

How Social Media Can Help Attorneys Build a Robust Referral Network

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I'm in San Diego today getting ready to speak before The State Bar of California Annual Meeting general assembly on how to use social media to build referrals.

It's no secret that many ***attorneys are reluctant to engage on social media*** because they may view it as an enormous time-suck. If that's your attitude, then may I suggest you are looking at it the wrong way? Instead of viewing social media as just another demand on your time, you should be looking at it as **a highly effective, low-cost way to beef up your referral network.**

Here's how social media can help you generate referrals:

Social media builds connections. Humans are programmed to connect with other humans, and is the underlying reason why social networks are so ubiquitous today. Even the busiest person has a desire to connect with others. Posting content that drives a conversation is a way for attorneys to connect continuously with their referral base, and keeps you in front of contacts who may not have ever thought of sending you business.

Social media provides greater reach for your message. If your post is interesting or entertaining, it will go far beyond your established network as those people share it with others in their networks. Not only is your reach extended, it also carries the implied recommendation of the person who shared it, which helps you build trust.

Social media builds relationships. By using social media on a regular basis, you strengthen your relationships with people you already know and start building new relationships with people you don't know -- your friends' friends and followers. LinkedIn is a particularly powerful platform for networking with referral sources if you take a little time to do it right.

Social media builds a solid reputation. As you continue to feed good, original and helpful content to your audiences on social media, you enhance your reputation as a knowledgeable expert in your field of practice. That reputation creates a positive ripple effect, going from your connections to their connections and so on.

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