

# *Developing Your Social Media Strategy*

- Tools for developing your own social media strategy
- Practical ways to deploy key points from earlier panels
- Specific advice for launching tactics
- Methods to generate a greater return on efforts
- Ideas for getting stakeholder buy-in

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Jayne Navarre | [Law Gravity.com](http://LawGravity.com) | Author, *social.lawyers*, WEST 2010

Adrian Lurssen | JDSupra

John Hellerman | [Hellerman Baretz Communications](http://HellermanBaretz.com)

Brian Wassom | Honigman | Detroit MI

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# Six Steps to Success

**CONTEXT.**

**VISIBILITY. CONTENT.**

**AUDIENCE. NOISE. BUY-IN.**

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**Don't make 'Social Media' your goal.**



# VISIBILITY

Make visibility (professional visibility) your goal.

People who:

**KNOW YOUR FIRM**

**DON'T KNOW BUT SHOULD!**

## SEARCH

Queries on:

- your firm name
- attorney names

Queries on:

- news topics, business issues, personal concerns, anything but your firms and attorneys.

## SOCIAL

- follow you on Twitter
- connect with you on LinkedIn
- LIKE you on Facebook
- watch you on YouTube
- read you via RSS

- share interesting content
- receive interesting content
- discover relevant links & news
- follow valuable sources
- subscribe to feeds
- engage in conversations
- ask questions

Visibility for whom when they're doing what?

People who:  
KNOW YOUR FIRM

DON'T KNOW BUT SHOULD!

SEARCH

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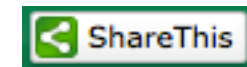
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SOCIAL



**Deborah Barron** started a discussion:  
**Do business lawsuits hurt the California economy?**  
2 hours ago · Like · Add comment



How does that look in practice?

People who:

## **KNOW YOUR FIRM**

Action Items:

- Firm website
- Attorney profiles
- Blog(s)
- LinkedIn profile(s)
- LinkedIn Company profile
- Facebook firm page
- Twitter account
- JD Supra portfolio
- [YouTube channel]
- Other...

## **DON'T KNOW BUT SHOULD!**

Action Items:

