

[Social Media Marketing for Lawyers: High Demand for Professional Content](#)

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According to the latest [GlobalWebIndex](#) report out this month, social media behavior is shifting from content creation to distribution, providing those who create professional, informational content with a distinct advantage in marketing to consumers via social media.

The GlobalWebIndex is derived from data collected from the largest and most detailed ongoing market research study ever conducted into online and social media. It is conducted three times a year, providing both trend data and large local samples from more than 30 global markets.

Here are some interesting nuggets from the latest report:

The earlier adopters of social media explored new ways of creating and sharing online content, however, the research across the last few reports shows that now **most users focus their contributions and activities on consuming and redistributing content.**

Contrary to expectations at the outset, **the rise of social media has led to the evolution of a retransmission culture online** whereby the content that people consume is created by professional sources but filtered and curated by social means.

Micro-blogging and social networking are the first and second fastest growing social media activities. So much of the activity on these platforms is retransmission of content, retweeting, re-posting of video clips, etc. and so little is the actual creation of content. This

presents great opportunities for professional content creators to harness social channels to spread their content.

Real-time is **moving the emphasis away from creating content to transmitting other peoples content.**

This graph from the latest report shows what consumers want from brands (yes, you are a brand). Note how the most popular category – the desire to improve knowledge -- grows with age:

	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64
Entertain you	55%	49%	45%	38%	38%
Improve your knowledge	55%	55%	58%	60%	64%
Connect you with people	49%	43%	38%	36%	39%
Be part of your daily routine	45%	45%	43%	42%	38%
Provide you with interesting real life experiences	31%	32%	28%	23%	20%
Keep you informed on the product and the company	28%	33%	38%	43%	43%
Help you organise your life	24%	29%	33%	33%	29%
Talk to me like a real person	13%	14%	18%	24%	28%

Distributing your expert knowledge via social media platforms will become an increasingly important tool in your law firm marketing arsenal as social media usage continues to shift from content creation to distribution.

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After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

There are two versions: one for Attorneys in Solo Practice and one for Attorneys in a Small Firm. [Click here](#) to download, and start using these proven strategies today!

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 7,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice. He is the international best-selling author of 10 books and 5 audio programs.

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