



## [How to Leverage Your Legal Expertise by Using Social Media](#)

<http://bit.ly/oQRGxT>

by **Stephen Fairley**

In school, everyone knew who the cool kids were, the leaders who influenced what you wore and how you talked and even how you thought.

Life is not so very much different now than it was then. Except now, we call them "industry leaders" or SuperLawyers. And you find them all over social media, extending the reach of their influence to vast audiences. So how do you grab a piece of this action?

The most important thing in building your reputation online is to know your target market. Then, you focus on the social media networks that reach that market. The infographic below does a good job of helping you figure that out:

# LEVERAGE YOURSELF AS AN **EXPERT** BY USING SOCIAL MEDIA

Research the most well known people in your field or industry and they probably all have one thing in common: They voice their opinion on and off the Internet and have publicly displayed contact information on one or more **social media platforms**.

Each business and industry is different, which means the audience and **potential client** base may better be suited for one platform over another. Recognizing the right social



media site to use is important, and connecting with your audience on a personal level by giving **valuable tools, resources or tips** is paramount.



**FIND OUT WHICH PLATFORMS ARE RIGHT FOR TARGETING YOUR MAIN DEMOGRAPHIC BY USING THESE TIPS AND RESOURCES.**



facebook



Search



Like · Dislike · Comment · 1 minute ago ·



845 MILLION USERS <sup>[1]</sup>



**BEST FOR:**



Interacting on a more  
**personal level with contacts**

**SECRET WEAPON:**

**Facebook Pages** house all the information about your brand or your company in one place. <sup>[3]</sup>



Company contact info



News



Status updates



Photos and videos

## WHO USES IT:

The largest **segment of users** on Facebook is aged



closely followed by 18-to-20-year-olds and 35-to-44-year-olds. <sup>[4]</sup>

## WHAT TO SHARE:

Blog posts, videos, photos, questions and answers. <sup>[5]</sup>



## DRAWBACK:

Trying to connect to too many people can dilute the genuine connections.

In a survey of 1,500 Facebook users,



**60%** said they no longer knew **20%** of their "friends," and



**50%** said they only speak with about **20%** of them. <sup>[2]</sup>

# twitter



On March 12, 2011, there were

## 572,000

Twitter accounts created on that day alone. [6]

In 2011, there was an average of

## > 140 million

Tweets sent per day month after month. [6]

**BEST FOR:**

Short, to-the-point updates; monitoring conversations about your brand<sup>[7]</sup> and finding potential customers.



**Twitty** Twitter user

What's your biggest concern about IT security?

1 hour ago

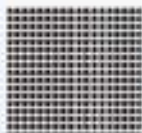


**Twitty** Twitter user

Here's a great link about how to use Twitter to brand:

<http://www.xyz.com>

1 hour ago



**Jhon165** Jhon Thomsom

@twitteruser I agree, but would add to the list that conversations are key!

1 hour ago

## ? SECRET WEAPON:

Customer service. Brands like JetBlue, Comcast, and H&R Block are starting to use the instant status updates to address customer concerns on the spot in front of an audience. <sup>[7]</sup>



## WHO USES IT:

More females

54.6%



use Twitter than males

45.4%. <sup>[4]</sup>



## WHAT TO SHARE:

links to content relevant to your audience, follow hashtags to find people who follow a related topic, <sup>[8]</sup> and questions and conversations to interact one on one with followers.

# LinkedIn.

More than  
**150 million users** <sup>[9]</sup>

## BEST FOR:



Showing off your professional accomplishments and linking to others.

## SECRET WEAPON:

Create a Group you can lead, and create discussions about your industry. Also use an Answers page for showing your expertise by answering questions. <sup>[10]</sup>



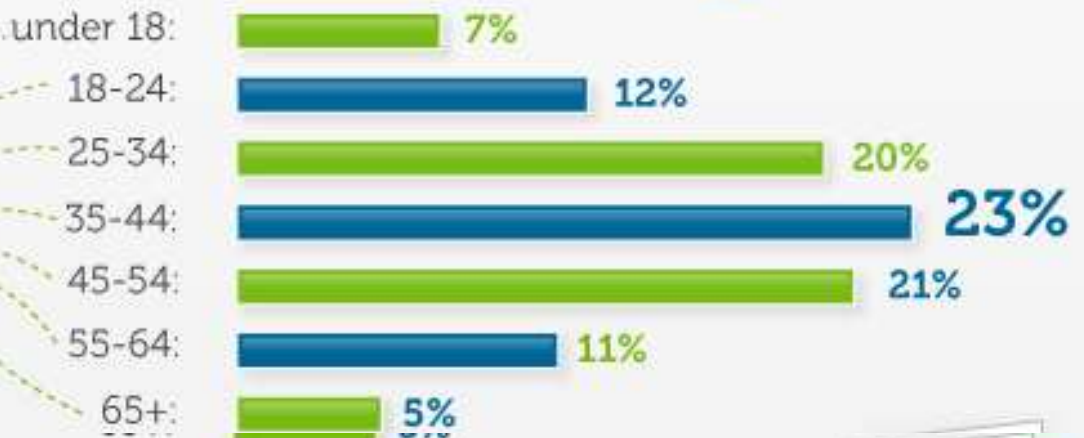
## WHO USES IT:

The audience skews just slightly more

**51%**  
male



**49%**  
than female

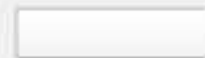


## WHAT TO SHARE:

Relevant content with all followers or just other members of a group and answers to questions others ask. <sup>[10]</sup>



