conscious

design, websites and marketing for law firms

Social Media Care… Customer Service in a Virtual World

It is NOT about selling or making money…

Social Media is to share information, images, videos, sounds and content in a digital format. But most importantly it is about being **SOCIAL!**

IT'S ALL
ABOUT
RELATIONSHIPS

VALUE ADDED
VALUE ADDED
VALUE ADDED

BUY NOW

Just How Big is Social Media?

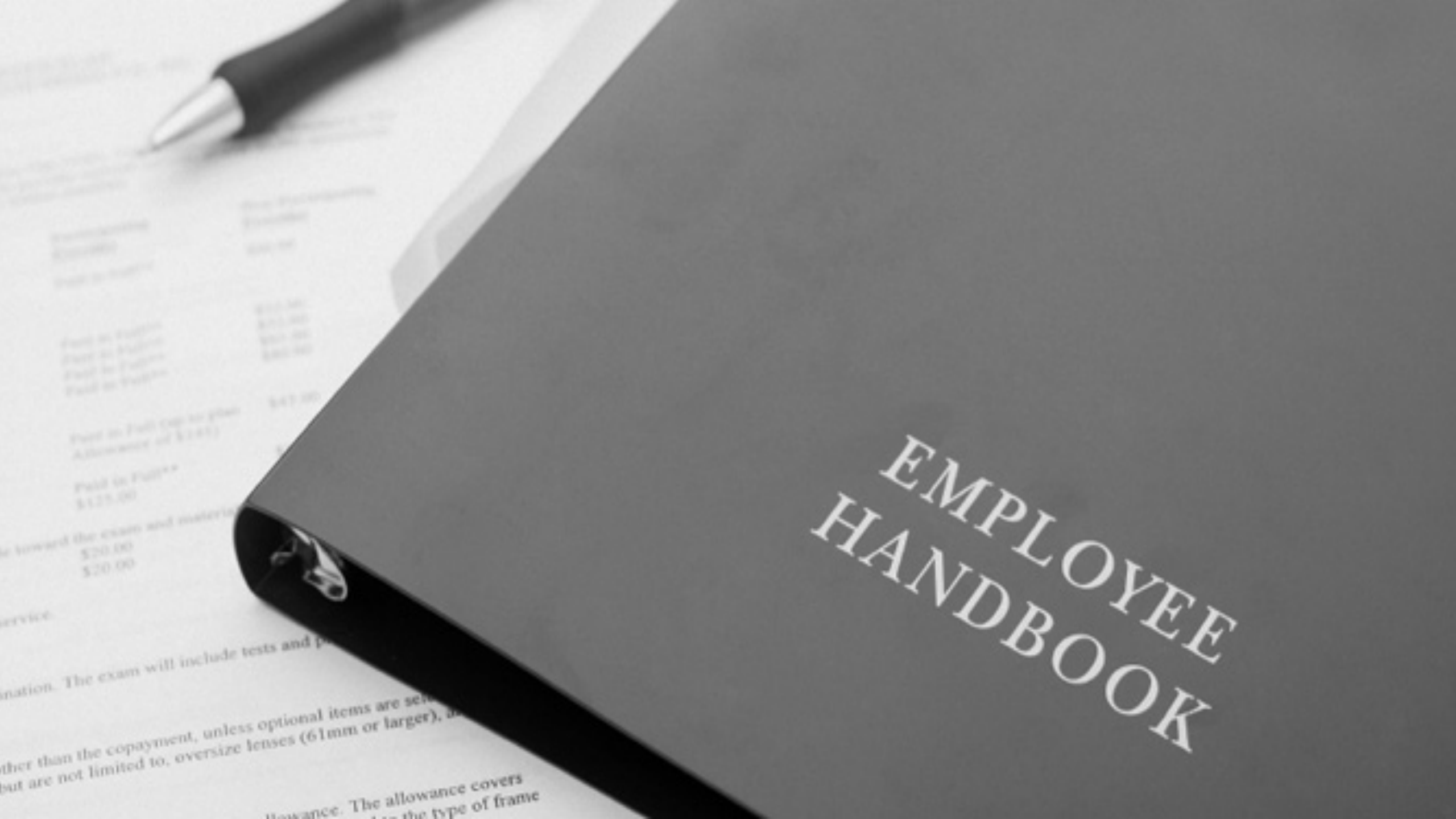
Social Media Comparison

Export

#		Name	Followers	Following	Tweets	Influence ▼
1st		Betteridges Lawyer for www.betteridges.com	2,226	1,560	Daily	7.7
2nd		AttwatersJamesonl for www.attwatersjames	935	159	Weekly	7.4
3rd		Longmores Solicitc for www.longmores-solic	1,029	562	Daily	7.2
4th		Martin Shepherd Ll for www.martinshepherd	86	100	Monthly	2.3
5th		**No Twitter found** for www.breezeandwyles	0	0	-	0.0
6th		**No Twitter found** for www.dhplaw.co.uk	0	0	-	0.0

#		Name	Likes ▼	Talking about	Comments
1st		Longmores Solicitors LLP Page For www.longmores-sol	157	3	Using a Facebook page, as recommended.
2nd		**No Facebook found** For www.martinshephe	-	-	No Facebook page found.
3rd		**No Facebook found** For www.breezeandwyl	-	-	No Facebook page found.
4th		**No Facebook found** For www.dhplaw.co.uk	-	-	No Facebook page found.
5th		**No Facebook found** For www.betteridges.cc	-	-	No Facebook page found.