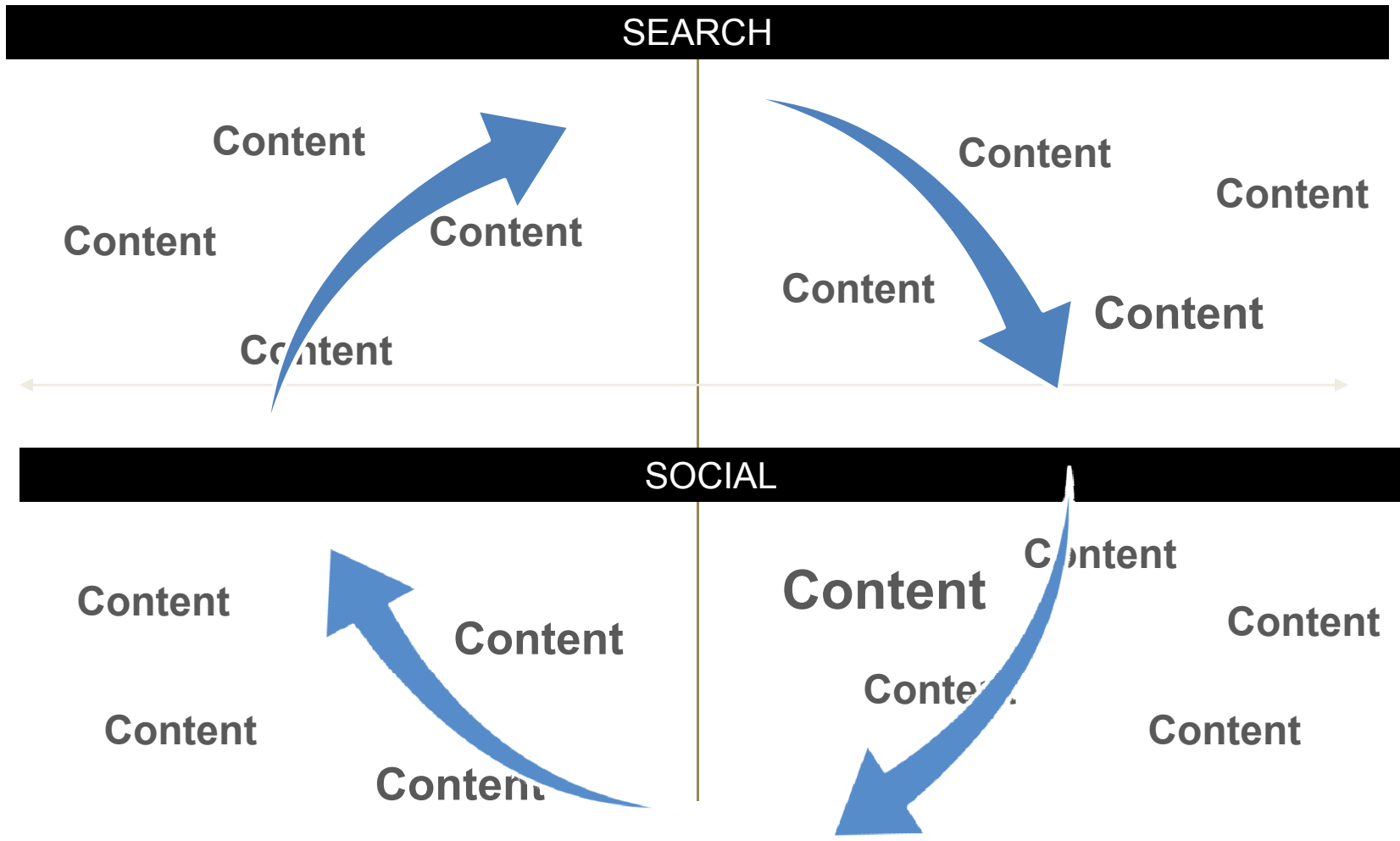
- Act like an editor/newsroom
- Create an editorial schedule
- Create reader-centric content (blog posts, alerts, whitepapers)
- Create shareable content
- Address needs of ideal audience
- Take your message to your readers
- Distribute your content (on your own and third-party platforms)
- Listen. Learn. Engage. Follow up.

Checklist: A Roadmap to Search and Social Visibility

People who:

**KNOW YOUR FIRM**

**DON'T KNOW BUT SHOULD!**



What ties it all together?



