
SOCIAL

MEDIA

Rich Dibbins

Digital Strategy Consultant

 @RichDibbins



Then and now...



Is Social Media a Fad?
Or the biggest shift since the Industrial Revolution?

6

**Situations that may
have been **avoided**
(not just law firms!)**

What not to say after **your team** lose!

☰ YouTube ^{GB}



Because it will get your ass fired!



Goldberg Segalla managing partner Rick Cohen



Statement from Goldberg Segalla Managing Partner

[Web](#)[Shopping](#)[Videos](#)[News](#)[Images](#)[More ▾](#)[Search tools](#)

About 936,000 results (0.80 seconds)

In the news



[Lawyer accused of sexism after complimenting barrister on 'stunning' LinkedIn picture](#)

[Telegraph.co.uk](#) - 12 hours ago

Alexander Carter-Silk was named and shamed on Twitter by 27-year-old human rights ...

[Barrister hits out over sexist comment on her LinkedIn photo by legal expert](#)

[The Guardian](#) - 23 hours ago

[Alexander Carter-Silk compliments woman barrister's 'stunning' LinkedIn picture](#)

[Daily Mail](#) - 21 hours ago

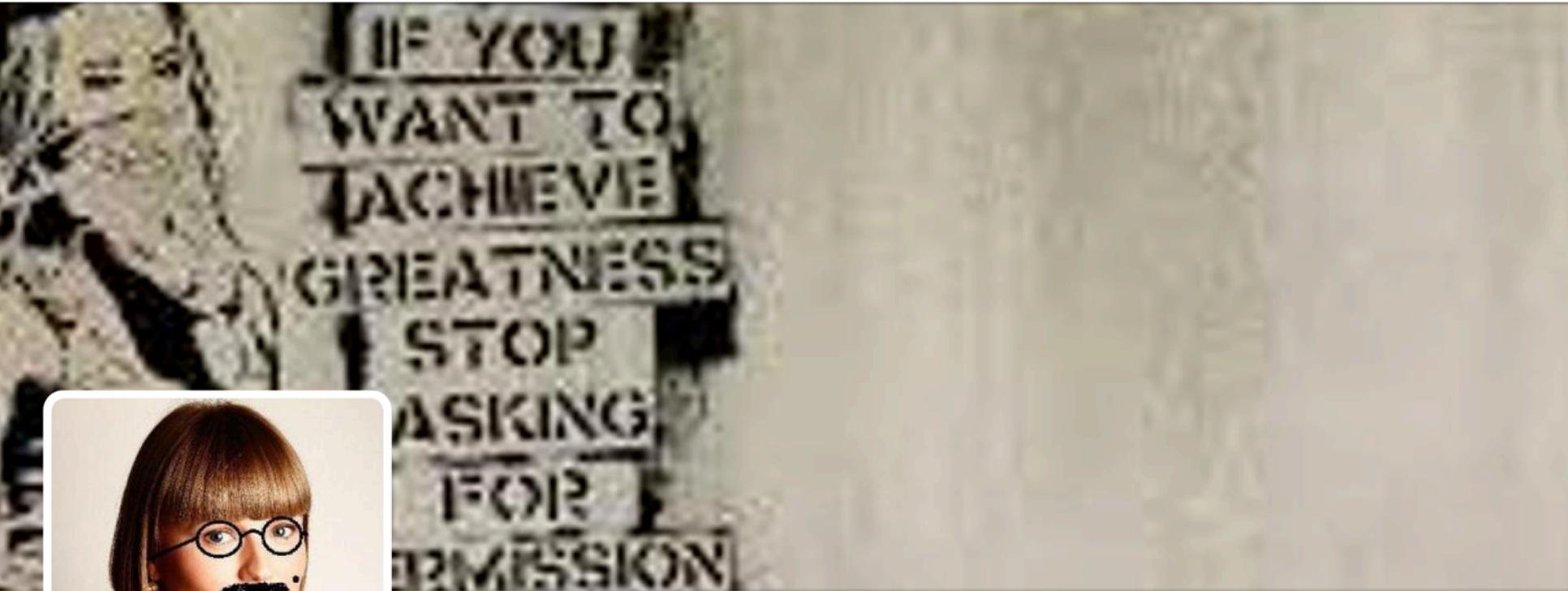
[More news for Alexander Carter-Silk](#)

[LinkedIn lawyers: Did this weak sexism really warrant perv ...](#)

[www.telegraph.co.uk](#) › [Women](#) › [Women's Life](#)

8 hours ago - **Alexander Carter-Silk**, a 57-year-old partner at Brown Rudnick, accepted her request and wrote a private message to her saying: "Charlotte, ...

It does get you a “parody” account



TWEETS 272 FOLLOWING 39 FOLLOWERS 85 LIKES 409

Lottie ProudWoman
@ChasProudWoman

#FearlessFeminist & shameless
#SelfPromoter. Because no woman's precious flower should suffer the the patriarchal heteronormative male gaze (PARODY ACCOUNT)

Tweets Tweets & replies Photos & videos

 Pinned Tweet
 **Lottie ProudWoman** @ChasProudWoman · Oct 17
For those new to the psyche and Tao of #ProudWoman, hopefully this strong independent graphic will help



broad yorkshire law



Web Maps Images News Shopping More Search tools

About 467,000 results (0.73 seconds)

Broad Yorkshire Law

www.broadyorkshirelaw.co.uk/

About **Broad Yorkshire Law**. Our team is based in Sheffield and we offer expert solicitors in family law and personal injury work throughout Yorkshire. Most of our ...

[Google+ page](#) · [Be the first to review](#)

17 Pickard Dr, Sheffield, South Yorkshire S13 8EW
0114 327 7359

[Personal Injury - Preventive Training - Our Blog](#)

Broad Yorkshire Law slammed for Alton Towers ... - Daily Mail

www.dailymail.co.uk/.../Personal-injury-firm-slammed-tweeting-Alton-To...

3 Jun 2015 - **Broad Yorkshire Law**, based in Sheffield, sent out a tweet soon after four people were seriously injured and others were trapped for hours on ...

Broad Yorkshire Law (@Broad_Yorkshire) | Twitter

https://twitter.com/broad_yorkshire

The latest Tweets from **Broad Yorkshire Law (@Broad_Yorkshire)**. Sheffield based friendly & professional Personal Injury and Family Law Solicitors. Sheffield.

Lois Yvonne Bayliss | LinkedIn



Broad

Personal Injury

Address: 17 Pickard Dr, Sheffield, South Yorkshire S13 8EW

Phone: 0114 327 7359

Hours: Open

Reviews

[Be the first to review](#)

People

Do you need to be careful? Yes.

lets week ayer

London funded by West-
r council, found other
make up the difference.
preliminary hearing in
odi is expected to seek
ion to launch a judicial
against the council's
to end her discretion-
ents.
vember 2009 Leyla
nd her six children
into another of
properties in West-
rk, west London.
r had bought the
oom flat for £249,000
I has so far received
5,000 in rent from
ncy.
kend a man at the
who said he was
ar-old son claimed
seeking a bigger
for them within
He added that the
d to stay in the
he children went
d.
f moved in the
as £1,600. This
1,750 by March
t 2012 the tax-
on was capped
and Sharif was



DAVID FISHER/LON BOND

Lord McAlpine has pursued Sally Bercow, above, and Alan Davies, left, with wife Katie Maskell

McAlpine tweet may cost comedian £200,000

Dipesh Gadhur

BBC2's Newsnight programme wrongly claiming that a

of the scandal. Davies, 47, had eight times as many

important thing is that charities benefit from this,

Twitter users with fewer than 500 followers who may have

£985 fine/cost and **lost** two jobs

"Cr**! Robin Hood airport is closed.
You've got a week and a bit to get your
s*** together otherwise I'm blowing the
airport sky high!!"

