

The logo for Rainmaker Retreat features the words "RAINMAKER" and "RETREAT" stacked vertically in a white, serif font. To the right of the text is a stylized graphic consisting of two overlapping, curved shapes in shades of blue and green, resembling a swoosh or a drop.

RAINMAKER
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Law Firm Marketing Boot Camp for Attorneys

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Social Media For Lawyers:

When Is The Best Time to Post on Facebook and Twitter?

By Stephen Fairley

<http://bit.ly/oQRGxT>

Most attorneys know by now they should be participating on social media networks. But when is the best time to post on Facebook and Twitter to capture the attention of your audience?

This HubSpot/Dan Zarrella infographic provides some answers:

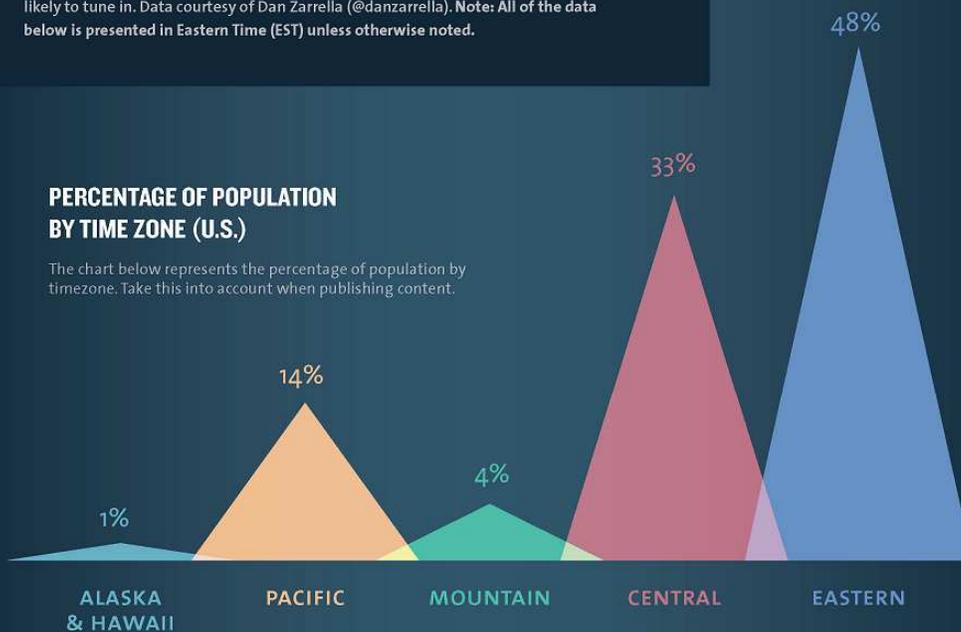
THE SCIENCE *of* SOCIAL TIMING

PART 1 Timing & Social Networks

It's important to know when the highest percentage of your audience is eavesdropping on your social networks—so that when you share content you'll get maximum exposure. Use the following data to learn when your audience is most likely to tune in. Data courtesy of Dan Zarrella (@danzarrella). Note: All of the data below is presented in Eastern Time (EST) unless otherwise noted.

PERCENTAGE OF POPULATION BY TIME ZONE (U.S.)

The chart below represents the percentage of population by timezone. Take this into account when publishing content.



▲ KEY TAKEAWAYS

50%

Nearly 50% of the U.S. population is in the Eastern Time Zone.

80%

The Eastern and Central Time Zones combined represent almost 80% of the U.S. population.



TIMING AND TWITTER

PERCENTAGE OF RETWEETS BY HOUR



◀ KEY TAKEAWAY

▼ BEST TIME TO TWEET

5 PM

Try tweeting in the afternoon. About 6% of all retweets (the highest percentage).

Check back tomorrow to discover the best time for email marketing and on Monday for when you should be posting to your blog.

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Free CD: Insider Small Law Firm Marketing Practices

Get your free CD on Insider Small Law Firm Marketing Practices by #1 Best-Selling Author And Nationally Recognized Law Firm Marketing Expert Stephen Fairley, and listen as he reveals A Proven System To Generate More and Better Referrals, Find New Clients Fast, and Fill Your Law Practice! Discover:

- How 1 piece of simple technology in your practice will drastically increase your communication with prospects, clients and referral sources – resulting in a major revenue boost
- 5 ways to market and position yourself as a recognized expert
- How 2 Attorneys promoted their law firms to over 100,000 people for less than \$100 in 2 hours
- The 1 item you must absolutely have to create a Million Dollar Law Practice (hint: Not having this will almost guarantee your failure!)
- 6 BIGGEST secrets to generating more and better referrals
- How to create a proven network of 30 new Strategic Referral Partners in the next 90 days

To obtain your free CD, click [here](#) now.



Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 8,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 7 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's

doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago.



After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm. The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), he enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information Please go to:

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