

Conscious Solutions  
Product Briefing

# Social Media Service



conscious

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# Social Media

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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".

We also have a Twitter Update service where we can 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.

## Social Media Consultancy

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Ensuring that your teams know how to get the best out of social media, and LinkedIn in particular, is key to using social media to drive more traffic to your website and more fees into the business.

We have done many projects this year with our clients and the following approach seems to work well for most law firms.

### ***Strategy Workshop***

Time required = 2-3 hours + 1 hr preparation

This session will provide your Management Team with an overview of all the various social media marketing opportunities which exist, such as:-

- The first hour is presentation-based covering what social media sites there are and which ones law firms seem to be making effective use of. There will be hard evidence of what's working and what's not
- Review your current strategies/activities with respect to social media. Who's using LinkedIn, are you tweeting, are you blogging etc? Review the effectiveness of these
- How your staff can be using LinkedIn
- What is an effective Twitter strategy?
- How can we use blogs to raise our profile and drive traffic to the main website?
- What presentations should we be loading on to SlideShare?
- Will spending money on video content for the website and YouTube provide a good ROI?
- Facebook – pages, groups, advertising? What makes sense?

The aim is that the output from the workshop will provide a clear strategy for the firm to move forward with implementation throughout the business.

### **Implementation Workshops**

Time required = 2 hours per workshop

We then hold one workshop per fee earning team. These workshops are very hands on and will cover:-

- How to create a LinkedIn profile & maximise it's impact
- How to effectively make connections & recommendations on LinkedIn
- Using LinkedIn groups to create fee earning opportunities
- The importance of Group Digests and LinkedIn Network Updates
- Working with your teams to help them understand how Twitter can be used to promote their team, sector or the wider firm
- How to use Hootsuite for posting on and monitoring Twitter
- What's the spilt of Twitter content? Business, personal, connecting, retweeting, signposting
- We also touch on blogging, Facebook and YouTube depending on the outcome of the Strategy Workshop

At the end of the workshop each fee earner (or include all staff members in that team) will have a clear idea of how they can personally impact on and support the firm's overall social media strategy.

The number of workshops will vary based on the size and geographic spread of your firm.

Both these workshops can be presented by [David Gilroy](#) or [Sarah Trude](#). The cost is £120 per hour plus travel expenses.

## **Social Media Packages**

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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

### ***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 minimise time spent.

Cost = £320

### ***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

## **Twitter Update Service**

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With this service, we will update your Twitter account regularly with appropriate tweets.

We will aim to update your account at least daily with either a link to an appropriate legal news story on the website or with a relevant comment about something else 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 networking events that you are attending
- about specific local events/news
- promote a different member of staff each week
- promote your own events that you might be running

this will help you minimise the time you need to spend on this social media activity.

Please note that this service will not start until we have at least 10 clients committed to it. As of the date of this document, we do not have enough clients to start.

Cost = £80/month

## Blogging

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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.

Our preferred blog platform is to use WordPress, the marketing leading, Open Source blog platform.

Examples of blogs created in this way are:-

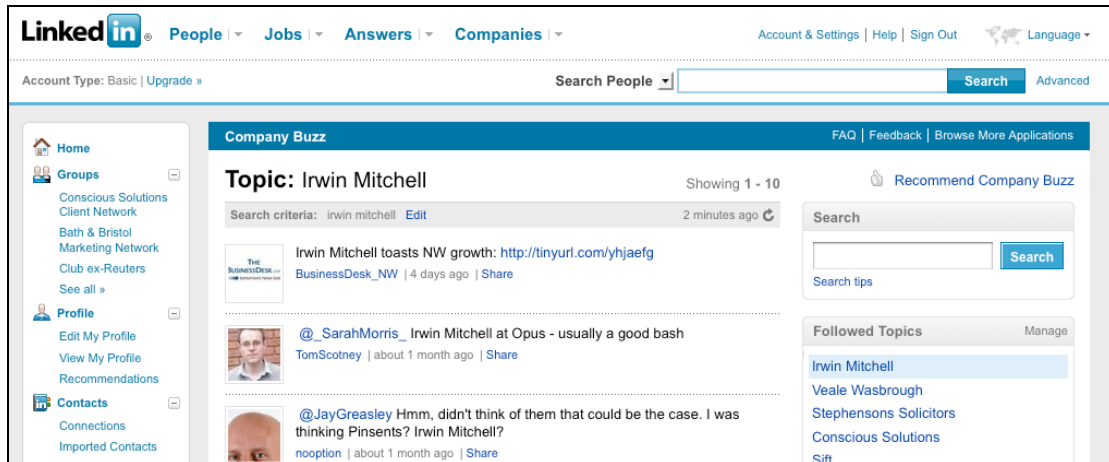
- <http://www.mayowynnebaxter.co.uk/> - click on About Us -> Blog. Designed to be "consistent" with the main website.
- <http://ip-lawyer.legalbloggers.co.uk/> - a blog to run alongside Bonallack & Bishop's intellectual property microsite <http://www.intellectual-property-lawyer.co.uk>
- <http://www.breensonline.co.uk/> - click on News -> Blog. Designed to be "consistent" with the main website.

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

Costs from £320 (depending on your existing site template)

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

# Screenshot of Company Buzz Application



# Screenshot of LinkedIn Blog Application

