

Ten Social Media and Content Ideas for Law Firms to Give Back This November

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November is a perfect time to reflect, show gratitude, and give back because it encourages us to pause and appreciate the people and opportunities that have shaped our year. It's an ideal moment to acknowledge those who've made a difference and to find meaningful ways to give back to the community.

For law firms, this season offers a special chance to not only spotlight your pro bono work, charitable initiatives and community service but also connect with followers on a deeper, more meaningful level. It's about more than just sharing what your firm has done—it's about inspiring others and showing the real impact of your efforts.

To make the most of this season of giving on social media, focus on content that aligns with the values of gratitude and generosity, while highlighting how your firm is making a difference. Here are some creative ideas to help your law firm stand out this November and beyond.

1. Spotlight Your Pro Bono Work with Personal Stories

Pro bono work is often one of the most meaningful ways a law firm gives back to the community. However, instead of just listing the number of pro bono hours completed or the organizations you've helped, humanize your content by telling personal stories from the lawyers who have contributed to these efforts.

Actionable Tip: Create a series of posts that focus on individual lawyers and the pro bono cases they've handled. Instead of vague descriptions, dive into what inspired the lawyer to take on the case, the challenges faced and the impact it had on the individual or community served. Pair each post with a high-quality photo of the lawyer or team involved to give it a personal touch. A quote from the lawyer about what the experience meant to them adds an extra layer of connection.

Example Post: For associate Jennifer Lee, taking on pro bono cases is more than just part of her job – it's her way of giving back to the community in which she grew up. Jennifer recently helped a local non-profit secure affordable housing for low-income families, ensuring a roof over their heads for years to come. 'To know that I played a small part in securing a future for these families is incredibly rewarding' she says.

2. Host a 'Gratitude Week' on Social Media

Thanksgiving isn't just about turkey – it's about gratitude. Use the week leading up to Thanksgiving to post daily about the things for which your firm is grateful. This could range from thanking clients for their trust to showing appreciation for your hardworking staff and giving a shoutout to the community partners and service providers you've worked with throughout the year.

Actionable Tip: Create a 'Gratitude Week' campaign where each day, your firm highlights something or someone for whom you're thankful. Use real-life examples of client success stories, employee recognition and your firm's milestones. Make sure to tie these posts back to your firm's values and the relationships you've built.

Example Post: This #GratitudeWeek, we want to thank our incredible clients for their trust and partnership over the years. It's because of your belief in us that we're able to continue doing meaningful work in our community. Here's to many more shared successes together!

3. Community Service Initiatives: Go Beyond the Office

Many firms participate in community service, but how often is it shared in a way that resonates with clients and potential clients on social media? During November, consider highlighting the volunteer work your team is doing, not just within the firm but outside of it – whether it's serving at local food banks, participating in charity runs or supporting legal aid programs.

Actionable Tip: Take photos and videos of your team in action and use them to create visually engaging posts. Be sure to highlight why the firm chose to participate in the specific initiative and the positive outcomes. Consider creating an Instagram Story that chronicles the day of volunteering, offering a behind-the-scenes look at your firm's involvement in the community.

Example Post: Today, members of our firm traded in their suits for aprons as we spent the morning serving meals at the local shelter. It's a small way for us to give back to a community that has given us so much.

4. Client Appreciation: Personalized Thanks

November is an ideal time to publicly thank clients and partners for their trust and collaboration. Rather than generic messages, make it personal. Identify key clients you've worked closely with over the year and create posts that express genuine gratitude for the relationship you've built together.

Actionable Tip: Feature key clients (with their permission) in your posts and mention specific projects or deals you've worked on together. If the relationship spans several years, briefly touch on how it's grown and what makes the partnership special. Including a photo of your team with the client adds a more personal touch.

Example Post: This Thanksgiving, we want to give a special thanks to our long-standing client, XYZ Corporation, for trusting us with their legal needs for over XX years. Our partnership has been a rewarding one, and we look forward to continuing our work together in the future. #ClientAppreciation #GivingThanks

5. Employee-Led Charity Drive: Showcase Your Team's Efforts

Encourage your firm's employees to participate in a November charity drive, including collecting food for a local food bank, gathering winter clothing for shelters or raising funds for a specific cause. Document the progress of the drive on social media to engage your audience and inspire others to give back as well.

Actionable Tip: Create a dedicated hashtag for your charity drive and encourage your team to post their contributions or experiences on their own social media platforms, using the hashtag. Share updates on your firm's official accounts, showcasing both individual and collective efforts. At the end of the month, share the results of the drive, thanking everyone who participated and emphasizing the impact made.