[Source](#)

It's just **not** funny!

THE TIMES | Wednesday January 7 2015 1GM

Stockbroker sacked for cyclist crash joke

Simon de Bruxelles

A stockbroker has been fired after tweeting that he knocked a cyclist off his bike on his way to work, then claiming that it was a joke.

Rayhan Qadar, who has 1,306 followers on Twitter, sent the tweet yesterday morning. He wrote: "Think I just hit a cyclist. But Im late for work so had to drive off lol."

The message was retweeted 152 times and attracted a furious response from other users.

Mr Qadar, 21, who uses the Twitter

investigating whether a cyclist was knocked off his bike.

Mr Qadar tweeted: "My previous tweet about the cyclist was obviously not true. I did not hit cyclist. Not today. Not ever. A bad joke on my part it seems."

Two minutes later he added: "Sorry if anyone thought i actually hit a cyclist. Anyone who follows me on Twitter know 99 per cent of the things I tweet is nonsense."

He later said: "I am 100 per cent sorry. It was a joke gone bad. I didn't think that would happen. I understand now that I can't say things like that. If I did have an



What **social media** site to use?

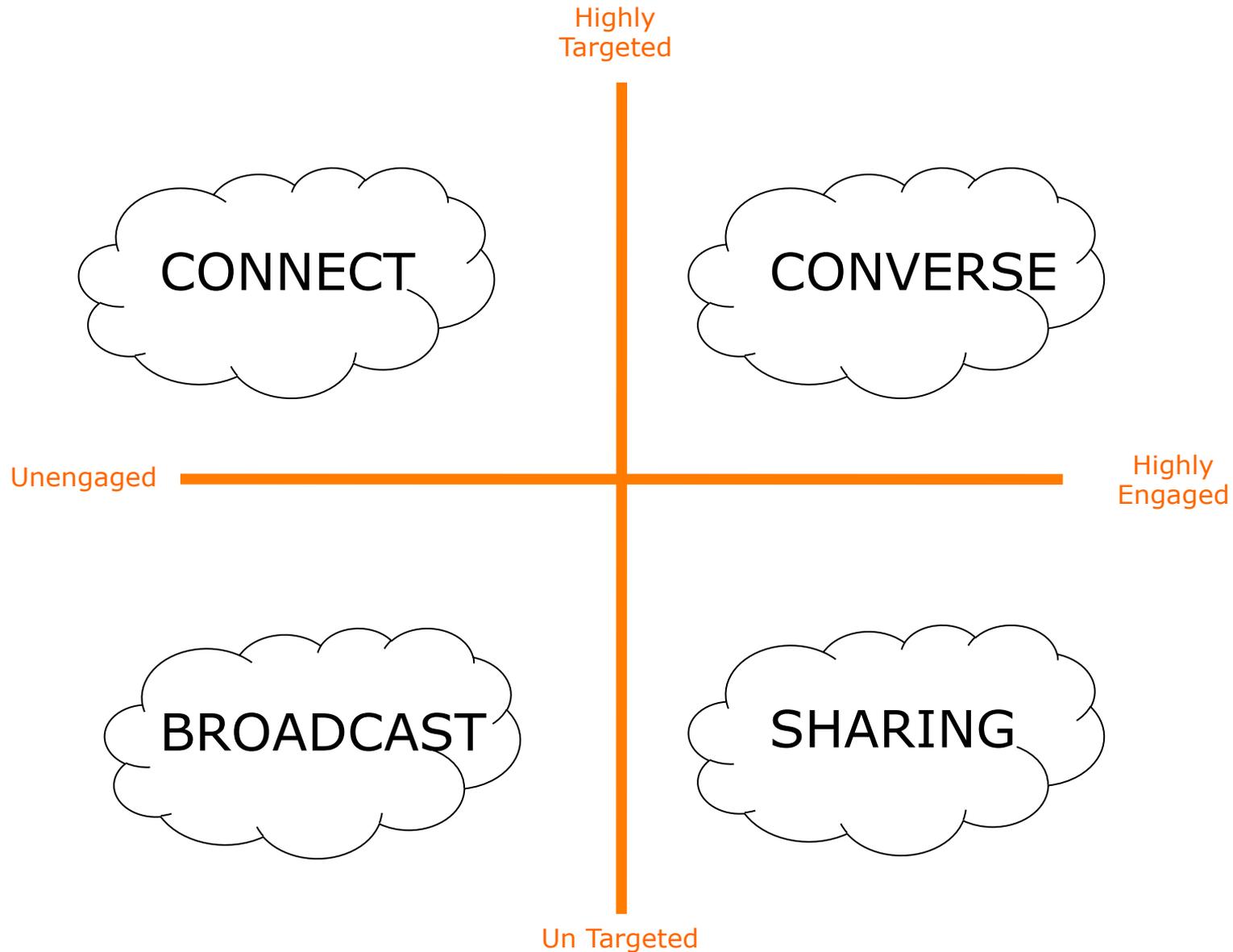
	B2B	B2C
LinkedIn		
Twitter/Periscope		
Facebook		
Blogging		
YouTube		
Pinterest		
Google+		

Do a lot

Do some

Do a little

Social Media Engagement Model



We want to have “conversations”



MaryPorch

11:22am via Twitter Web Client

@conscioussol @LawNetUK
@helenhshaw @ChrisMarston12
@RichDibbins - in that case I'd better
pack sunglasses - see you tomorrow!

[Hide conversation](#)



MaryPorch Looking forward to @LawNetUK
#LNConf15 and catching up with
@helenhshaw @ChrisMarston12
@conscioussol ... and then there's the
#LNAwards15!

10:21am, Nov 05 from Twitter Web Client



conscioussol @MaryPorch @LawNetUK
@helenhshaw @ChrisMarston12 Orange dogs
✓ Orange waistcoat ✓ Orange shirt ✓ Orange
sweets ✓ @RichDibbins ✓ All packed!

11:15am, Nov 05 from Twitter Web Client

What are we aiming for?

Search Twitter users



Books & Magazines >

Brands & Products >

Companies & Organizations >

Local Businesses >

Movies >

Music >

People >

Sports >

Television >

Websites & Blogs >

Twitter users Followers Following Tweets

1



KATY PERRY @katyperry

80,118,837

158

6,811

2



Justin Bieber @justinbieber

72,600,135

247,524

30,509

3



Taylor Swift @taylorswift13

68,588,767

244

4,076

4



Barack Obama @BarackObama

67,910,637

638,524

14,408

5



YouTube @YouTube

57,953,216

899

15,587

6



Rihanna @rihanna

54,239,146

1,152

9,747

7



The Countess @ladygaga

53,938,881

131,351

7,168

8



Ellen DeGeneres @TheEllenShow

51,916,942

36,591

11,559

5 simple social media **rules** to live by

Really? I did **not want** to know!
NEVER break **Rule No.1** of social media



Emma Lodge @emmalodge

27 Apr

Bugger I'm drunkty drunk after 4 weeks
of no alcohol. Love u all xxxxxxxx

🔄 Retweeted by AWG_Solicitors

📍 from Cheshire West and Chester, Cheshire
West and Chester



**Rule No.2 of
social media. It's
a private
conversation in
public**

Rule No.3 of
social media. If
you had to tell
your **mum** what
you said, would
she **approve**?