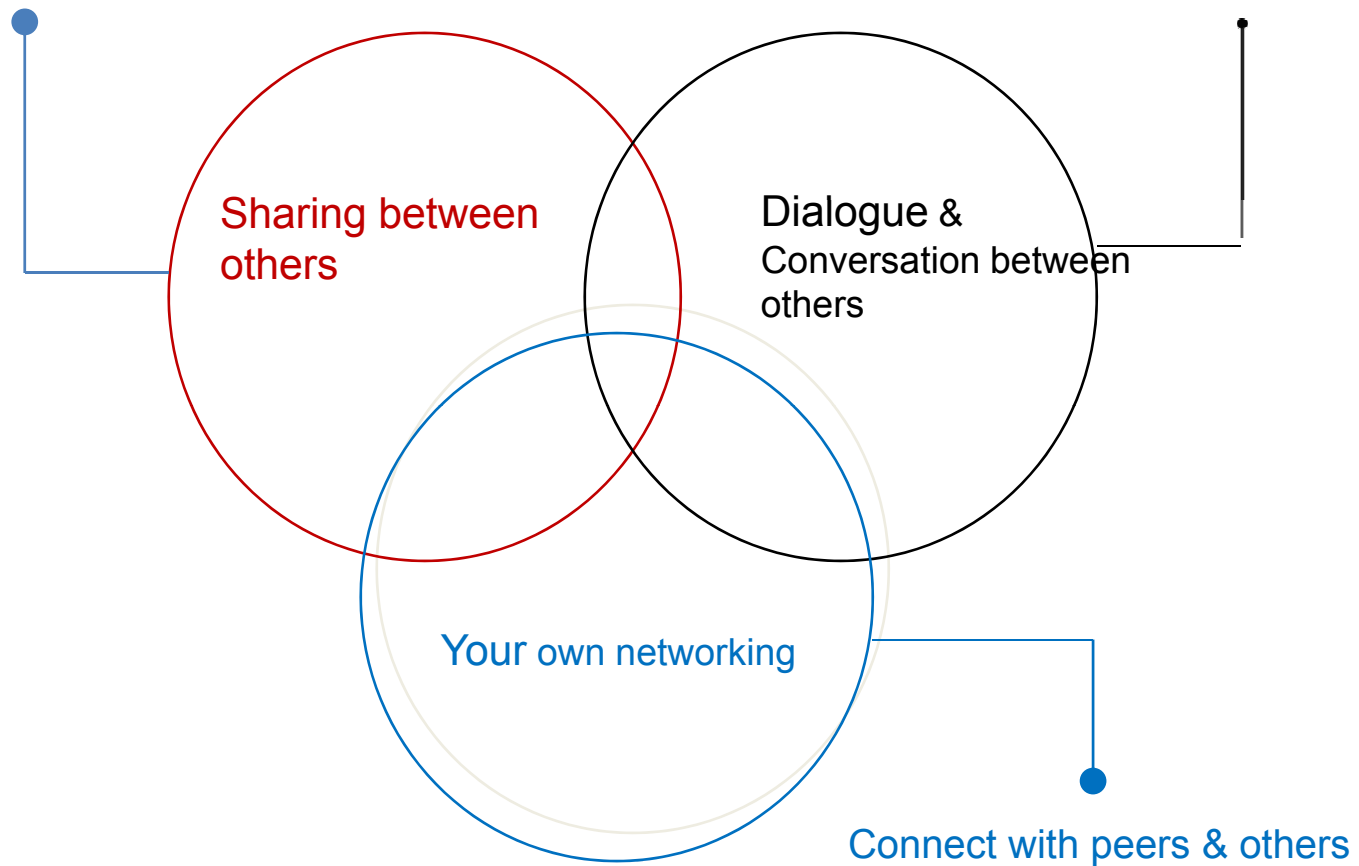


One-to-many AND one-to-one communications.  
Social media do *both* well. Participate in both.

[These are tools for both broadcasting *and* networking.]

Make your content shareable

Listen, learn, utilize



‘Engagement’ means more than you think



# Social Media Strategy Model

The whole idea of social media is not so much to promote yourself, per se, but to:

**PROMOTE THE IDEAS THAT ARE VALUABLE TO WHAT YOU DO.**

Question, therefore, is: HOW to become part of OTHER social networkers' stories (i.e., the online dialog that swirls around news and events)?

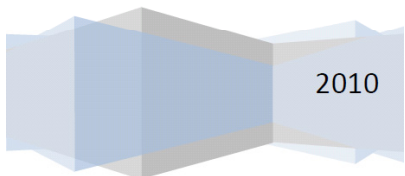
Do that by identifying those who are relevant to the audience you want to influence and by enabling them with content that is: **EASY TO SHARE.**

And relax, because that's fundamentally still what you do best – developing relationships by pitching really worthwhile and interesting stories that are: **EASY TO TELL.**

# Social Media How-To

1. **Consider the Opportunity** -The web has radically transformed the way we get our news, and every day, more and more people are relying on alternate online sources (websites, blogs, social networking sites, etc.) to obtain information.
2. **Target Properly** - If you're going to do social media, do it correctly and be strategic-or you'll sell yourself short, so target the right bloggers, Twitters, and other outlets that are relevant to your purpose.
3. **Package it Up** - Give bloggers and others a rich array of information by offering other experts' to speak to; give links to other compelling websites, articles, and related graphics, etc.
4. **Pitch it** - Contact your targets and share the credible, compelling, creative content you've put together.
5. **Push it** - This is the key. Once the story appears, what do you do with it? Share it with other bloggers and other outlets. Get them to pull it apart and re-report it.
6. **Circle Back** - Make contact with the original outlet and let them know everything you did to promote their work. By showing the value you added they'll want to work with you again.

Law Firm Media Professionals (LFMP) /  
Hellerman Baretz  
Communications (HBC)  
Compensation Survey



**LFMP**  
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**News and Upcoming Events**

LFMP/HBC Compensation Survey Results are now available!

