

Table of contents

Introduction	7
1. About this special report	7
2. Definitions	8
3. Key platforms	10
4. The rise of social media in the legal profession	11
The business case for social media	15
1. The benefits of using social media	15
2. The risks of using social media	19
3. Guarding against the risks	21
Overview of common social media platforms	23
1. LinkedIn	23

- 2. **Twitter** 25
- 3. **Facebook** 26
- 4. **YouTube** 27
- 5. **Blogging** 27
- 6. **Other social media platforms** 28
- 7. **Advertising on social media** 31
- 8. **Viral – how the platforms work together** 32

Developing a plan 33

- 1. **Marketing plan for the firm** 33
- 2. **Marketing plan for departments, sectors or offices** 34
- 3. **Marketing plan for individual lawyers** 36
- 4. **Segmentation, targeting and messaging** 42
- 5. **Integration with other marketing, selling and relationship management activities** 44
- 6. **Case study: planning content at BakerLaw** 45

Using LinkedIn 47

- 1. **Set up a company page** 47
- 2. **Individual lawyer accounts and profiles** 49
- 3. **Building your profile – step by step** 49
- 4. **Promoting your profile** 51
- 5. **Sending invitations and managing connections** 51
- 6. **Liking, commenting on and sharing others’ material** 53
- 7. **Using private messaging and InMail** 54

8. Writing status updates and sharing posts and photos	55
9. Endorsements and recommendations	57
10. Publishing articles and blogs	58
11. Using groups	60
12. Case study: LinkedIn use at Thackray Williams	62
13. Large law firms on LinkedIn and Twitter	64
14. Case study: LinkedIn use at Forsters	64
Using Twitter	67
1. Company and team accounts and profiles	68
2. Individual accounts	69
3. Using public and private lists	69
4. Tweeting	70
5. Interacting – retweeting and commenting	72
6. Hashtags and live tweeting at events	73
7. Case study: Twitter use at Inksters	74
Using Facebook	77
1. Company (and/or group) pages	79
2. Page administration	79
3. Sharing content on Facebook	80
4. Case study: digital marketing at Wollen Michelmore	80

- Blogging** 83
 - 1. **General guidelines** 84
 - 2. **Writing tips** 84
 - 3. **Effective titles and tweets** 91

- Content development and management** 97
 - 1. **The benefits of a content management plan** 97
 - 2. **Content creation** 98
 - 3. **Moderating and content curation** 99
 - 4. **Case study: content creation at Clutton Cox** 100

- Central management** 103
 - 1. **Plan** 103
 - 2. **Policies** 105
 - 3. **Manage domain names and account hierarchies** 105
 - 4. **Brand, style and tone of voice** 105
 - 5. **Analytics and monitoring effectiveness** 105
 - 6. **Training and support** 107
 - 7. **Disaster recovery plans** 108
 - 8. **Tools to support management** 109
 - 9. **Case study: digital marketing at Forsters** 114

- Conclusion** 119

- About the author** 120