

Law Firm Blogs: What NOT To Do

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This item naturally piqued my interest when I saw the headline late last week at Law.com:

[Attorney's blogging prompts ethics complaint](#)

Usually when one of these news items appears, I get emails from attorneys still fighting the social media tide saying something to the effect of, "See! Attorneys who blog are just asking for trouble!"

Well, save your breath. If you read this article, and most others like it, you will see that this particular

attorney was using her blog to post scurrilous remarks about the court, judges and other attorneys.

And this is most definitely wrong on so many levels, including good blogging practices!

The primary purpose for a law firm blog is to gain credibility for your expertise in your chosen field of practice and offer prospects something of value that will encourage them to engage in a conversation with you.

Having a blog associated with your law firm website also boosts the ranking of that site in search engines as a source of ongoing fresh content.

Needless to say, blogs are not a public forum to air grievances about a case you lost or a judgment that didn't go your way. That would be a demonstration of another kind all together...and not one that puts your firm in a positive light.

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