

10 Timeless Social Media Marketing Tips

Article By:

Stephen Fairley

2015 is almost out the door and hopefully this has been the year that your law firm embraced social media. If not, please make a plan to do so in 2016. Your prospective clients can be found there and so should you.

In that spirit, I'd like to offer 10 timeless social media marketing tips for law firms:

1. **Post often.** Being on social media is all about the conversation. When conversation ceases, so do the opportunities to forge relationships. Posting regularly to your social media accounts is the best way to engage with prospects and clients online.
2. **Be unique.** There is no one else like you, and your social media posts need to reflect your own unique perspectives and personality. You need to post stuff with your own take and not just keep recycling the same old content. No one wants to hear the same story over and over — that's true at a cocktail party and it's true online as well.
3. **Stick to what you know.** You want to use social media to carve out an area of differentiation for yourself and your practice, so be sure you don't wander off into the weeds too often when posting. Sharing something funny or thought provoking from another source once in awhile is fine, but keep the majority of posts about your area of the law.
4. **Use video.** People spend more time surfing social media than doing a deep dive, and video is a great way to engage and gain attention.
5. **Use images.** Infographics are a great way to spread your knowledge about a legal subject much further than plain text will. There are lots of DIY infographic websites where you — or someone who works for you — can create professional looking infographics quickly and easily. Share your own photos too. People are weary of stock photos; use something meaningful instead.
6. **Images matter on Twitter.** Images are the main thing on Twitter these days, and you should never create a tweet without first finding an image to go along with it. Research continues to show that using images on Twitter is key to engaging on this platform.
7. **Post what works.** If you find some of your posts are not gaining any traction, it could be that the subject matter is of little interest to your audience. This is why it is critical to examine your analytics to see what is working so you can repeat your successes.
8. **Make your bio brilliant.** Not only should your bio reflect who you are and what you do, with the appropriate keywords in it, but it should also be kept up to date with the latest information. You should treat your social media profiles as visual ads for attracting clients and referral

sources.

9. **Create simple tweets.** Simple messages get better engagement on Twitter. Use links to longer content.
10. **Be creative.** The social media space is crowded, so the more creative you can be with your posts, the better. Just be sure you stay true to who you are.

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