Rule No.4 if
you would not
say it to their
face, do not
say it **online!**



Rule No.5 don't argue online!



ARGUING ON THE INTERNET

YEAH, IT'S PRETTY MUCH LIKE THIS

FOUND AT VERYFUNNYPICS:EU

**The rule
of 10**

Real Time Marketing

“Social Media on the Go”



Which came **first**?

Audience

or

Content



A question for you!

Does



**audience
size
matter?**

Content Curation via Passle

conscious

design, websites and marketing for law firms

designs, websites and marketing for law firms

David Gilroy
9 May 2016

☆ ↻ ↪

We are going to 'twin' our toilets

I know, not your average post to a blog about law firm marketing & finances, but I just had to share this. I think this is genius idea...

[Read More...](#)



Clara Edwards
4 May 2016

☆ ↻ ↪

Why you should change the way you write online

You may not consider paper V's screen before you set off writing an article or blog for your website. However - did you know on-screen...

[Read More...](#)



Sharon Williams
18 Apr 2016

☆ ↻ ↪

Social Media & Divorce - A Continuing Trend

Research shows that spouses often admit that they search online for evidence of their partner's infidelity. Gillian Hammond who...

[Read More...](#)



Rich Dibbins
15 Apr 2016

☆ ↻ ↪

Even law firms can have fun!



Keystone Law @Keystone_Law · Feb 14

Roses are red,
Violets are blue,
It's #ValentinesDay,
And I'm leaving you.

Check out our guide to divorce options bit.ly/1m725rt

Expand  Reply  Retweet  Favorite  More

Social care

1 “Social Care” = Social Media + Customer Service



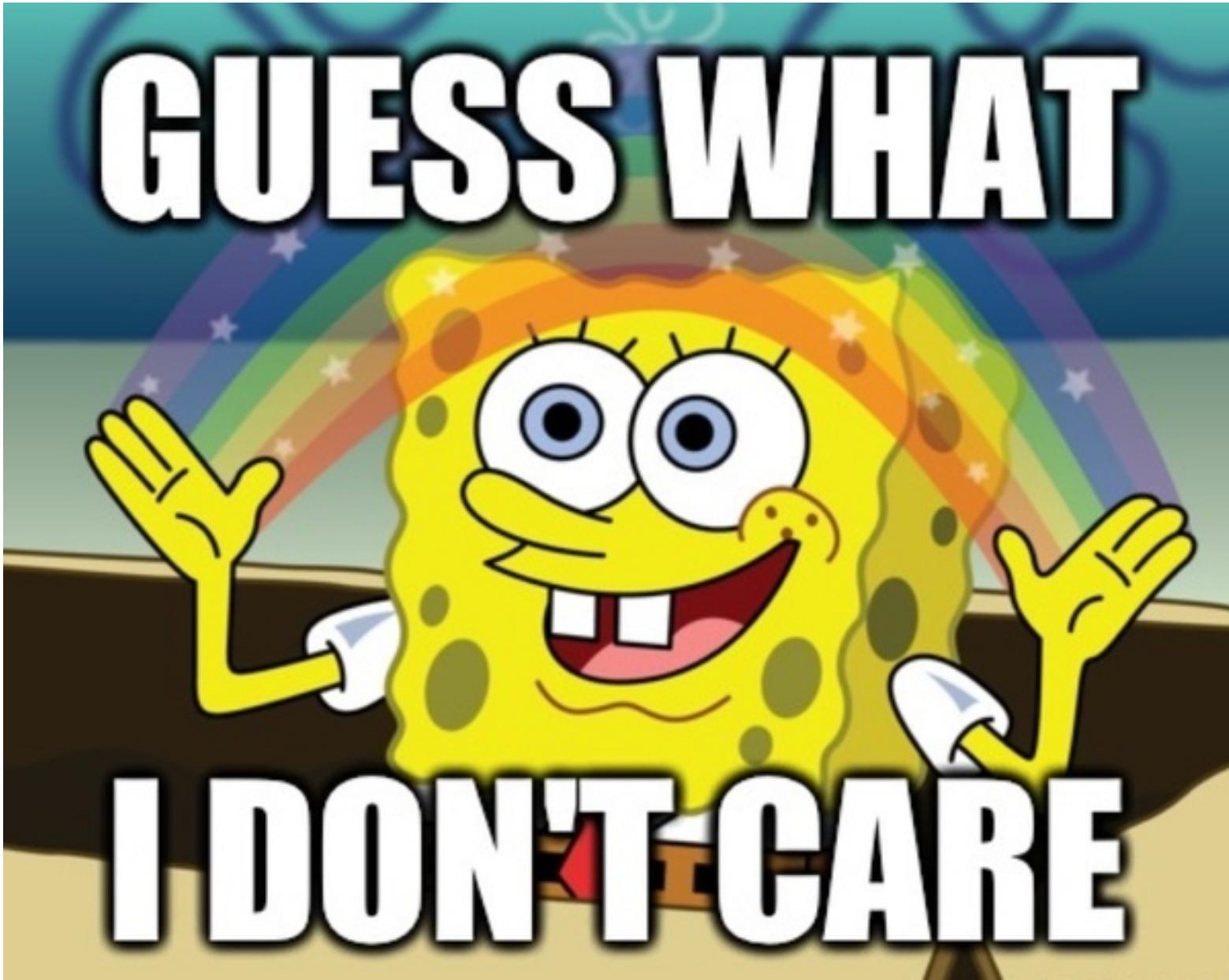
- Monitor social media channels to hear what customers are saying about your company / products / service
- Set guardrails for your social care representatives
- Define issues / questions they are permitted to address, and how they should respond
- Respond to customer service issues through approved social media channels and attempt to resolve issue