Teaming up for this inaugural survey, LFMP and Hellerman Baretz Communications proudly announces the release of their Compensation Salary Survey results, available in full [here](#).

Law Firm Media Professionals (LFMP) is a national association of in-house and outside media and marketing professionals dedicated to improving how they deliver public relations and communications services to the outstanding law firms they serve.

LFMP was formed in New York City in 2002 by two in-house p.r. pros, Joshua M. Peck and Dara McQuillan, who observed that there was no steady place to meet with other specialists in legal media relations and discuss the issues and challenges unique to this area of legal marketing. The primary objective of the group is to provide members with a forum to exchange ideas, experiences and information on a wide variety of communications and media issues, sometimes with members of the press.

**HELLERMAN BARETZ COMMUNICATIONS**  
Turning Expertise into Opportunity

**Law Firm Media Professionals Salary Survey - The Results Are In!**

**FEATURES**

- HBC'S "RESULTS PRICING" MODEL
- HOW MANY "QUOTES DOES IT TAKE?"
- CHECK OUT HBC'S "COOL COACHING" SEMINARS

We teamed with the Law Firm Media Professionals (LFMP) to conduct our first annual LFMP/HBC Salary Survey. So, how much do legal PR professionals make? Do they do better at firms that use outside PR agencies and firms that have budgeted for social media? Learn the answers to these and other questions from the [LFMP/HBC Salary Survey available now](#).

**Insights from the LMA Conference**

How do you create a Chambers submission that will blow your competition out of the water? Find out in HBC's video interview with Chambers managing editor Catherine McGregor at last week's Legal Marketing Association conference in Denver. Also featured: award-winning marketer Ross Fishman discusses how "thinking like a lawyer" can help you be a better marketer. [Check out the video here](#).

Thanks for checking out this inaugural issue of Sound Bites, the newsletter. We hope you like our new website and that it becomes a useful resource for you.

Sincerely,  
The HBC Team

Partner Website

E-Newsletter

Third Party Blog

Original Product

Blog

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The results are in for the 2010 LFMP/HBC salary survey for law firm media pros! Check it out <http://tinyurl.com/ybgupvp>

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How Much Do Law Firm Media Pros Make? HBC's salary survey w/ LFMP gets great feedback by Martindale-Hubell. <http://tinyurl.com/Dz79Dn>

From Twitter: May 12, 2010 • 1:19pm

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**SALARY SURVEY FOR LAW FIRM MEDIA PROS - RESULTS ARE IN!**

We teamed up with the Law Firm Media Professionals (LFMP) to conduct our first annual LFMP/HBC Salary Survey. So, how much do legal PR professionals make? Do they do better at firms that use outside PR agencies? What about at firms that have budgeted for social media? The answers to these and other questions are available now in the LFMP/HBC Salary Survey.

Among the highlights:

- The average salary among all respondents was \$117,000.00
- 47% do not receive a year-end bonus
- 64% believe their 2010 salary will be the same as 2009 salary
- \$110,000 is the average salary for a respondent whose firm does not budget for social media, while \$128,657.14 is the average salary for a respondent whose firm does budget for social media
- \$110,204 is the average salary for a respondent whose firm does not use an outside PR/communications firm, while \$121,150 is the average salary for a respondent whose firm does use an outside PR/communications firm

Tags: Blogging, HBC, Law Firm Model, Marketing, Public Relations, Social media, PR and Marketing Staff Training.

**ARCHIVES**

- May 2010 (1)
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**TAGS**

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**Martindale.com Blog**  
The Official Blog of Martindale-Hubell

How Much Do Law Firm Media Professionals Make and What Social Networks Do They Use?

By MIAE HINTZ on MAY 11, 2010 • 0 COMMENTS  
@MARTINDALE-HUBBELL-CONNECTED

Do any of these titles describe a position held by someone at your law firm?

- Public Relations
- Communications
- Media Relations

In a recent blog post by [Bob Ambrogi](#), he gives a [great overview of a survey](#) published by [Hellerman Baretz Communications](#), which analyzes [Law Firm Media Professionals \("LFMP"\) compensation and practices](#). The survey found some really interesting conclusions, and even weighed in on the importance of Martindale-Hubell Connected.



