

Datasheet



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?



Social Media Mastery for Law Firms Workshop

It's 2018 not 1918 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, firm wide buy in and implementation are. Whoever runs your website should have the skills to help with this, and if not then the Conscious team are passionate about helping law firms get the best out of their social media.

This workshop is a great place to start.

Workshop Content

To be agreed with you before each session, but could include :-

- **LinkedIn - Introduction**
 - Improve your personal profile to get found more often
 - Use of profile and banner images
 - Add a P.S. to every email you send out saying something like "P.S. Why not connect with me on LinkedIn?"
 - How to initiate and accept connections
 - Make some "LinkedIn" time each day/week
 - Privacy & other settings
- **LinkedIn - Advanced**
 - How to use imagery to best effect in posts
 - Investigate LinkedIn applications like Slideshare
 - How to initiate and accept connections (the advanced version) to build your network
 - LinkedIn Pulse blog posts
 - Tagging people you've met; asking questions in posts
 - Research prospects before you meet them. Look for past connections to allow you to build rapport faster.
 - How to use InMail effectively
 - What about LinkedIn advertising? Do Sponsored InMails work?
 - LinkedIn Sales Navigator. Is it worth the money?
 - Join some Groups and start "listening" to the various discussions that are being held online. When appropriate, join in.
- **Twitter**
 - Spend time understanding what you can say in only 280 characters. It's not that long, about the same length as two short sentences!
 - 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?

- **Periscope**
 - What's the app all about?
 - What makes a good broadcast?
 - How long do they "live for"
 - Tips to broadcasting using Periscope

- **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?

- **Instagram**
 - What is it?
 - Who's already using it...besides 'kids'?

Workshop Costs

< 20 people = £299 + VAT

> 20 people = £POA based on audience size

Plus a share of travel expenses. We ask for 90 mins for an effective training session.

For more details contact:

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