

[How to Get More Shares on Facebook](#)

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by [Stephen Fairley](#)

When it comes to marketing your law firm on Facebook, sharing is not just a good thing, it's the key to making this social media network work for your practice.

So how do you get more shares?

This infographic does a good job of aggregating the latest tips on how to get your followers on Facebook to pass your wisdom around:



1 Be consistent

Post 5 times a week so you're "top of mind" for your fans.



2 Time it right

The best time to post will depend on the type of business you're in. For example, restaurants consistently get the best engagement from 7 am to 12 pm; retailers from 8 am to 2 pm.*



3 Use eye-catching images

Alternate photos and video with text-only updates.



4 Keep it short

Posts between 100 and 150 characters (fewer than 3 lines of text) see 60% more likes, comments and shares than longer posts.*



5 Be relevant

Your content should let your audience know that you know who they are.



6 Use your authentic voice

People are your fans and friends because they like what you do. Your voice on Facebook should be true to your brand.



7 Include a call to action

If you ask your fans to Share, Like or Comment, they are more likely to do so.



8 Be creative with Apps

Contest and promotion apps, along with forms, surveys, etc. can deepen users' involvement with a business or brand.



9 Have a sense of urgency

Include up-to-minute tips and tricks, and whenever possible, dispel myths (myths are rampant on Facebook!).



10 Offer value

Before you share something on Facebook, ask yourself if you think your fans will find value in the content.



11 Be entertaining

If your followers like funny memes or respond well to video, take note. Use the type of media that works best for your audience.



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[April 18 Online Seminar: 7 Strategies for a 7-Figure Law Firm](#)

I need to tell you from one business owner to another -- *the skills that helped you build a good 6-figure practice are not the same skills you will need to build a great 7-figure business.*

So if you're tired of beating your head against the wall and you're ready to take a fresh look at how to break out of the negative cycle you're stuck in, then you really owe it to yourself to attend our newest online seminar,

[7 Strategies for a 7-Figure Law Firm](#), on **Thursday, April 18 at 11 a.m. PT/2 p.m. ET.**



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 9,000 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 10 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.

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 33 countries. 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 or to purchase one of Stephen's law firm marketing products click here.

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