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**X-Ray Vision and the Law Firm**

Article By:  
John Hellerman  
Hellerman Baretz Communications LLC  
posted on: Wednesday, May 5, 2010

Law Office Management  
All Federal

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In August of 1978, outside the ABA convention in New York, an upstart journalist named Steve Brill could be found handing out free sample issues of an experimental publication. He had launched it on the hunch that there was an appetite for news about the clubby, closed-off world of attorneys and their law firms. The publication was called *The American Lawyer* magazine, and Brill's hunch was dead on.

Last year, Brill related the story of *The American Lawyer's* humble beginnings in an interview ([http://www.youtube.com/watch?v=0\\_EHc\\_c0X\\_0](http://www.youtube.com/watch?v=0_EHc_c0X_0)) with David Lat, the managing editor of the wildly popular legal gossip site *Above the Law* (<http://abovethelaw.com>). Those two men stand as bookends on a three-decade

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**X-RAY VISION AND THE LAW FIRM**  
JOHN HELLERMAN

In August of 1978, outside the ABA convention in New York, an upstart journalist named Steve Brill could be found handing out free sample issues of an experimental publication. He had launched it on the hunch that there was an appetite for news about the clubby, closed-off world of attorneys and their law firms. The publication was called *The American Lawyer* magazine, and Brill's hunch was dead on.

Last year, Brill related the story of *The American Lawyer's* humble beginnings in an interview with David Lat, the managing editor of the wildly popular legal gossip site *Above the Law*. Those two men stand as bookends on a three-decade period in which law firms have gone from faceless institutions distinguished only by variations in the grain on their embossed stationery to entities that, hitlily or not, are now dissected, commented on, and analyzed from every possible angle. Brill and Lat have been the journalistic doctors, you could say, subjecting America's law firms to an intense x-ray.

And while that xray procedure has been painful at times for many firms, like any good medicine, it

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<http://www.natlawreview.com/article/x-ray-vision-and-law-firm>

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The National Law Review New Blog Posting from Peter McKee, Jr. of Andrews Kurth LLP - CMBS 2.0: Springing Escrows (and Springing Recourse) - for those of you into Finance & Real Estate.  
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The National Law Review This Week's Business of Law Guest Blogger is John Hellerman of Hellerman Baretz - writing on transparency in law firms <http://bit.ly/9z2t9G>

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07 May 2010 at 9:00 AM / MORNING DOCKET  
**Morning Docket: 05.07.10**  
By ELIE M YSTAL

• Did the stock market really plunge yesterday because of a typo? Don't look at me, I was nowhere near the stock market yesterday! [News]

• Getting oil out of water is expensive, but somebody's got to do it. [New York Times]

• Clifford Chance partner decides to "defect to the dark side." [Am Law Daily]

• The ABA's Equal Justice conference is going to be held in Arizona next week. Awkward! The ABA will refund money to those who choose to boycott the conference. [ABA Journal]

• Transparency keeps law firms healthy. [National Law Review]

• At his sentencing hearing, former New York State Senate leader Joe Bruno blames "the lawyers" for his troubles. [Daily News]

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## MORALS CLAUSES, SPOKESPEOPLE, AND SOCIAL MEDIA

EDIT

SEPTEMBER 13, 2011 IN [SOCIAL MEDIA](#), [SPORTS](#) WITH [3 COMMENTS](#)

When big brands sign endorsement deals with professional athletes and other celebrities, the endorsement contract typically include a “morals clause.” This lets the company terminate the deal immediately if the spokesperson does something to sully their public image. These clauses are usually very broad, vaguely worded (with phrases like “scandal” and “public disrepute”), and give [...]

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## POSTING VIDEOS OF POLICE ON YOUTUBE: PROTECTED BY THE FIRST AMENDMENT?

EDIT

SEPTEMBER 6, 2011 IN [JOURNALISM](#), [SOCIAL MEDIA](#) WITH [0 COMMENTS](#)

In its Aug. 26, 2011 opinion *Glik v. Cunniffe*, the U.S. Court of Appeals for the First Circuit became the latest court to rule that the First Amendment allows citizens to record police officers acting in the line of duty. Of course, people have been recording cops since at least 1991, when George Holliday's video [...]