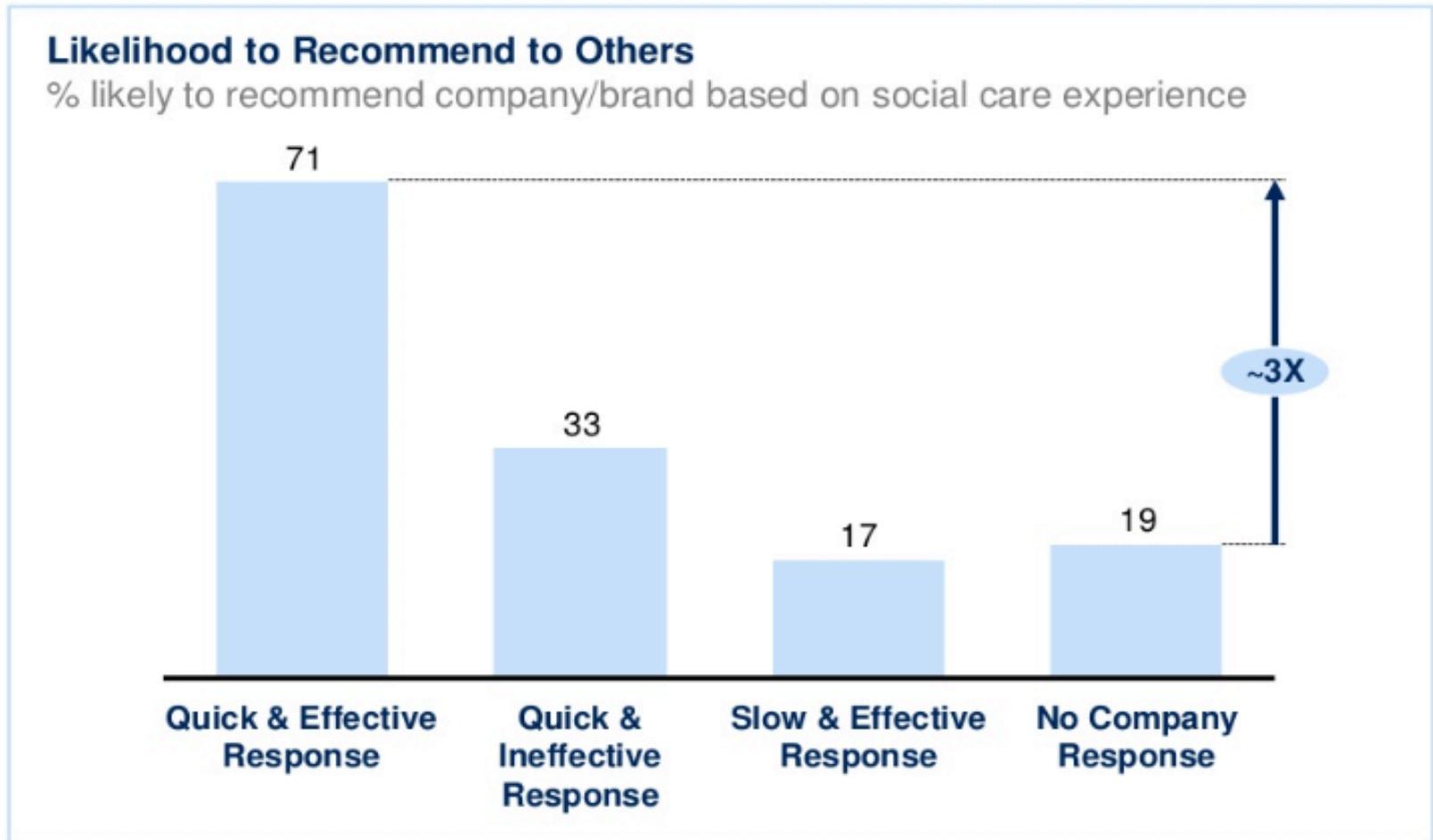
TD Bank social care rep is cognizant that personal account info can't be discussed publicly and responds appropriately



People **complain** In different ways
now!



3 Consumers that have a positive social care experience are nearly 3 times more likely to recommend a brand to others



Online reviews are the new referrals

ONLINE LOCAL BUSINESS REVIEWS
ARE THE DIGITAL VERSION OF
WORD-OF-MOUTH ADVERTISING

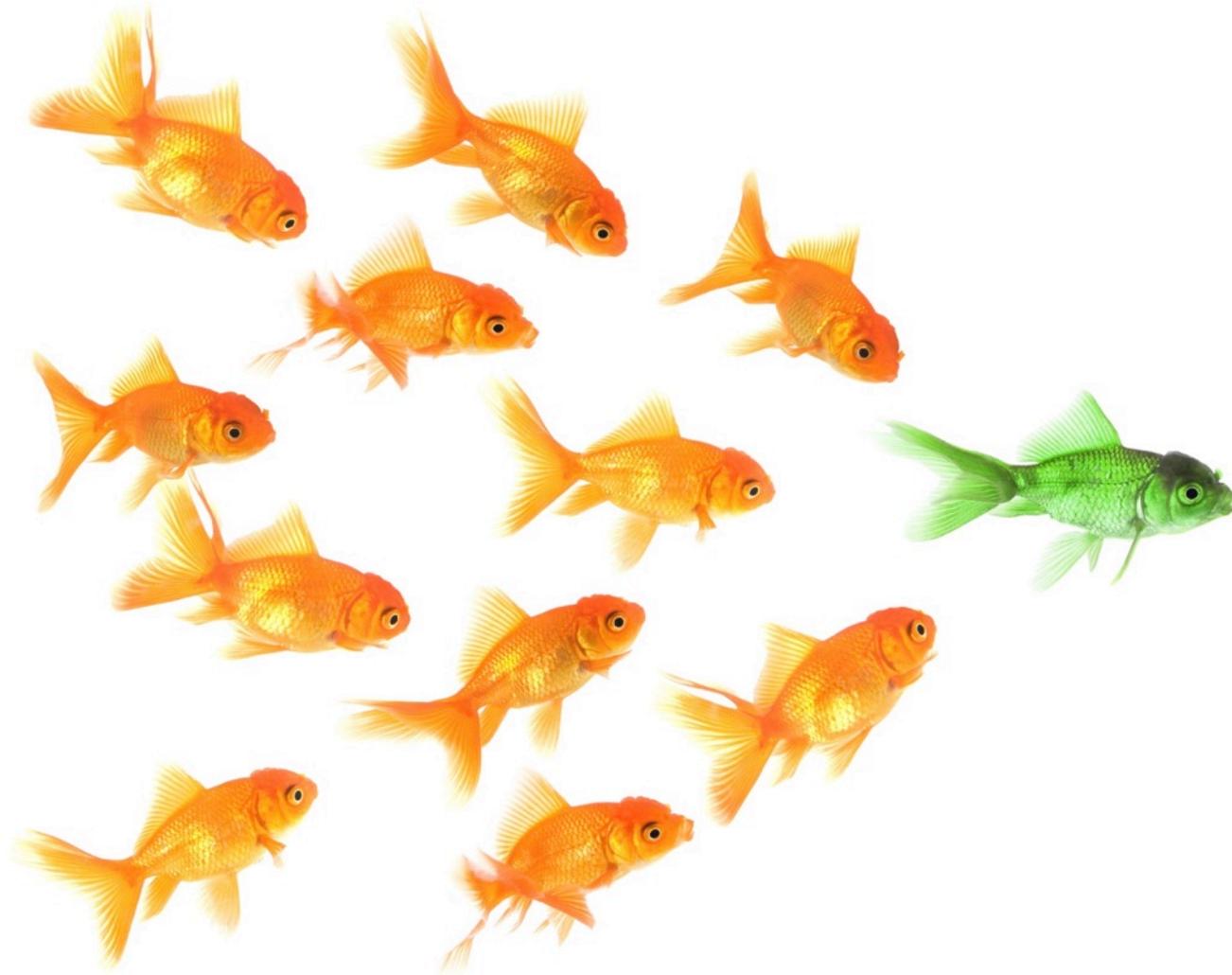


Of people **trust** recommendations from individuals whom they know



Of consumers **trust** online reviews as much as personal recommendations

Follow Key Influencers



Visibility to 36,879 people!

