

The Most Important Skill in Social Media

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Use this Skill to Connect to Your Target Audience Online

Want to know a secret?

Listening is the single most important skill in social media.

Why?

Because if and when potential clients acknowledge that you're listening, you immediately strengthen your relationships with them. **By listening, you make your audience feel like they are being heard** - and that makes them very happy.

Listening will also help you better understand how people might use your legal service. You can use this information to make critical changes to your offerings and to how you communicate about them. You can also uncover new opportunities you hadn't thought of!

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Listening keeps your finger on the pulse of your clients.

How to Listen

There are a lot of free ways to listen to what people are saying online.

If you're new to social listening, try these free tools first:

- **Google alerts.**
- **Technorati blog search.**
- **Twitter search.**
- **Facebook search.**
- **YouTube search.**
- **TweetBeep.**

If you go to any social network and type a phrase into the search box, you will see what people are saying using that keyword in real time.

Consider social listening the ultimate focus-group tool. It's practically free and available to you 24/7!

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