

# In-House Counsel Social Media Survey Yields Critical Insights

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The [2015 State of Digital & Content Marketing Survey](#) from Greentarget and Zeughauser Group is the fifth annual survey of in-house counsel regarding their usage of social media. The survey represents reporting from 181 in-house counsel and there's a separate survey of 81 law firm chief marketing officers.

Some interesting insights from the survey include:

**LinkedIn is #1.** This is not surprising, but should validate for those of you who are active on this platform that if you're looking to network with in-house counsel, you will find them here. According to the survey, 68% of in-house counsel have used LinkedIn in the past week, which is up 6% from 2014. Their #1 reason for using it is to network with professional colleagues, followed by connecting with outside counsel and obtaining business and professional news.

*What this means:* You need to have a great LinkedIn profile! Be sure you have the right keywords in your profile, use a professional photo, customize your profile URL, optimize your location, expand on and support your professional experience and get endorsements.

**Repurpose your blog content.** While in-house counsel's readership of blogs is still high at 65%, the credibility they give those blog posts when they are on your law firm blog has dropped 10%, from 75% to 65%. However, when that same content is read on other platforms like LinkedIn, JDSupra or Lexology, the credibility rating for that content is much higher!

*What this means:* Maintaining a blog on your law firm website is still important for your credibility (74% of in-house counsel said they find law firm blogs "valuable") and SEO, but you need to publish other places. "Always be sharing" is the new "always be selling."

**Newsletters and client alerts work.** In-house counsel rated client alerts and law firm newsletters as the two most valuable sources of content from law firms.

*What this means:* Targeted communication is what in-house counsel clients are yearning for from law firms. Delivering practice area-specific content directly to IHC inboxes should be the goal of every firm seeking business from in-house counsel. If you don't already have a robust, automated email marketing program, put it on your 2016 to-do list now.

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