 **David Gilroy,**
Your Tweet got retweeted! 

 **David Gilroy**
@conscioussol

[@andrewotterburn](#) is running another merger survey with the [@TheLawSociety](#). Why not contribute at ow.ly/rEJV2

09:22 AM - 11 Dec 13

 **Retweeted by**

 **The Law Society** @TheLawSociety
To 35025 followers.

Learn more about [@TheLawSociety](#). [View their profile](#)

@Bert_Digby = 1,261 followers

@heleneadby = 593 followers

Possibly seen by 94,047 people

Retweeted 2 times



Crisp&Co Solicitors @CrispCoSol · Sep 16

Single parent looking for advice? Check out @Netmums support section on their site bit.ly/1u0MglK We know it's a big help.



clareslaney @clareslaney

Counsellor, psychotherapist, coach,
unable to do therapy by tweet but almost
everything else is possible.



Follow



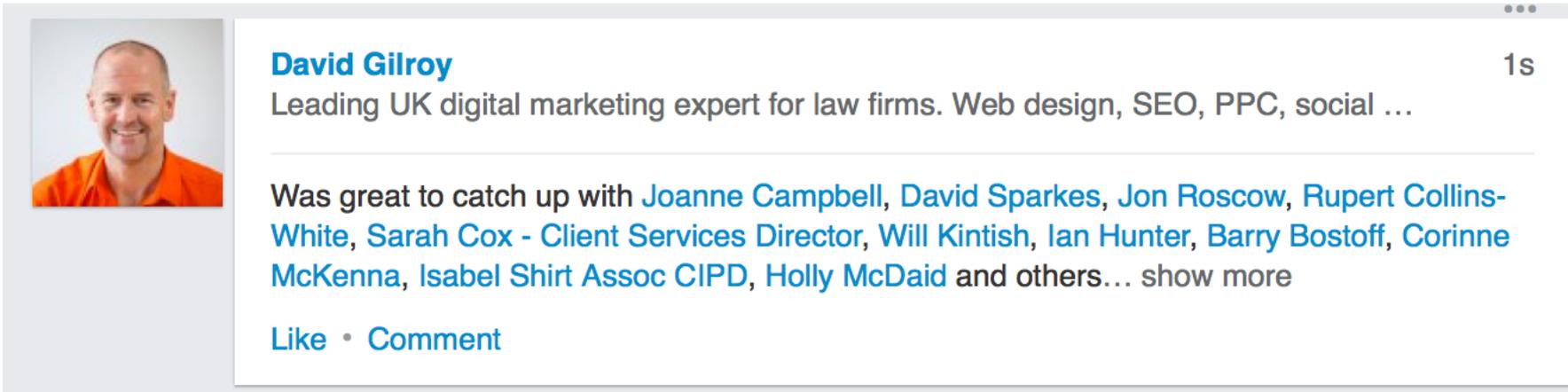
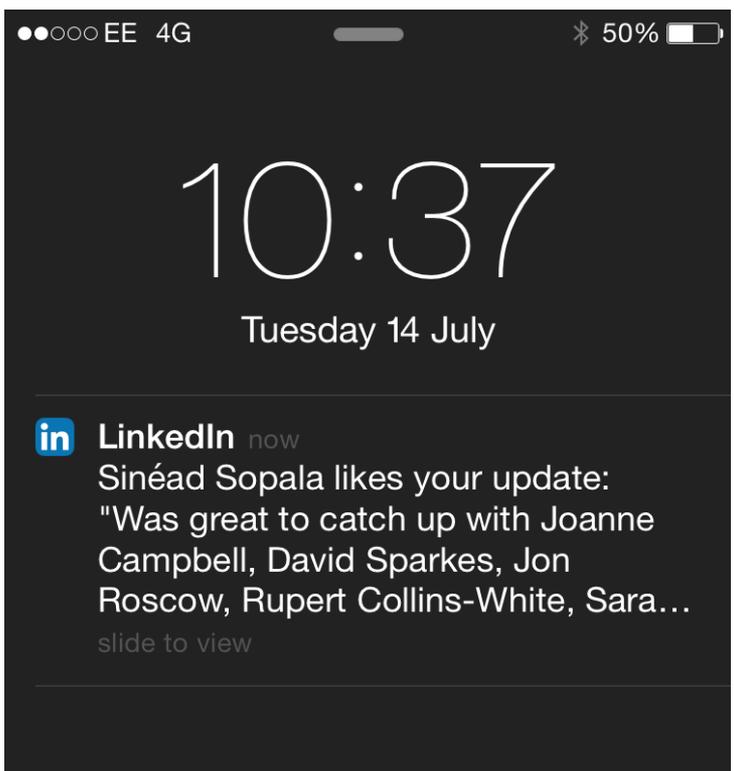
Netmums @Netmums

The UK's biggest parenting website with
1.8 million members & 8 million + visitors a
month. Local information and friendly
support when you need it most



Follow

Favourite, follow up & get “Likes”



Make it **personal!**



Stephensons

@SolicitorsLLP

Stephensons Solicitors LLP provides legal advice for your business or personal life. Tweets by Lianne, Stephen & Chloe. Tweets monitored weekdays from 9am-5pm.

United Kingdom · <http://www.stephensons.co.uk>

Followed by [Law Society FAS](#) and 12 others.

Following

Say “Thank you”

You have new endorsements!