Example Post: Our firm is having a November charity drive to support local families in need this holiday season. From now until Thanksgiving, we'll be collecting non-perishable food items and winter clothing for donation. Thank you to everyone who's already participated—let's keep it going!

6. Employee "Give Thanks" Campaign

Encourage employees to share who they're thankful for in their professional or personal lives and why. This approach humanizes your firm, builds community and emphasizes the importance of gratitude in both personal and professional relationships.

Actionable Tip: Ask employees to submit short quotes or stories expressing thanks to someone who has made a positive impact on their career or life. These posts can be shared throughout November, featuring the employee, their story, and the person they're thanking (if appropriate). It's a great way to celebrate meaningful connections.

Example Post: This Thanksgiving, I'm grateful for [Name], who has been an incredible mentor throughout my career. Their guidance and support have helped me grow both personally and professionally. #GiveThanks #GratitudeInAction #MentorshipMatters

7. Create a 'Giving Back' Campaign

A campaign that highlights your firm's charitable efforts can inspire others while promoting your firm's values. Instead of focusing on just video content, consider a series of posts that recap all the ways your firm has given back throughout the year, using images, stories and quotes from your employees.

Actionable Tip: Collect photos, quotes and stories from your pro bono work, community service initiatives, and charity partnerships. Create a series of posts featuring employee spotlights, quotes about why giving back matters, and highlights from key events. This approach allows you to showcase your firm's impact in an authentic and engaging way across all social channels.

Example Post: It's been an incredible year of giving back at [Firm Name], and we're so proud of the difference we've made. From our pro bono cases to community service efforts, here's a look back at the impact we've had together.

8. Pro Bono and Volunteer Pledge Challenge

Challenge your firm's attorneys and staff to pledge a certain number of pro bono or volunteer hours

during November. Turn this into a public commitment by sharing the pledges on social media, encouraging others to join in.

Actionable Tip: Create a branded graphic to share on social media where employees can submit their volunteer hours. Each week, share the progress of the firm's collective volunteer hours and highlight individual contributions.

Example Post: "Our team has pledged over 500 hours of pro bono work and community service this month to give back to those who need it most. We're proud of the commitment from our attorneys and staff to make a meaningful difference this November. #GivingBack #ProBonoPledge

9. Spotlight Pro Bono and Community Service Organizations

Showcasing the organizations your firm partners with is a great way to highlight the meaningful work being done while strengthening relationships with these groups. By sharing their missions and how your firm has contributed, you emphasize the impact of these partnerships and build credibility for your community efforts.

Actionable Tip: Dedicate posts to each organization your firm has supported through pro bono work or community service. Share a brief overview of their mission, the specific projects in which your firm has been involved and the positive outcomes. Include quotes or testimonials from the organizations themselves to further highlight the value of your partnership.

Example Post: We're honored to work with [Organization Name] and support their mission to [brief description of their cause]. This year, our attorneys dedicated [number of hours] to help [project name or impact]. Thank you to [Organization Name] for letting us be a part of this important work!

10. Share a Photo Collage Highlighting Your Year of Giving Back

A photo collage is an excellent way to showcase your firm's involvement in community service, pro bono work, and industry events throughout the year. This approach highlights your participation while giving well-deserved attention to the organizations you've supported, showing your firm's commitment to making a positive impact.

Actionable Tip: Collect photos from various events your firm has supported over the past year, including volunteering efforts, pro bono projects, and industry-related activities. Create a collage or a series of posts that capture these moments, with captions that highlight the organizations and the meaningful work being done. This is a great way to visually engage your audience and reflect on your firm's year of giving.

Example Post: We've had the privilege of supporting some incredible organizations this year. From pro bono cases to community service events, here's a look at some of the highlights. We're grateful for the chance to contribute to these important efforts.

Make Giving Part of Your Firm's Culture

As your law firm embraces the spirit of giving this November, remember that these social media campaigns and content ideas are not just for the holidays, they can serve as the foundation of a year-round culture of giving. Whether it's through pro bono work, community service or partnerships with

local organizations, your firm's commitment to giving back will resonate with your clients, employees and the community at large.

By turning these efforts into authentic, engaging social media content, you can showcase the values that define your firm while inspiring others to join in the spirit of giving.

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National Law Review, Volume XIV, Number 296

Source URL: <https://natlawreview.com/article/ten-social-media-and-content-ideas-law-firms-give-back-november>