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### **Act Social to Grow Your Law Firm**

It is important to make the distinction between thinking social and acting social. Just being on a social network is about as useful as just having a website. The key to success is having an active presence on the social networks to market your firm.

In this month's issue of the Bigger Law Firm magazine, they talk about Google Plus and how to utilize Google's new social network to grow your firm. You can pick up an issue at [seolawfirm.com/blf-magazine/](http://seolawfirm.com/blf-magazine/).

Currently, the most activity is on Facebook and Twitter. The key to success is activity and activity means content. Here are a few ways to stay active on Facebook and Twitter without using up hours of valuable time.

**1) Create a Facebook page.** Go into your profile to create a page. You do not want your personal profile to become the face of your law firm's Facebook presence. Create a page for your firm, and offer some incentive for someone to become a fan. An incentive could be an entitlement to a free 30 minute consultation or an ebook. Once someone is a fan, you can send updates to your fans and treat that group of people like a mailing list. The next step is connecting your blog to your Facebook page. Several apps are available to do that. When successfully setup, your Facebook page wall will automatically update

when you post a blog entry to your website. Keep your blog active and your Facebook profile will stay active.

**2) Twitter is short and sweet**, which means you need to link to something. Twitter is another way to get exposure for your firm and use your blog as the content source. Services like Bit.ly and lawURL work with various plugins to take your blog titles and link to them with a shortened URL that automatically posts to your Twitter account. Again, keep your blog active and your Twitter account will stay active.

**3) Incentives are the best way to get fans and followers.** Ebooks are a way to give incentives, but try to be creative. Maybe put together a package of print literature and worksheets to help someone who is facing a divorce, bankruptcy, or considering talking to an attorney about their injuries. Or create a new business kit or estate planning guide. Take what others are doing in your practice area a step further and make Facebook, Twitter, and eventually Google Plus, the only way to get that unique package or offer.

Build a bigger law firm by acting social, not just thinking social.



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