

Legal Professionals Who Are Not Social Media Savvy Can Jeopardize Their Cases

February 3rd, 2010 by Kara

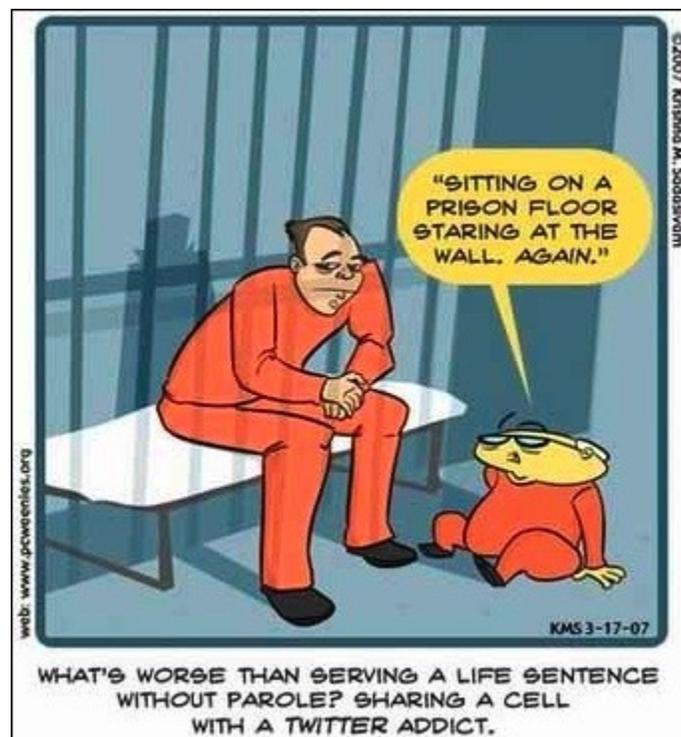
Legal marketers, what you don't know is hurting you...

Florida: A mistrial was declared recently after a federal judge learned eight jurors had researched the drug case on the internet.

England: A juror was dismissed from a sexual assault case after asking how she should vote on her Facebook page.

Dallas: A state District Judge recently terminated someone from a pretrial drug diversion program after a probation officer discovered Internet postings showing that the man clearly planned to get drunk on his graduation day.

There has never been a time where the legal field's ability to interact with the world technologically has been more important. Garnering your legal organization's sensitivity toward online communication, whether as professional spokespeople, within their personal conversations, or emphasizing your client's awareness of their behavior *is imperative*.



[The Dallas News](#) covered a story detailing these disturbing incidents that are unfortunately occurring more and more frequently.

Unfortunately, becoming social media savvy is not something you can do with a book or seminar, it takes frequent, ongoing interaction, research and monitoring.

There is no more expedient or cost effective way for your organization to master the social media tools necessary to attract your desired audience and monitor your online conversation, than with a skilled professional who customizes a program to your specific needs.

[I work with small to mid-size legal marketing organizations to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.](#)

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