SaaS

Endorse your connections



Does **Rebecca Hemming** know about **New Business Dev...**

Endorse



Does **Phil Paterson-Fox** know about **Management?**

Endorse



Does **Nigel Askew** know about **Legal Advice?**

Endorse



Does **Tim Cryer** know about **Interaction Design?**

Endorse

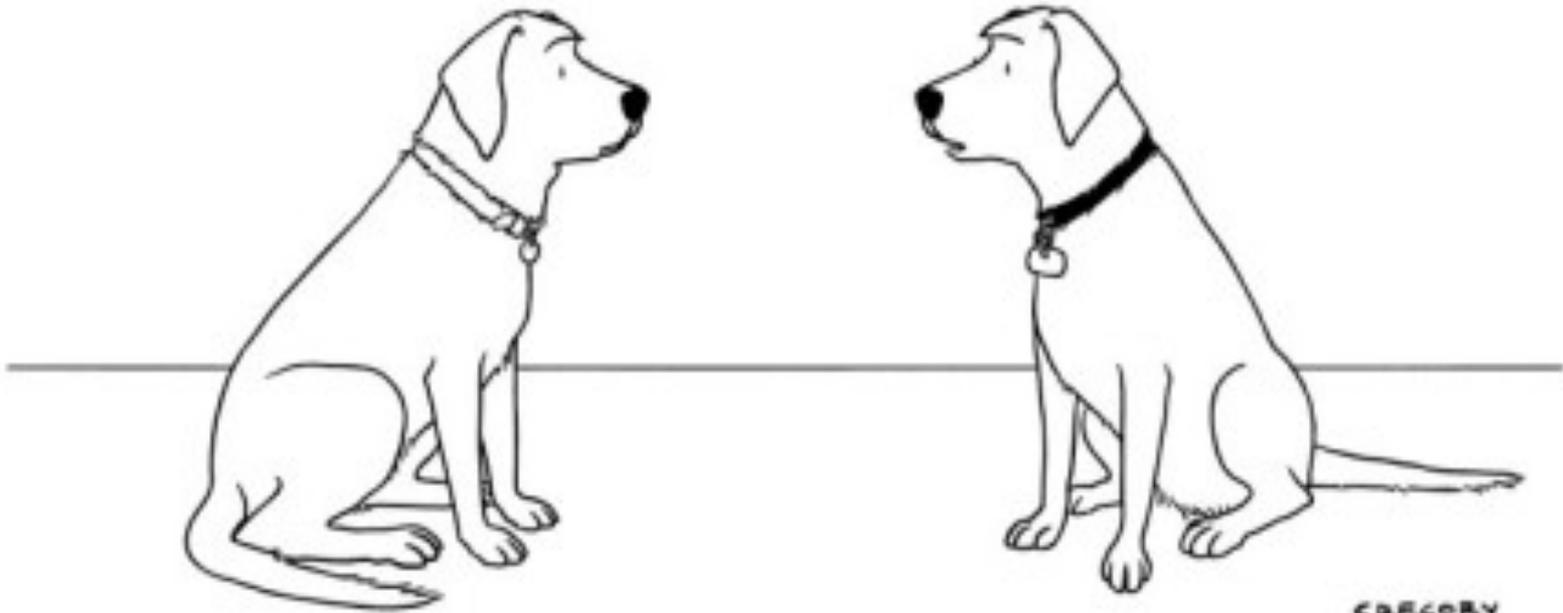
View more

Close

Bloggging

- Needs to be regular
- Pithy & opinionated, not sanitised
- Share the load
- Do it off the main website (SEO benefits)
- Ghost writers?
- Lawyers/trainees blogging in their name
- Sector specific blogs?
- Use the content for newsletters & social media linking

Bloggging v Barking!



"I had my own blog for a while, but I decided to go back to just pointless, incessant barking."

Twitter

- What can you say in 140 characters?
- Try and post a tweet once per day
- Don't post TOO often, you'll lose followers
- Design a background
- Sector specific Twitter accounts
- Re-tweet to build relationships
- Hootsuite – use to schedule Tweets



Best Twitter conversation **EVER!**

It became a party, and more companies joined in.



Riccardo Esposito @RiccardoEspaa7

11 Nov

@tescomobile @YorkshireTea come on Yorkshire tea I'm expecting the perfect brew

Details



Lisa Hoosøn @Lissay_H

11 Nov

@RiccardoEspaa7 @tescomobile Please never use Bacon in your ads. @YorkshireTea And I think @RealJaffaCakes needs to join this party.

Details



Riccardo Esposito @RiccardoEspaa7

11 Nov

@Lissay_H @tescomobile @YorkshireTea @RealJaffaCakes this is the party of the year

Details

Four days to respond!

 **Mentions**
conscioussol    

 **TravelodgeUK**
4:37pm via Conversocial
[@conscioussol](#) ... to see you and your fury friend soon :) -NJ
[Hide conversation](#)

 **conscioussol:** [@TravelodgeUK](#) is your Brighton Seafront hotel "dog friendly"?
7:18pm, Aug 22 from Hootsuite

 **TravelodgeUK:** [@conscioussol](#) ... to see you and your fury friend soon :) -NJ
4:37pm, Aug 26 from Conversocial

 **TravelodgeUK**
4:37pm via Conversocial
[@conscioussol](#) Hi David, all our hotels are pet friendly :) You can add a pet at the time of booking or when you arrive at the hotel. Hope...
[Hide conversation](#)

 **conscioussol:** [@TravelodgeUK](#) is your Brighton Seafront hotel "dog friendly"?
7:18pm, Aug 22 from Hootsuite

 **TravelodgeUK:** [@conscioussol](#) Hi David, all our hotels are pet friendly :) You can add a pet at the time of booking or when you arrive at the hotel. Hope...
4:37pm, Aug 26 from Conversocial

Twitter clinics

The image shows a browser window displaying the Twitter profile of Unity Law (@UnityLaw). The browser's address bar shows the URL https://twitter.com/UnityLaw. The Twitter profile header includes the Unity Law logo (a stylized 'U' with two hands shaking), the name 'Unity Law', and the handle '@UnityLaw'. The bio reads: 'Award winning niche law firm specialising in Disability Discrimination and work-related injury cases. Lawyers with a conscience who fight your corner.' The location is listed as 'Sheffield, South Yorkshire' and the website as 'unity-law.co.uk'. The profile statistics show 301 tweets, 425 following, and 278 followers. A 'Follow' button is visible. Below the header, there are two tweets from 'Transport for All' (@transportforall) dated 28 May. The first tweet mentions a committee's webforum and a link to inform MPs. The second tweet expresses hope that those who tweeted #EverydayAbleism will share their stories on Transport Select... Both tweets are marked as 'Retweeted by Unity Law'. On the left side of the profile, there is a navigation menu with options: Tweets, Following, Followers, Favorites, and Lists. Below this menu is a 'Tweet to Unity Law' section with a text input field containing '@UnityLaw'. At the bottom of the left sidebar, there is a 'Who to follow' section with a 'Refresh' and 'View all' link. The browser's taskbar at the bottom shows a 97% zoom level and a visit count of n/a / 4,032,123. The system tray at the bottom right shows the date and time as 1024x768.

Setup a Twitter background

tbi

A Law Firm That Stands Out From The Crowd

TWEETS 4,033 FOLLOWING 2,190 FOLLOWERS 4,338 LIKES 1,129 LISTS 1

Tilly Bailey Irvine
@tbilaw FOLLOWS YOU

Award winning legal advice for family, personal & business matters with offices across the North East. Call 0333 444 4422. Tweets by Sharon & Dan

UK
tbilaw.co.uk
Joined May 2009

Tweet to Message

Tweets Tweets & replies Media

Tilly Bailey Irvine Retweeted

Lucy Richardson @expressnorthmag · 5h
Issues from #revengeporn to #embryology handled by family law specialists @tbilaw so no one has to suffer in silence

Who to follow · Refresh · View all

- WWF Scotland** @WWFScot...
Followed by WWF
Follow Promoted
- Eleve Media** @EleveMedia
Follow
- Mark Silver** @SuccessFullBI...
Follow

Find friends

Retweet to build relationships



dadzclub @dadzclub

21 Feb

"@GoodmanDerrick: Dads to have greater rights to look after newborns under the Children and Families Bill @MumsnetTowers @dadzclub" article?

Details



Goodman Derrick LLP
@GoodmanDerrick



Follow

@dadzclub Thanks for the RT. Please see our bulletin highlighting the key changes to family friendly rights gdlaw.co.uk/news-and-artic...

