

Lawyers: What Should You Post on Social Media?

You've got a Facebook page and a Twitter profile for your law firm.

But what should you be doing with it?

Here are six ideas to get you started:

1

Blogs and articles that you've published. Blog entries are tremendously valuable in establishing your expertise and forging relationships with prospects and clients. Use your social media presence to spread the word!



2

Blogs and articles published by others. Make sure that the information is valuable to your audience, and stay away from posting content from direct competitors, especially if it features a call to action or sales pitch.



3

Relevant jokes and other light-hearted content. Unless your brand is "all business, all the time," your social media presence is a great opportunity to lighten the mood and let your personality shine through.



4

Photos (or video!) of you and your team on the job. Keep an eye around the office for photo opportunities that give your audience the opportunity to see "behind the scenes."



5

Breaking news that is relevant to your audience. Posting breaking news that matters to your audience is a great way to provide valuable information to your audience while reinforcing your own expertise.



6

Promotions of specific products and services. Mix in direct promotions of your products or services and include a compelling call-to-action. Just make sure this isn't the majority of your content - your audience may quickly tune you out.



Want help leveraging social media to **grow your law firm?**

Give us a call at (800) 406-7229
today if you'd like to learn more!