

Mastering Social Media: Strategies for Law Firms to Amplify Their Achievements

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If you want to increase likes and engagement on your social media posts, make them more about your audience and less about you, especially when promoting successes such as award wins and matter victories.

In other words: be sure to provide value and educate others and to show versus tell in your posts, no matter the subject (but especially in self-congratulatory content).

And most importantly, don't brag.

If you do want to post content about your achievements and successes, change the way you frame it by putting your client/audience at the center. It just takes a little time and effort to craft these posts in a more client-centric way.

Here's How...

Instead of writing an award post like this: *"We are pleased/I am honored and humbled to be ranked brand 1 in New York Real Estate for the fifth consecutive year by Chambers..."*

Try this: "It takes a village – collaboration, organization and teamwork are essential, especially when remotely working on several of the biggest commercial real estate deals shaping New York City's skyline. Our team did just that in 2023..." and then go into the details and mention the honor at the end or just in the image.

Or: "The New York commercial real estate market has shown no sign of slowing down. Our lawyers have been helping clients reshape the Big Apple's skyline on several major deals in 2023, including..." and then mention the honor at the end.

How about: "Since I was a kid, I always was fascinated by NYC skyscrapers, but it wasn't until I went to law school that I realized I could combine my love for real estate with the law. Fast forward 20 years later and a lot of hard work and late nights, I can't believe I am in the company of such great lawyers I once looked up to..."

Or: “When I joined X firm in 2001 as a first-year associate, I never imagined that I would have the opportunity to work on deals that are literally shaping NYC’s skyline, but with the guidance of my mentors (tag them by using the @ sign) and the herculean efforts of the team that has worked alongside me on X client’s work over the years, it happened.”

Do you see how flipping information around discussing *what you did* or *who you are* instead of starting with the honor itself makes you sound less boastful and illustrates your market-leading position without having to say it or make it the focal point?

It takes a little more effort and creativity to find that story, challenge or interesting fact about the honor, but it’s worth it. And you’ll stand out from the sea of sameness in your industry.

There’s nothing wrong with wanting to share your good news and self-promoting your successes and wins – *but it’s the way you say it that makes a huge difference* if it will resonate with others or make you sound like you’re patting yourself on the back too hard.

You can still promote and congratulate yourself, your company and your good news on social media – it’s just about reframing it and storytelling. So, to recap:

- Make your posts about your clients/target audience NOT you.
- Think show versus tell.
- Always put your clients/audience first.
- Ask yourself why should they care about reading the post? What’s in it for them?
- Write it with your audience as the focus and give value.

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