Reply Retweet Favorited More

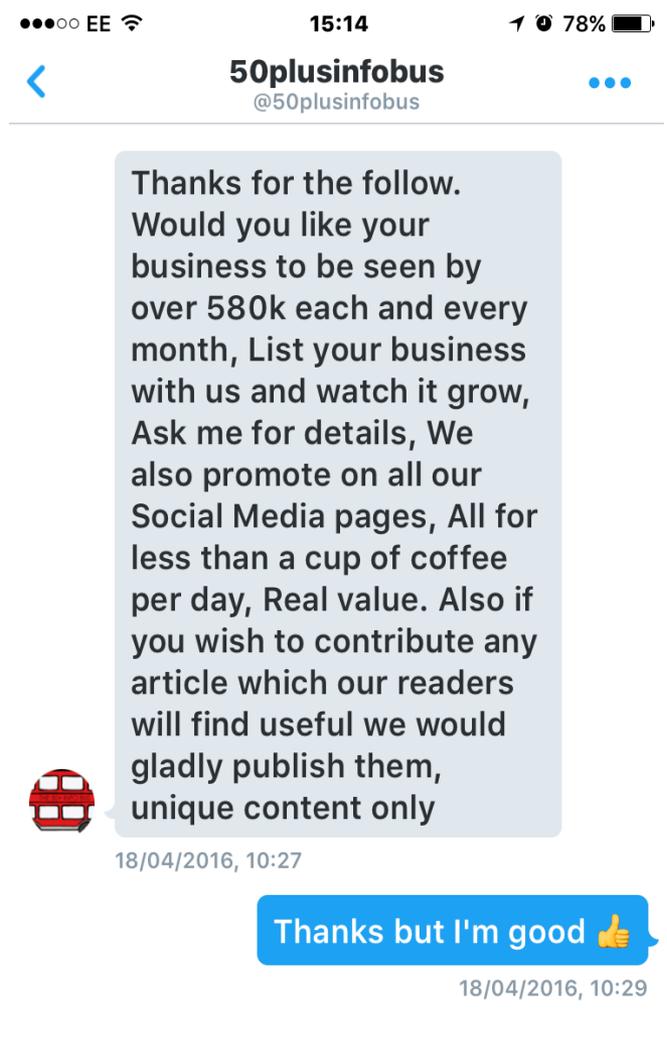
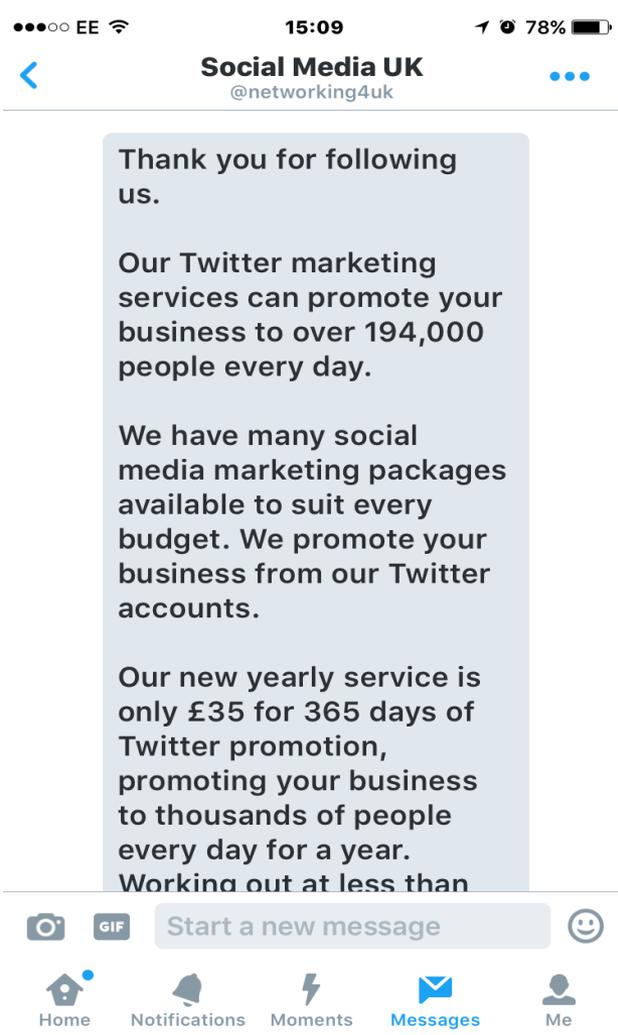
1
RETWEET

2
FAVORITES



3:43 PM - 22 Feb 13

Don't **sell** to them straight away!



Even
Twitter
doesn't
like this!

Hootsuite – save time!

Send to... 0 Compose message... Upgrade to Pro

My First Tab x untitled x +

+ Add Stream + Add Social Network Try the new Streams

Home RichDibbins

Jasmine_Sandler 3:16pm via Hootsuite
#Digital #Marketing How a Defined Sales Process Benefits Your Business ow.ly/8JLfmR

Meghan_Trainor Apr 15, 5:22pm via Twitter Web Client
Untouchable untouchable! ❤️ Who's been dancing along to #NO?? Get it here! smarturl.it/MTNOiTunes?iqi...amp.twimg.com/v/e6ea01f1-067...
Promoted by Meghan Trainor

365Bristol 3:16pm via Twitter Web Client
Colston's School Open Morning in Bristol - Friday 29 April 2016 [365bristol.com/story/2016/04/...](http://365bristol.com/story/2016/04/)

Mentions RichDibbins

consciousol 2:05pm via Hootsuite
Make good content. "Don't talk about legal jargon day, day out." Watch @RichDibbins ow.ly/4mQCFd #Legalex ow.ly/4mQH6E

consciousol 11:05am via Hootsuite
"Do you know what's important about social media? Listening." Listen to @RichDibbins ow.ly/4mQCFa @LegalexShow #legalex
2 retweets 1 like

consciousol Apr 24, 2:05pm via Hootsuite
"Twitter has got the biggest following on the planet for social media." Watch @RichDibbins ow.ly/4mQCF6 @LegalexShow

Retweets RichDibbins

RichDibbins Apr 22, 4:52pm via Twitter for iPhone
Molly all tired out been a long week for her #dogslife #FridayFeeling

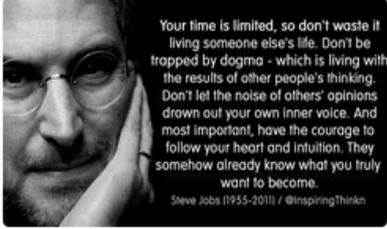


1 retweet

RichDibbins Apr 18, 2:35pm via Twitter for iPhone
@JulianOldfield talking about change for PI firms - they MUST adapt NOW #SymphonySpring

New Followers RichDibbins

girishamr 9:58am via Twitter Web Client
RT @Niraj_dp1: Don't let the noise of others' opinions drown out your own inner voice. Steve Jobs #leadership #inspiration #quote <https://t>



BellLawKC 2:32pm via Hootsuite
If you are a consumer in Missouri, you need to know about the Missouri Merchandising Practices Act - ow.ly/4n3VTn

Conscious can “connect” with 3,466 people on LinkedIn

YouTube Marketing

The image shows a screenshot of a YouTube channel page for 'QualitySolicitors FJG'. The page layout includes a top navigation bar with the YouTube logo, a search bar, and an 'Upload' button. On the left, there is a sidebar with navigation options like 'Conscious Solutions', 'What to watch', 'My subscriptions', 'Social', 'Playlists', 'History', and 'Watch Later'. Below this is a 'SUBSCRIPTIONS' section listing various channels such as 'Brethertons LLP Solicitors', 'videomaker', 'ClarionLegal', 'whygoldandsilver', 'Mark Wickersham', and 'sugarland'. The main content area features the channel's profile picture (a purple 'S' logo), the channel name 'QualitySolicitors FJG', and a 'Subscribe' button with a notification bell showing 3 notifications. Below the channel name are tabs for 'Home', 'Videos', 'Discussion', and 'About'. There are also filters for 'Uploads' and 'Date added (newest - oldest)'. The video grid displays three videos: 'QualitySquare - Tony Kerley' (8:39), 'Tending Show 2013' (1:38), and 'Immigration Legal Services' (4:42).