# Google+



News

**62 MILLION USERS** <sup>[11]</sup>



**625,000**

new users every day <sup>[11]</sup>



**BEST FOR:**



Starting conversations and adding specific people to it (by putting + before their names, you alert them of the conversation.) <sup>[12]</sup>

**SECRET WEAPON:**

**Circles**

Circles. You can organize your contacts into groups and target your messages to each group separately. <sup>[13]</sup>

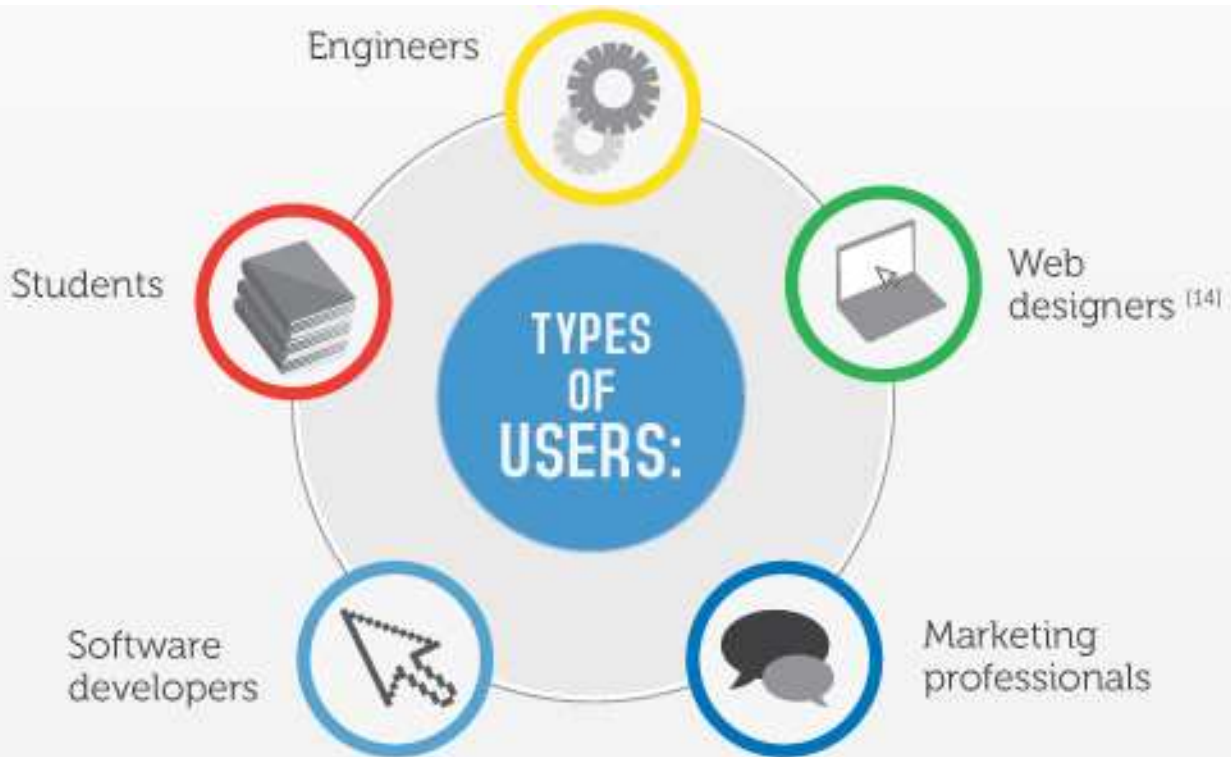


**WHO USES IT:**

Female:  
**30.38%** <sup>[14]</sup>



Male:  
**69.62%** <sup>[14]</sup>



**WHAT TO SHARE:**

Insight, blog posts, and questions and answers related to your industry.



**SOURCES:**

Brought to you by:

**Zintro**

1. <http://newsroom.fb.com/content/default.aspx?NewsAreaId=22>
2. [http://www.wired.com/magazine/2011/07/friendship\\_limits/](http://www.wired.com/magazine/2011/07/friendship_limits/)
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14. <http://bimeanalytics.com/blog/google-user-statistics-part-ii/>
15. <http://www.quantcast.com/linkedin.com/demographics>

**Facebook:** By far the largest social media network with 845 million users, Facebook appeals to a young demographic, skewing slightly more male than female. Good targets for DUI attorneys.

**Twitter:** Does it surprise you to see that the largest age group on Twitter is 31-49? Twitter is great for driving people to your blog or published articles on topics they care about.

**LinkedIn:** Audience demographics are pretty well split between men and women, and skewing slightly older, with 35-44 and 45-54 the two largest age groups on LinkedIn. This site allows you to post and link to your blog and articles, and join groups to spread your influence far and wide.

**Google+:** Predominantly tech-savvy male users; Google+ lets you organize your contacts into "circles" to help you target different content to different interest groups.

### FREE REPORT: How to Use Blogs as a Secret Weapon in Your Online Arsenal

One of the secret tools of Internet marketing for attorneys is the power of having a targeted blog. In a report on the influence of blogs, eMarketer.com found that 51% of Internet users in the U.S. (that's over 91 million people) read blogs, and they project that usage will go to 60% (150 million) in the next four years! Still think blogs are a fad?

Here's what you'll discover when you read this report:

- Why you must have a blog in order to stay relevant
- 3 keys to successful blogging
- 7 Guidelines for achieving ROI
- Your 3 choices for managing your blog and social media efforts
- And much more!

Click now for your [FREE REPORT: How to Use Blogs as a Secret Weapon in Your Online Arsenal](#).





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 7,000 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 7 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. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 7,000 attorneys from virtually every state in the country and almost every practice area.

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 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), 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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