

Here's the Scoop: Facebook for Lawyers Is In the News

April 8th, 2010 by Kara

Over the last two years, I've been a huge proponent of lawyers cross branding themselves between business and personal on [Facebook](#), not to everyone's liking.

I was hoping that legal professionals working with criminal cases and other areas of practice would not feel it necessary to broadcast that sharing their personal information was inappropriate. Alas, those of us familiar with the online legal conversation, know this was not to be the case...



At any rate... Here we are, and [Yahoo's](#) gotten very active on Facebook, and their interaction on the platform is one worth noting for legal marketers. Facebook is affording them a platform for cross communication with their readers that they didn't have on Facebook.

This is where legal comes in...

As of April 2010 – The Facebook Company statistics:

- More than 400 million active users
- 50% of our active users log on to Facebook in any given day
- More than 35 million users update their status each day
- More than 60 million status updates posted each day
- More than 3 billion photos uploaded to the site each month
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
- More than 3.5 million events created each month
- More than 3 million active Pages on Facebook
- More than 1.5 million local businesses have active Pages on Facebook
- More than 20 million people become fans of Pages each day
- Pages have created more than 5.3 billion fans

Considering these numbers – chances are pretty good that legal clients are among the people using Facebook

With your blog as the central platform, Facebook along with other platforms of syndication like JD Supra, Ezines, and Martindale Hubbell, the legal marketing community is going to be able to reach out to their audience in a way they've never been able to before.

[Real Estate Law](#) – just reached a readership of 3,200 Facebook fans. A good start. Here's an example of how the page's fans (many of them real estate professionals) respond to JD Supra's legal content:

The fact is, the mother of all news sites has jumped into the business of curating and distributing stories on Facebook and Twitter – joining the likes of [The New York Times](#), [CNN](#), [The Washington Post](#), [Fox News](#), and all the other media outlets quicker to arrive at the social media party.

Read: Facebook for Lawyers: It's In the News – JD Supra: The Scoop on Legal Marketing

Other articles you may be interested in:

[Mixing Business With Personal – Legal Marketer, It's OK to Cross-Brand](#)

[4 JD Supra Applications For Your Law Firm's Facebook Page and Accentuating Your Personal Brand](#)

[Legal Marketing Pros – Avvo's Growing Fast and Listening](#)

[Lawyers Forget About "Quitting Facebook" – Expanding Your comfort Zone To Communicate Is Key](#)

Kara works with legal marketers 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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