YouTube GB

Search

Upload

Conscious Solutions

What to watch

My subscriptions 3

Social

Playlists

History

Watch Later

SUBSCRIPTIONS

Brethertons LLP Solicitors

videomaker 1

ClarionLegal

whygoldandsilver 3

Mark Wickersham

sugarland

Browse channels

Manage subscriptions

QualitySolicitors FJG

Subscribe 3

Home Videos Discussion About

Uploads Date added (newest - oldest)

QualitySquare WITH Tony Kerley Lighthouse 8:39

QualitySquare - Tony Kerley

Tending Show 2013 1:38

Tending Show 2013

QualitySolicitors Fisher Jones Greenwood

Immigration Services Ashlee Campbell 4:42

Immigration Legal Services

Facebook

- Not just for “the kids”
- “Listen” first, what are others saying about you?
- Who in your firm has a Facebook profile?
- Engaging with the younger generation for recruitment

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook

“Like” & win!

From The St Mellion Sales Team <stmellion-sales@crown-golf.co.uk> ☆

Reply Forward Archive Junk Delete

Subject 'Like' our Facebook Page and Win!

13:4

To David Gilroy ☆

Other Action



01579 351 351 or [Email](#)

Built for enjoyment
March 2013



Like our Facebook page today!



FREE PRIZE DRAW!

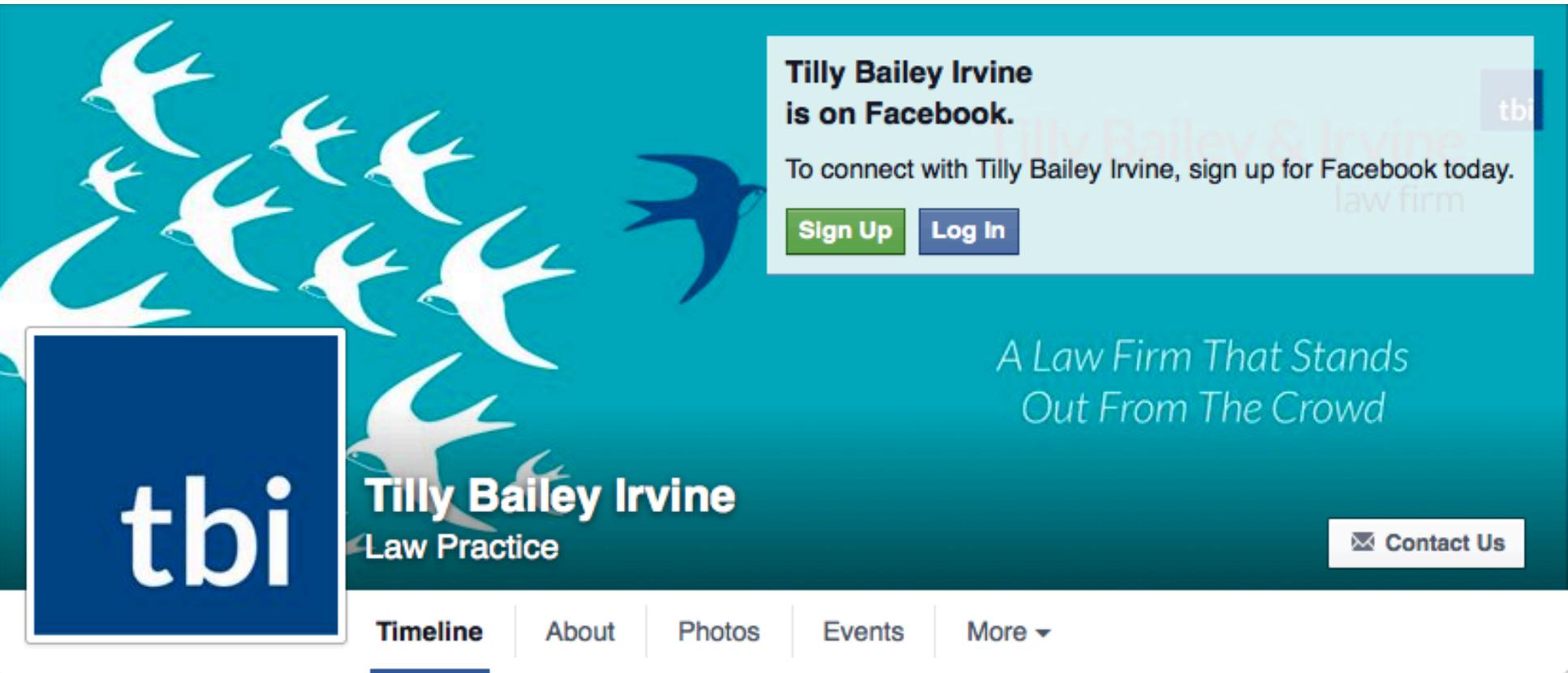
'Like' our Facebook page
www.facebook.com/stmellion
by Tuesday April 2nd...

**AND ENTER OUR
FREE PRIZE DRAW
WORTH £1 000!**

'Like' our Facebook Page and WIN!

We've relaunched our St Mellion Facebook for 2013. MORE photos, updates, MORE resort news, MORE special offers, MORE videos and MORE links to the best articles!

Get a decent Facebook page



Tilly Bailey Irvine
is on Facebook.

To connect with Tilly Bailey Irvine, sign up for Facebook today.

[Sign Up](#) [Log In](#)

tbi
Tilly Bailey Irvine
Law Practice

*A Law Firm That Stands
Out From The Crowd*

[✉ Contact Us](#)

[Timeline](#) | [About](#) | [Photos](#) | [Events](#) | [More ▾](#)

Competitions

facebook 1 21 Search for people, places and things Q  David Gi

Canter Levin & Berg **Canter Levin Berg** Competitions ▼ ✓ Liked

✓ Like 4.4k f Send [Find Promotions](#) | [Start your own promotion now!](#)



win an iPad mini with **Canter Levin & Berg Solicitors**

Apple and iPad are trademarks of Apple Inc, registered in the U.S. and other countries.

Details **Enter Sweepstakes** **Invite Friends** [About](#) [Official Rules](#) [Privacy](#)

iPad mini giveaway



Prize Details
Our iPad giveaway is back. This time you have the chance to win an iPad mini with five up for grabs. The competition closes on Friday 1st February. All winners will be selected at random. Good luck!

Prize Eligibility
Only persons residing in Ireland and United Kingdom who are at least 16 years of age can enter.

Sweepstakes Starts
January 17, 2013 @ 09:00 am (GMT)

Facebook advertising

- Sex
- Age
- Status
- Geography
- Events (Birthday, Moving house)
- Education (Level, establishment)
- Employment
- Interests
- Connections (via Fans)

How many?

20,600

People

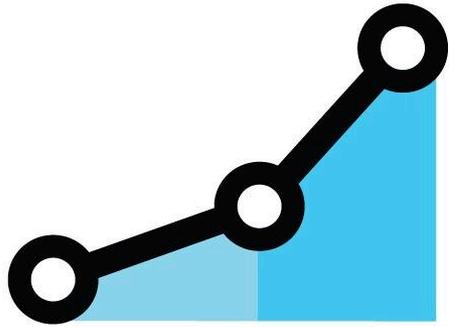
For under

£199

AFP / GETTY



Tools some **free**, some cost a little



SocialRank

Identify, organize, and manage your followers on Twitter and Instagram.

sumall On the go mobile app to measure your Twitter Engagement

Management & engagement platforms for social media

sproutsocial



hootsuiteTM

Social Media Dashboard

In **5** minutes you **can...**

Post a tweet

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