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## Brian Wassom

**@bdwassom** Detroit, MI  
*IP/Media Attorney, and author of Wassom.com (re Social & Emerging Media Law), featuring Augmented Legality, the first regular publication devoted to AR law.*  
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# Lawyers' Guide TO SOCIAL MEDIA

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Compare social media sites and services to quickly discover optimal tactics for reaching buyers of legal services at the critical stages of the buyer's and seller's process.

**BUYER'S NEEDS:** [Recognition] [Knowledge] [Consideration] [Selection]

**LAWYER'S NEEDS:** [Exposure] [Communication] [Connection] [Promotion]

*This guide is provided by Law Gravity LLC as an overview and comparison tool. It is not meant to be comprehensive. There are many other fine sites and services that lawyers and law firms might consider. These are just a few of our favorites and have proven their worth to hundreds of legal professionals over the recent past years. We do not endorse nor receive compensation from any site or service mentioned in this guide.*

Social media continues to evolve. Please contact us for updates or help with your social media strategy.

Jayne Navarre at [jln@lawgravity.com](mailto:jln@lawgravity.com) or 786-208-9108.  
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# Lawyers' Guide TO SOCIAL MEDIA

## LinkedIn

Social networking site for business professionals

# Sample

**BUYERS' NEED :** (Recognition)

**SELLERS' NEED:** (Exposure)



-Very high page rank on search engines, almost guaranteed first page results for individual names.

-Your Profile is a billboard: create a strong professional title and add an effective business photograph.

-Go site traffic generator: it's improving their scores "extra" that re-rank "diving," "living" of content.

-Split can weight placed on key word optimized Job and Profile summary for on-site searches.

-Go site search provides exposure to thousands of potential prospects.

-Company pages offer map shot of services when filed in complete.

-Hotmark available 24/7 -Same or-site content is now being indexed by search engines.

-An incomplete Profile or Company Page doesn't help at all.

-Creating a compelling Profile is critical.

-Contrasting valuable content to your Network rather than simple self promotion takes time.

**[Knowledge]**

**[Communication]**

-A Listening tool. -Easy entry to interest Groups.

-Potential to engage prospects by publishing original content (purpose blog posts) to sub-groups.

Find a quiet corner where your content will stand above the noise.

-Social contact management system offering you to manage Groups or multi-ple connections in your network.

-Add "tags" to Profile page to highlight interests and experience (blog, web, articles, Twitter updates, etc.).

-Search membership allows extended, targeted reach to more people (regular connectors, "InMail," 2nd or 3rd degree connections).

-Can be high maintenance for serious networking.

-Being there often requires strategy and regular attendance. Paid a niche. Share others' content.

-Avoid temptation to "click" "Join" advice. Speak your mind.

**[Consideration]**

**[Connection]**

-A personalized Profile summary highlighting benefits of your services can help connections better understand what you can do for them or will prompt them to re/er network suggestions your way: i.e. referrals.

-Regularize your activity -add rating from website to.

-Respond to invitations and InMail promptly.

-Use an "follow up tool." Write people you meet. If you have your Network.

-Social media calling tool if you take the time to build a quality network and reach out to 2nd degree connections.

-Join and contribute to niche "Groups" to gain targeted visibility.

-An incomplete Profile or few connections can be a negative.

-Building a quality network takes time.

-Effective follow-up requires more than occasional attendance.

**[Selection]**

**[Promotion]**

-Twitter, Blog and LinkedIn article feeds will show up in your Hotmark activity stream. Use these apps to stay top-of-mind.

-Use custom labels for website links in your Profile.

-Encourage partners and employees to maintain complete profiles to show off your solid team.

-Encourage your clients to post your content. Request introductions from 1st degree connections to 2nd or 3rd degree connections to create multiple touch points.

-Stay to send announcements via InMail to 30 or less of your 1st degree connections.

-Social tool for top-of-mind play but you still need to be present to win.

-Most activity days matter.

-Not likely to create significant traffic to off-site links or firm website.

# Contact Us

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