

Conscious Solutions
Product Briefing

Social Media Service



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Social Media Service

It's everywhere. Social media is the current hot topic in the online world. Everywhere you look people are talking about LinkedIn, Twitter, Facebook and/or Blogging.

We've been asked by a number of clients to help with their social media strategy, in fact it's what prompted us to write our latest tips booklet "*51 Killer Tactics to an Effective Social Media Strategy for Law Firms*" (you can download a PDF copy from <http://www.conscious.co.uk/guides>) or email me and we'll send you the printed copy.

By offering this packaged service we are trying to allow you to ease your way in to the social media world without wasting too much of your valuable time. Hence packaging something with four different levels of service so you can decide at what level you would like to "go for it".

In the Gold Package below we are even offering to keep your Twitter account up-to-date for you, just like we already do with the content service on your website. With Twitter in particular there is some real "first mover" advantages for firms who build their online profile on Twitter faster than the competition.

The four service levels are as follows.

Bronze Package

- Create a Company Profile on LinkedIn including description, address and contact details. [See our profile](#)
- Upload your logo
- Add an RSS feed of legal news from your website
- Recommend up to 10 LinkedIn Groups that you/your staff should join
- Add the Company Buzz application to one login and add up to 10 names to track
- Add a "follow us on LinkedIn" button to your home page.

Cost = £80

Silver Package

As Bronze above, plus

- Create Individual Profiles for as many of your staff as you wish, including creating a LinkedIn account for them, adding their current position & uploading their photo from the website as well as creating a brief profile from their website profile
- Each Individual Profile user will then be emailed with their unique username and password so they can add more details to their profile.
- Link each Individual's Profile to the Company Profile
- Create a Twitter account and design a suitable "background" much like we have at <http://twitter.com/conscioussol>
- Add a "follow us on Twitter" button to your home page.

Cost = £160 plus £20 per Individual Profile created

* Don't know what a Tweet is? Read http://en.wikipedia.org/wiki/Tweet#Social_networking

Gold Package

As Bronze & Silver, plus

- A one hour training session for your marketing team on using LinkedIn and Twitter.
- A one hour webinar for your fee earners on getting the most out of LinkedIn. What to comment on, how to comment, how to minimize time spent.
- Update your Twitter account each day with appropriate "Tweets"*. We will aim to update your account twice per day, once with a link to an appropriate legal news story on the website, once with a relevant comment about something else we see going on in the wider world that might be appropriate for a law firm to comment on. You can then post additional Tweets that are very firm specific e.g. about events that you are attending or about specific local events/news, minimising the time you need to spend on this activity.

Cost = £320 + £45/month

Platinum Package

It is also possible for us to provide a more "custom" Twitter update service for you should you wish. Think more like an "online PR service."

We would speak to you on a regular basis (2-3 times per week), understand what's going on in the firm and look for a suitable angle on which to Twitter.

Cost = Price on Application

Blogging

We've deliberately not included any work around creating a blog in this particular package of services.

Blogging is an important part of your digital footprint, but there are a number of points to it which means it needs a very specific approach depending on your type of firm :-

- One of the keys to blogging is the fact that Google sees your site being updated and getting bigger each week/month as you add pages to the blog. Of course with our legal news service this already happens i.e. your site gets bigger each week as we add fresh content.
- The aim of a blog is to offer some pithy, opinionated comments, not just "corporate PR" which means that each entry needs to be carefully tailored to your firm.
- You must keep a blog up-to-date, it's even more important than keeping a news page up-to-date and this is normally the biggest stumbling block for your firm. You/the firm start with the best of intentions and then interest wanes and before long the updates have stopped.

That said, we do have the technology to provide you with a blog, in fact we can do it one of two ways :-

- <http://www.mayowynnebaxter.co.uk/> - click on About Us -> Blog – this was made with Blogger (<http://www.blogger.com>) and was designed to be “consistent” with the main website.
- <http://www.cluttoncox.co.uk/site/library/blog/> - this was made with our own Content Management System and is branded completely like the rest of the site.

If you want more details on a blog and our services please get in touch.

All prices exc. VAT.
Monthly cost will be added to your existing Standing Order

Screenshot of Company Buzz Application

The screenshot shows the LinkedIn Company Buzz interface. At the top, there are navigation links for People, Jobs, Answers, and Companies. A search bar is present with the text 'Search People' and a search button. The main content area is titled 'Company Buzz' and shows search results for the topic 'Irwin Mitchell'. The results include a post from BusinessDesk_NW about Irwin Mitchell's growth, a post from @SarahMorris mentioning Irwin Mitchell at Opus, and a post from @JayGreasley discussing Pinsents. A sidebar on the left contains navigation options like Home, Groups, Profile, and Contacts. A right sidebar includes a search box and a list of followed topics such as Irwin Mitchell, Veale Wasbrough, and Stephenson Solicitors.

Screenshot of Blog Application

The screenshot displays a demographic data section and a news feed. The demographic data shows 'Gender' with 'Female' at 18%, estimated based on LinkedIn data. Below this is a 'News' section with three articles from 'Conscious Solutions Blog': 'Are you having a Christmas party this year?' (November 25, 2009), 'Is Your Law Firms Marketing Strategy Social Media Ready' (November 18, 2009), and 'Brand Camp Cartoon: The Caged Bird Tweets' (November 16, 2009).