

Top 10 Social Media Mistakes

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • March 31, 2010 • [Printer-friendly](#)



Common Errors Lawyers and Law Firms Make with Social Media

Social media has taken on a life of its own in recent years. It's everywhere!

People around the world are using it to connect with peers. Global professionals are using it to **market themselves** and **grow business**.

But as popular as it has become, social media tools are still relatively new - and foreign to a lot of people. To make matters worse, these tools are also **constantly evolving** and getting more complicated.

Many lawyers and law firms pride themselves on their savvy social media skills. Sure, some are doing a good job. But more often than not, **lawyers make errors that can damage their [online reputation](#)**.

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



Don't put your brand in jeopardy!

Learn to navigate social media the *right way* by reading the following [top ten mistakes lawyers make with social media](#) presented by blogger Doug Cornelius at Compliance Building.

1. *NOT* using social media.

Lawyers who don't use social media are missing out on a golden opportunity to grow their practice. Social media should not be avoided. It is here to stay.

2. Posting information about clients.

Do not post information about clients unless you have received written consent. The same goes for advertising campaigns.

3. Failure to leverage LinkedIn.

LinkedIn is a great source of information for CRM systems.

You should have a LinkedIn profile that has at least as much information as the bio on your firm's site. You should also [leverage LinkedIn](#) to stay up to date with the movement of your clients and former client contacts.

4. Abandonment.

If you started a blog and are not posting any more, put a post saying you've stopped or are on hiatus. In that same sense, posts on [Twitter](#) should be consistent and updated regularly.

5. Failure to understand ethical limitations.

The bar regulators have barely dealt with web 1.0, never mind the additional issues around web 2.0.

With this in mind, remember that most social media activities can be considered advertising.

6. Not linking.

A blog is much more useful to its readers and its authors if it links to other relevant information. There is no reason not to link to primary source material like statutes and regulations online. Link to other news sources, websites and blogs. Yes, people will leave leave your site through

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those links. But, they are more likely to come back if your site is the better source of information.

7. Not giving authorship to blog posts.

The attorneys writing the story should get credit for the story. This gives an attorney an extra incentive to contribute and showcases their skills.

8. Ignoring Facebook as a recruiting tool.

Many summer associates like to create Facebook groups on their own, but firms would be better off if they administered the groups themselves.

9. Failure to have a social media policy.

Chances are people in your law firm are using social media for personal purposes. It's best to have a social media policy in place to avoid this type of behavior. After all, what they do or say could have an effect on the firm's image.

10. Blocking access.

Blocking access to social media is a silly practice. It does little good. Lawyers should always be allowed to use social media because it's a rich source of information about clients, prospects, opposing counsel, witnesses, and other parties.

Social media is out there. It's in our face everywhere, everyday.

If you haven't joined the revolution - then it's time to do so TODAY!

Learn from these common social media mistakes and you could become a **SOCIAL MEDIA MAVEN!**

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