Law Firm Facebook Pages vs Pages – A Detailed Look

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The decision to create a Facebook Page or Group can be made be taking an in-depth look at the functions of each. I think law firms should stick to Facebook Pages for now and perhaps use the Group feature to discuss practice related subjects with colleagues, peers, etc.

	Groups	**Pages**
Created by	Individuals	Companies
Seen as	Digital Embassy	Ambassadors
Permissions	Members in a group can invite other members in. Members are automatically added. May leave group if desired.	Individuals are free to "like" page to get updates. Administrator can ban users
Purpose	Discuss relevant subject matter relevant to your practice. Discussion is encouraged.	Push law firm's content out. Perhaps encourage discussion with those who like the page.
Chat Function	Group Chat Function available	Not Available
Privacy	"Secret" groups can be created. Only available to those invited.	Not Private.

Facebook Advertisements	Ability to hyper target specific groups of people.	Target specific groups of people but may not be as targeted.
Warnings	Check to see if duplicate groups in your proposed subject matter.	Usually don't need to worry about this. Not a lot of duplicate law firm pages.
Promotes Discussion with Facebook Users	Yes	Yes
Control Facebook Wall	No	Yes
Static FBML (Landing Pages)	No	Yes
Import Blog, Widgets, etc.	No	Yes
Analytics (Insights)	No	Yes
"Like" Box Capabilities	No	Yes
Notifications	Yes	No (updates seen in news feed)
Long Term Public Record of Data	No	Yes
Host Discussions without creating "official" presence on Facebook	Yes	No

Create relevant Google Alerts for your practice area to ensure you stay on top of all the latest news. This will help you come up with blog posts relevant to current events, etc. I like being on

top of my game for legal marketing news and it helps when talking to clients, etc. Try and become the "go to" person for your practice area.

Step Three

Start to draft your first blog post. Pick a topic you are very familiar with. If you can't think of any ideas read through your RSS Feeds and Google Alerts. Think of what your clients and potential clients would like to read. What are some of the problems you have solved for clients? I'm sure something will pop up and inspire you.

Main Points to Remember about Blogging

1. Each blog post should be on one topic. One of my mentors, Kevin O'Keefe, mentioned that if he reads a blog that starts off on one topic and rambles on towards another he stops reading instantly.

2. Blog posts should be short. Try and limit them to five paragraphs.

3. Blog posts should be easy to read. Reading huge chunks of text online can be hard on the eyes. Keeping posts double spaced and including lists/pictures should help.