

# How to Set a Simple Social Media Strategy for Your Law Firm

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With the proliferation of new social media networks and seemingly constant changes to existing ones, attorneys aren't the only ones confused about how to tackle social media for marketing.

Add to that the fact that most attorneys don't have much time to devote to social media — nor do they have a department of experts at their beck and call — and you understand the need for setting a strategy that is as simple and sensible as possible for busy lawyers.

I used to recommend that attorneys be somewhat active on all social networks. That was when there were two or three of them. Now it would be silly to make that recommendation. Instead, you need to narrow your focus to the networks that your clients frequent. And how do you know what those are? You begin by defining the key demographics of your target audience.

Those key demographics include gender, age, income, occupation, industry and education level. These will guide you to which social networks you are likely to find your ideal clients. You can find demographic information for most social networking platforms on the [Pew Research Center website](#).

This social media checklist from the [Whole Brain Group](#) will provide you with a how-to guide for completing the important exercise of setting a simple social media strategy that will work for your law firm:

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