

Social Mastery for Law Firms Workshop



The number of active users on each of the main social media platforms...

- Facebook = 1bn
- Twitter = 500m
- Google+ = 300m
- LinkedIn = 250m

...do you think some of them might be your clients?



It's 2014 not 1914 and law firms cannot ignore social media. It's happening all around you whether you like it or not.

Whether it's LinkedIn, Twitter, Facebook or YouTube there are increased fees to be made by getting your social media strategy right.

Obviously the first step would be to actually **have** a social media strategy, but that's usually not the hard bit, there are plenty of good social media consultants around. Whoever runs your website should have the skills to help you.

Workshop Content

The workshop will focus on these priorities that we think law firms should focus on.

- **LinkedIn**
 - Get, or improve your Company profile
 - Get all your staff to add Individual Profiles
 - Join some Groups and start "listening" to the various discussions that are being held online. When appropriate, join in.
 - Make some "LinkedIn" time each week to scan the Daily Digest emails from each group you join and to read and absorb the Weekly Status Update email.
 - Investigate LinkedIn applications like JD Supra & Slideshare
 - Add a P.S. to every email you send out saying something like "P.S. Why not connect with me on LinkedIn?"
 - Research prospects before you meet them. Look for past connections to allow you to build rapport faster.
 - What about LinkedIn advertising?

- **Twitter**
 - Spend time understanding what you can say in only 140 characters. It's not that long, about the length of this line. Write wisely!
 - It's very "now". Act soon, or the window will have closed.
 - Try and post a Tweet at least once per day, two or three times maximum.
 - Don't post TOO often, you lose followers. If you post 50 times per day people will stop following you VERY quickly.
 - Design a background, get your brand into the Twitter background
 - Consider sector specific Twitter accounts if that suits the services you offer.
 - "Re-Tweet" to build relationships. This involves forwarding on Tweets from people you are following on to your network.
 - Use software like Hootsuite to schedule Tweets i.e. write them all on a Monday and schedule one per day to be released.
 - What about Twitter advertising? Should we try it out?

- **Facebook**

- It's not just for "the kids", honest.
- "Listen" first, what are others saying about you?
- Who in your firm has a Facebook profile?
- Use it for engaging with the younger generation for recruitment purposes.
- What about Facebook advertising?

- **Youtube**

- I don't know how to shoot a decent video
- What "kinds" of video could I use anyway?
- Is "any video" better than "good video"
- What other law firms are making good use of video?

- **Blogging**

- What is a blog?
- What's difference between a blog post and a press release?
- What should we write about?
- How do we deal with comments on our blog?
- Who's going to do the writing?
- What blog software should I use?

- **Google+**

- Is Google+ something I should be using now?
- How are Google using Google+ and Google Local/Places in a combined way?

- **Pinterest**

- What is it?
- Who's already using it?

Workshop Costs

< 20 people = £299 + VAT

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Plus a share of travel expenses.

The workshop normally lasts 1½ - 2 hours depending on final content

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For more tips and advice then visit the Conscious Solutions website
<http://www.conscious.co.uk> and download the **51 Killer Tactics for an Effective Social Media Strategy for Law Firms** PDF booklet