The 3 Basics

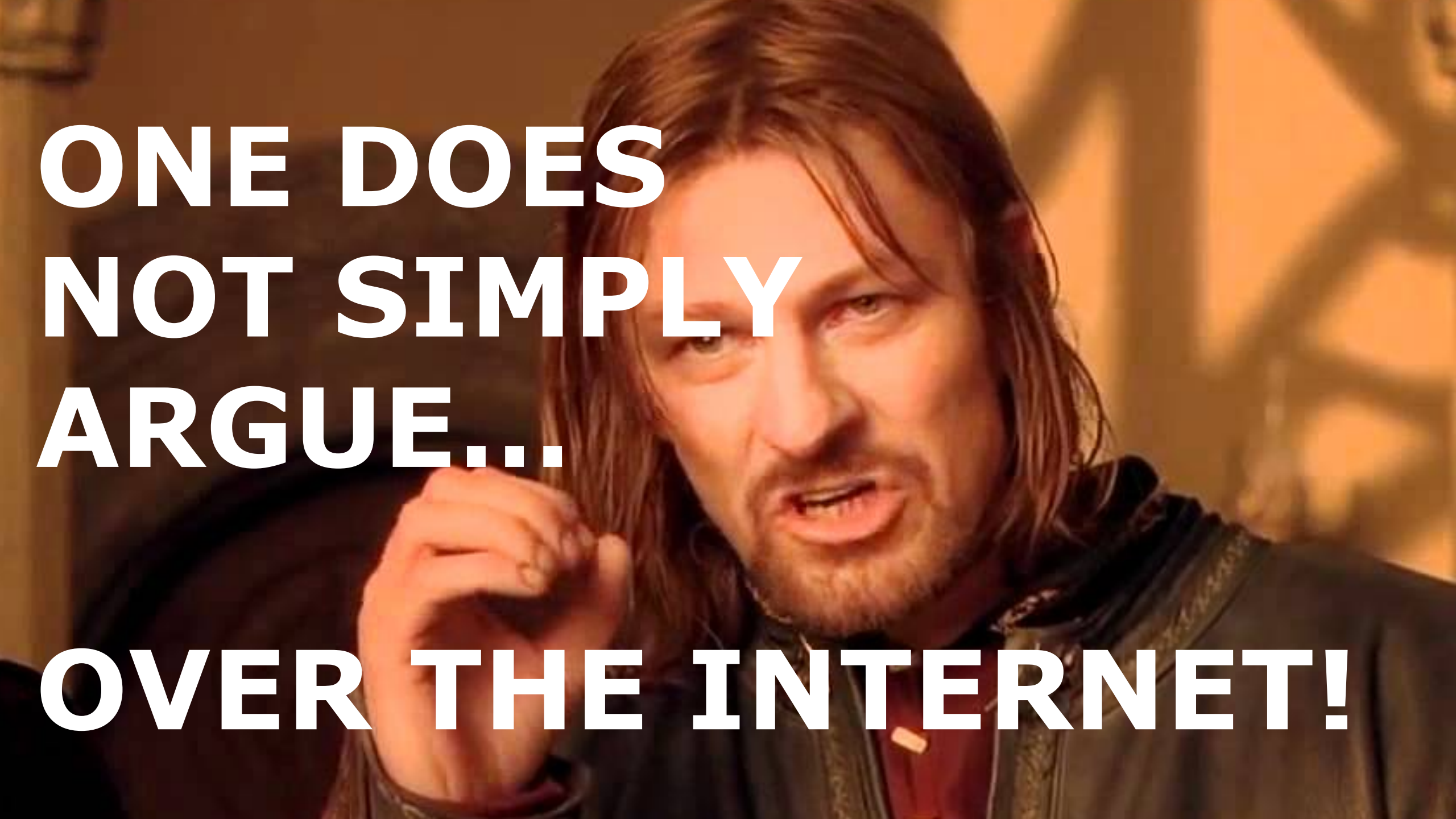

EMPLOYEE
HANDBOOK

Policy
AV
Procedure
ST

100
120
140
180
180
200
220
240
260
280
300

twitter
skype
facebook
skype
facebook
twitter

KEEP CALM AND RESPOND


ONE DOES
NOT SIMPLY
ARGUE...
OVER THE INTERNET!

