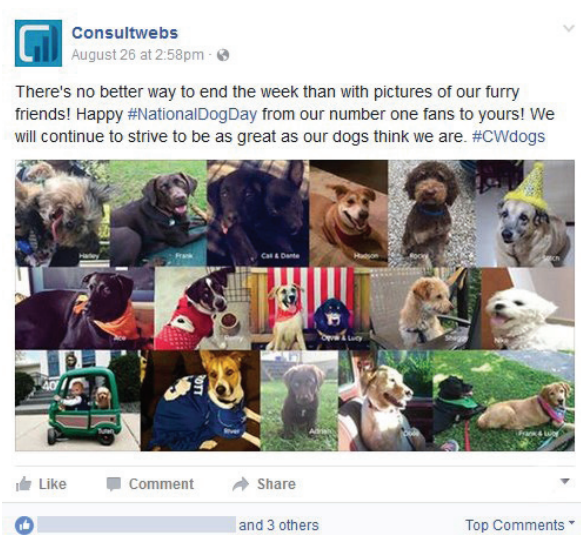
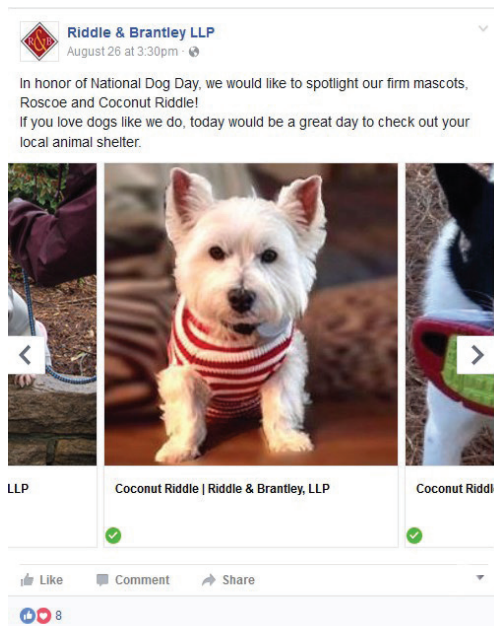
Showcase employees often

Recognize your employees for good work, publications, birthdays, work anniversaries, etc. This shows your followers that they are interacting with people, not just a billboard.



Everybody loves pets!

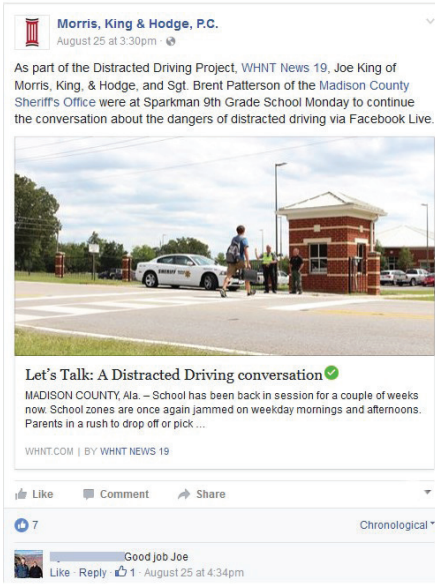
Do you or your employees have pets? Showcase them! Set a day each week to share a new pet photo, or mark your calendar for national dog day and national cat day. This may seem trivial, but it's a well-known fact that pets get attention and interaction, which can improve your standing with Facebook's algorithm, which will increase your visibility and make your content more effective.



Post informational content

Content that serves a purpose will always get more attention than a direct call to action. Think of the questions potential clients would ask, and create content that provides answers.





Promote local affiliations

If your law firm is affiliated with local businesses, let people know. Tag businesses in your posts, give them a shout-out or simply tell them to stop by your favorite Mexican restaurant for #TacoTuesday.

Don't be afraid to show the lighter side of your firm

If it fits with your current branding, feel free to show the lighter side of your firm. Some posts can just be for entertainment value. After all, most people use Facebook for entertainment.



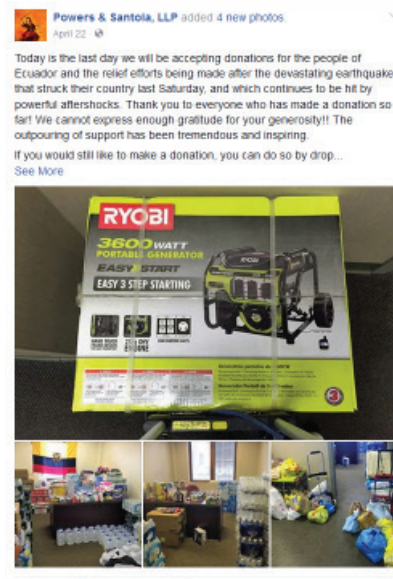
What are your personal interests?

If you like football, post about football. If you like fall television, post about it. Other people like these things too. And having a common thread with your followers is a very positive thing.



Promote charity affiliations

Promote charities that your firm believes in and supports. There are some negative stereotypes surrounding the legal profession, but you can mitigate those by showing people you give back to your community and support worthy causes.



Pay attention to trending topics

Create content that pertains to trending topics. This can garner an increase in visibility and interaction!



Consultwebs can help!

Consultwebs has social media specialists on staff to help you succeed in the vast world of social media marketing. From consulting to digital ad management, your law firm's success is our goal. Give us a call at 844-262-6807 or fill out our online contact form.

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