

# Better Ways for Law Firms to Promote Their Successes on Social Media

Article By:

Stefanie M. Marrone

---

After working in law firm marketing for more than 20 years, here's what I've learned about writing better social media posts to promote your accomplishments and lawyer rankings such as Best Lawyers, Super Lawyers and Chambers.

Don't make it all about you or start off with how "honored" or "humbled" or "pleased" you are. It sounds boastful and formulaic.

Instead make it about the teamwork and contributions of your colleagues. Focus on your clients, what you did this year work wise or your how you got to where you are today.

Tell stories.

Be humble and stand out.

And watch people like and comment on the post and celebrate your successes.

It's about showing vs. telling.

Most content on LinkedIn is boring. It's dry. It has no personality. It's forgettable. And it's way too self-promotional. And you can do better.

The best way to promote yourself and your services is to provide value. So many people and law firms forget that.

They think if they brag about the closing of a big deal or their latest Best Lawyers, Super Lawyers or Chambers rankings, they will stand out.

But what clients care more about other factors when hiring outside counsel such as – do I like working with you, do you care about me and will you be responsive.

Me-centric or self-promotional content is not strategic marketing or business development. It doesn't teach or help your audience. It's all about **you**.

---

---

They don't impact your clients or your ability to do a good job.

When you do marketing right, you don't need to tell people how great you are. It's implicit. It's conveyed in your message. That is much more powerful than telling people about your accomplishments.

Most content on LinkedIn is boring. It's dry. It has no personality. It's forgettable. And it's too self-promotional. Do it better and stand out.

Here's the thing, promoting your successes is a great way for law firms to showcase their expertise and attract potential clients, but it's essential to strike a balance between highlighting achievements and maintaining a professional and humble tone. Here are some tips on how law firms can promote their successes on LinkedIn without sounding boastful:

- **Be authentic:** Share your success stories genuinely and transparently. Focus on providing valuable insights and useful information rather than bragging about accomplishments.
- **Educate and inform:** Instead of simply highlighting the outcome or results, use your success stories as an opportunity to educate your audience. Discuss the challenges you faced, the strategies you employed and the lessons learned. This approach positions you as a thought leader and adds value to your audience.
- **Highlight client satisfaction:** Instead of solely emphasizing your firm's accomplishments, highlight the positive outcomes achieved for your clients. Share testimonials, case studies or client success stories to demonstrate the value you bring and the positive impact you have had on your clients' lives or businesses.
- **Use storytelling techniques:** Instead of listing achievements in a dry, factual manner, use storytelling techniques to engage your audience. Tell compelling narratives that illustrate the challenges faced, the strategies employed and the ultimate resolution.
- **Provide actionable advice:** Alongside your success stories, offer practical tips, guidance and solutions that your audience can implement in their own work. This positions you as a helpful resource and establishes your credibility without coming across as boastful.
- **Celebrate team efforts:** Acknowledge the collective efforts of your team members and express gratitude for their contributions. This demonstrates a collaborative and humble approach, shifting the focus from individual accomplishments to the firm's overall capabilities.

Remember, the key is to share your successes in a way that provides value, educates and demonstrates your expertise. By adopting a humble and informative approach, you can effectively promote your firm's achievements without appearing boastful.

It takes a little more effort to do this but it's worth it. If you need help doing this, contact me to create

a strategy!

Copyright © 2025, Stefanie M. Marrone. All Rights Reserved.

---

National Law Review, Volume XIII, Number 184

Source URL: <https://natlawreview.com/article/better-ways-law-firms-to-promote-their-successes-social-media>