NEGATIVE
POSITIVE

MISSION ACCOMPLISHED
WARNING
DANGER
DO NOT PULL
HANDLE
TOMCAT
RANGER
CV 106
CENTURION

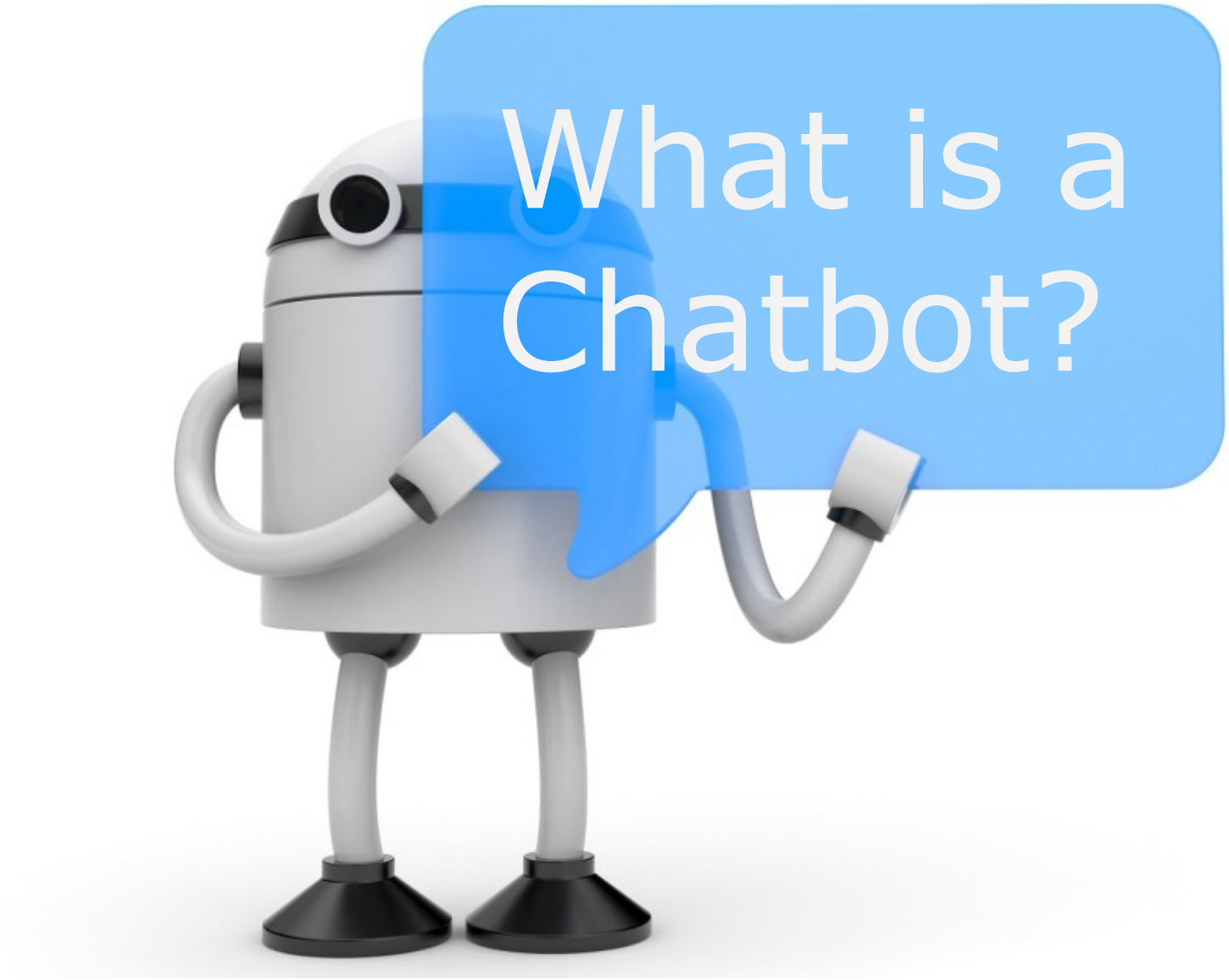
hootsuite

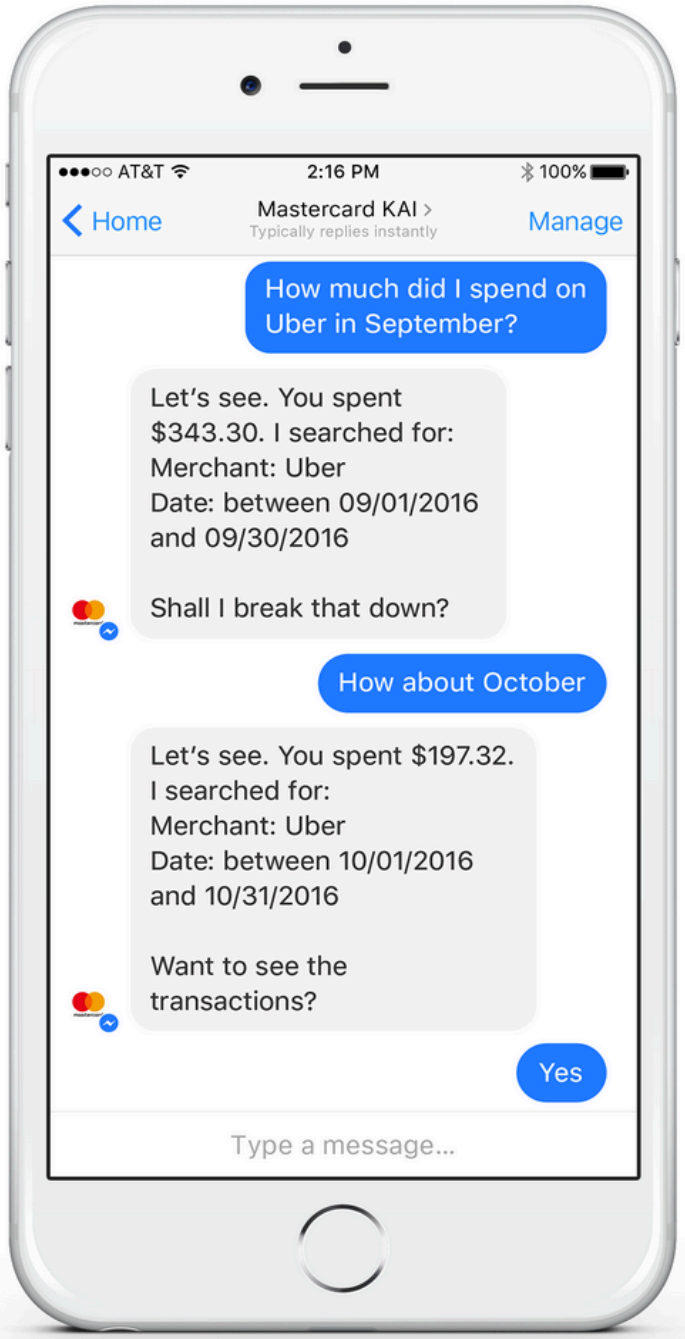
sproutsocial

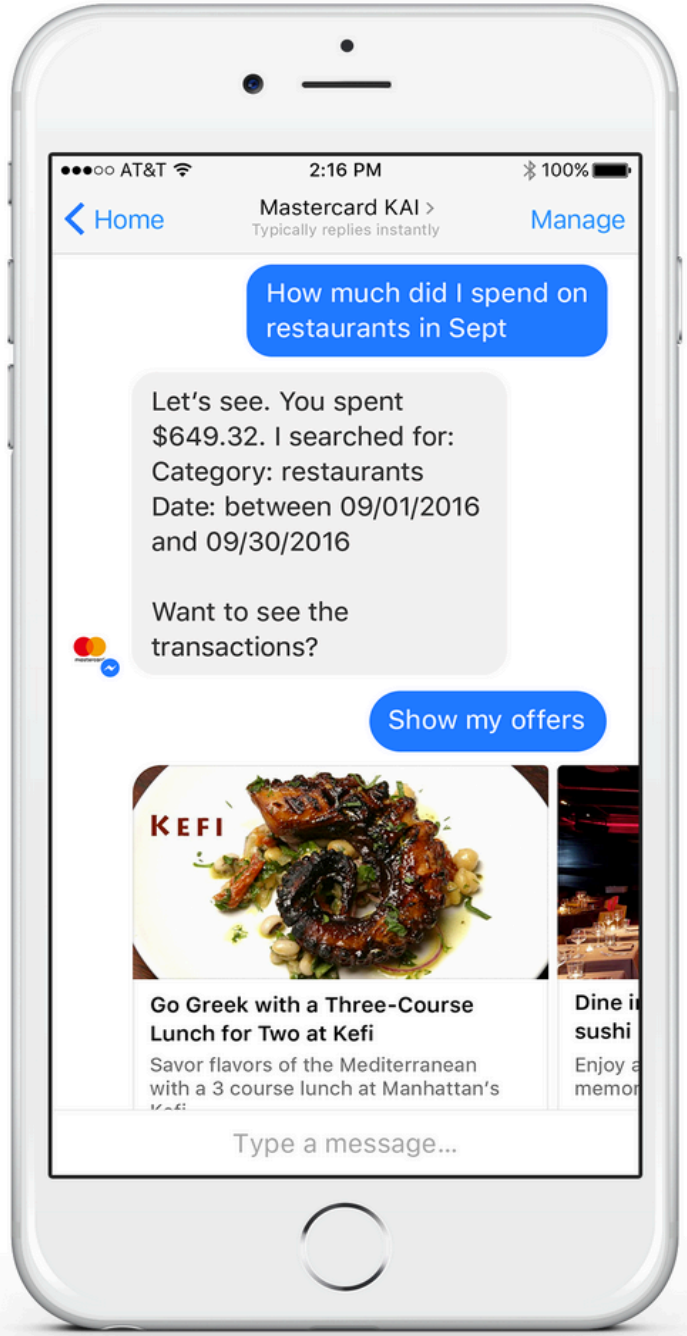
mention

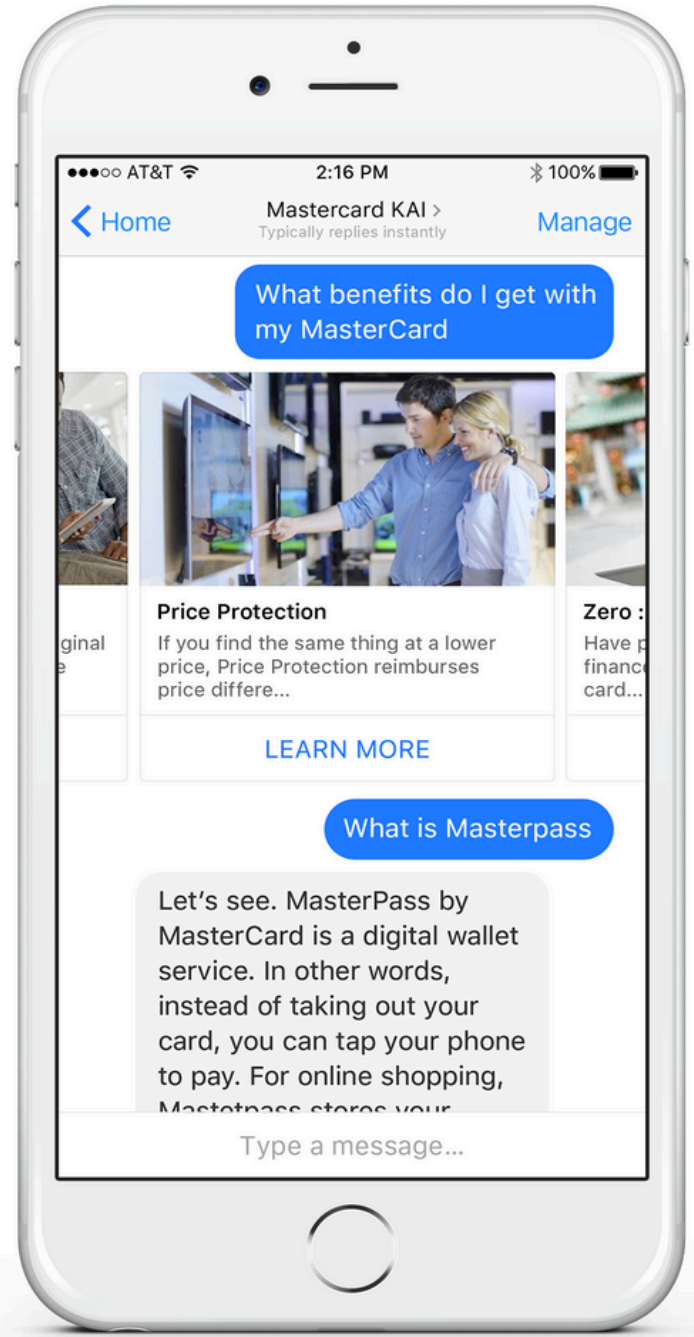
TweetReach
by Union Metrics

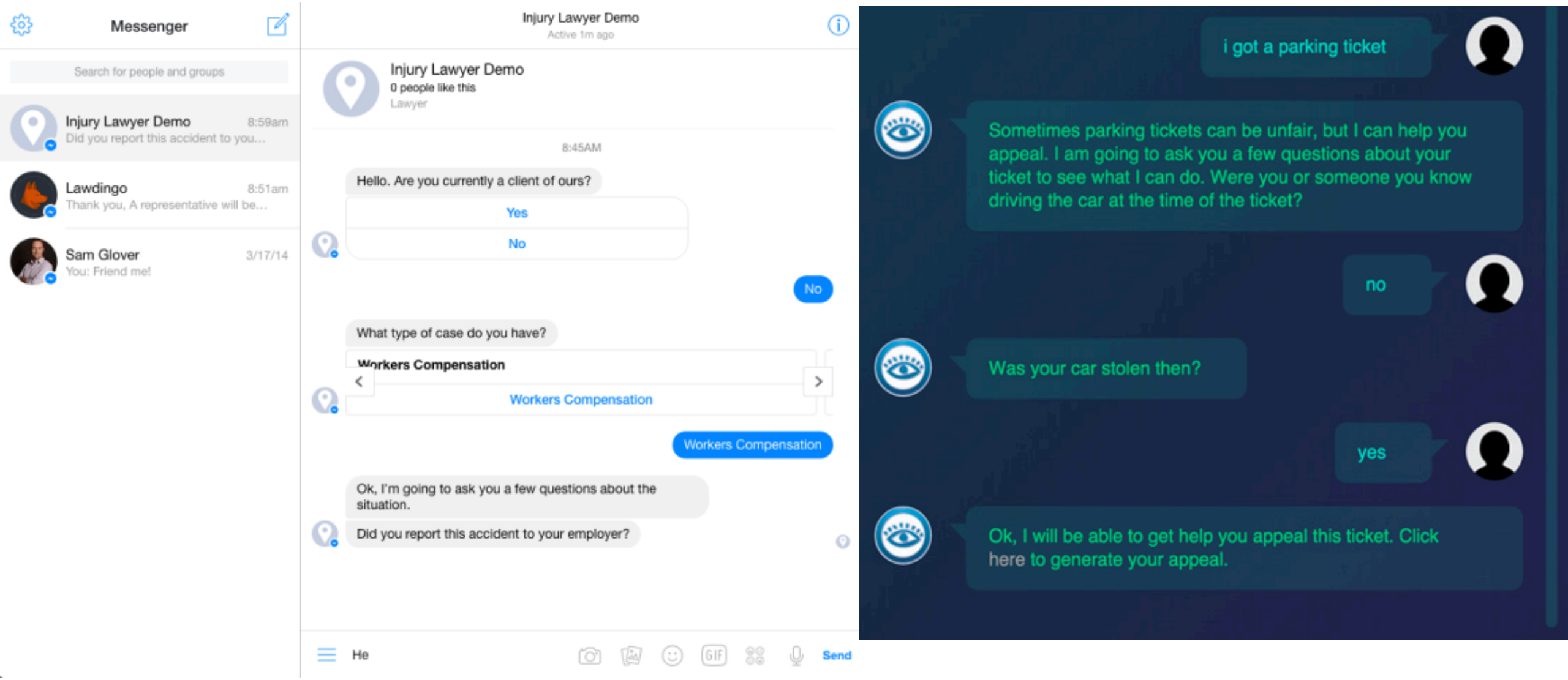
socialmention*


What is a
Chatbot?


AT&T
2:16 PM
100%
Home
Mastercard KAI
Typically replies instantly
Manage
How much did I spend on Uber in September?
Let's see. You spent $343.30. I searched for:
