

In-House Counsel Warm Up to Social Media for Legal Marketing

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Corporate Counsel Turn to Blogs and Social Networks for Industry News and



Information

Think corporate counsel and social media don't mix?

Consider this.

A [Greentarget in-house counsel survey](#) shows that the legal community is warming up to social media for legal marketing services and for their own information consumption.

Among the findings:

- **43% of in-house counsel identified blogs as among their leading sources of news and information.**
- **53% of in-house counsel expect their consumption of industry news and information via new media platforms will increase over the next six months to a year.**

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- **Nearly half of counsel aged 30-39 have used Facebook for professional reasons in the past week.**
- **51% of in-house counsel said they would receive content from their law firms via new media platforms provided the content is relevant to their businesses.**
- **The social networking and new media tools that in-house counsel most frequently use for professional reasons are LinkedIn, blogs, and Wikipedia.**
- **Martindale-Hubbell Connected, LinkedIn, Wikipedia, and blogs received the highest ranking by in-house counsel for their credibility.**

Given that these percentages could be higher, it's clear traditional lawyer marketing channels - like networking, speaking engagements, and article publications - are still in play industry-wide.

Tell me, how do you get your industry news and information? And, more importantly, how has social media enriched your professional life?

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