Merchant: Uber
Date: between 09/01/2016 and 09/30/2016
Shall I break that down?
How about October
Let's see. You spent $197.32. I searched for:
Merchant: Uber
Date: between 10/01/2016 and 10/31/2016
Want to see the transactions?
Yes
Type a message...


AT&T
2:16 PM
100%
Home
Mastercard KAI
Typically replies instantly
Manage
How much did I spend on restaurants in Sept
Let's see. You spent $649.32. I searched for:
Category: restaurants
Date: between 09/01/2016 and 09/30/2016
Want to see the transactions?
Show my offers
KEFI
Go Greek with a Three-Course Lunch for Two at Kefi
Savor flavors of the Mediterranean with a 3 course lunch at Manhattan's
Type a message...


AT&T
2:16 PM
100%
Home
Mastercard KAI
Typically replies instantly
Manage
What benefits do I get with my MasterCard
Price Protection
If you find the same thing at a lower price, Price Protection reimburses price differe...
LEARN MORE
What is Masterpass
Let's see. MasterPass by MasterCard is a digital wallet service. In other words, instead of taking out your card, you can tap your phone to pay. For online shopping,
Type a message...


Messenger
Search for people and groups
Injury Lawyer Demo
8:59am
Did you report this accident to you...
Lawdingo
8:51am
Thank you, A representative will be...
Sam Glover
3/17/14
You: Friend me!
Injury Lawyer Demo
Active 1m ago
Injury Lawyer Demo
0 people like this
Lawyer
8:45AM
Hello. Are you currently a client of ours?
Yes
No
No
What type of case do you have?
Workers Compensation
Workers Compensation
Workers Compensation
Ok, I'm going to ask you a few questions about the situation.
Did you report this accident to your employer?
He
Send
i got a parking ticket
Sometimes parking tickets can be unfair, but I can help you appeal. I am going to ask you a few questions about your ticket to see what I can do. Were you or someone you know driving the car at the time of the ticket?
no
Was your car stolen then?
yes
Ok, I will be able to get help you appeal this ticket. Click here to generate your appeal.

Top 6 Social Media Care Tips

1. Don’t argue on Social Media
2. Respond to all reviews within 24 hours
3. Review your Social Media Policy
4. Follow the 3 key rules
5. Don’t try to sell…social first…selling second
6. Create value in your content

TIME FOR
QUESTION