

# SOCIAL MEDIA MARKETING

---

LEVERAGING LINKEDIN,  
FACEBOOK & GOOGLE+  
BUSINESS PAGES

# *Lex*

## TECH REVIEW

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- Founded to be a resource for lawyers searching for case management software, legal technology or practice management education.
- Reviews
- Webinars
- Legal Tech Articles
- October Buyers Guide

# CHELSEY LAMBERT

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- Solo and Small Law Firm Technology Specialist, published Author and CLE Speaker. Chelsey has worked in all areas of legal technology and marketing, including building products for small law firms. She transitioned into the role of consultant and technology trainer as a Practice Management Advisor for the Chicago Bar Association. Today, she writes the legal technology blog [LexTechReview.com](http://LexTechReview.com).



# SOCIAL MEDIA PAGES ARE PART OF YOUR MARKETING TEAM.

## EACH NETWORK OFFERS:

- A unique style
- A unique audience
- A different purpose
- A Free Mini-Website



# OUTREACH, DON'T BROADCAST

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- Social Media can bring you clients when you CONNECT with them
- Broadcasting updates & offers will send your page to the Bench
- Tap into hometown issues
- Showcase employees and their stories



# TELL A STORY

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- Draw in readers by establishing commonality with them
  - “I have kids, you have kids, we have kids”
- Who are you?
  - Estate Attorney, Mother of 3, 2x Boston Marathon Runner
- What are you passionate about?
  - Helping Parents Protect their children from legal issues in their absence
- Who do you help?
  - Parents, Guardians, Loved ones
- How are you involved in your community?
  - Local & Professional

# FANS & FOLLOWERS

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- A never ending draft of talented people
- Reach out to advocates
- Say thank you!



# WHAT IS YOUR CHEESEBURGER?

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1. Entry level product
2. Imagine a box on a shelf
3. Upsells into full service



# SMALL BUSINESS BODYGUARD

COVER YOUR BASES.  
COVER YOUR ASSETS.  
COVER YOUR ASS.

SMALL BUSINESS  
BODYGUARD

## LEGAL 101

for small business owners

QUIT HAVING  
UNPROTECTED  
~~SEX~~  
BUSINESS.

SMALL BUSINESS BODYGUARD



[www.RachelRodgersLawOffice.com](http://www.RachelRodgersLawOffice.com)

[www.SmallBusinessBodyguard.com](http://www.SmallBusinessBodyguard.com)

# SOCIAL MEDIA CONTENT SHOULD:

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- Showcase your personality
- Use images to connect with their ideal client
- Establish commonality
- Include Video
- Avoid shameless self promotion
- Use relevant news to create a steady stream of content
- Leverage celebrity news or trending topics
- Automate, Automate, Automate
- Not every post has to be about the law!



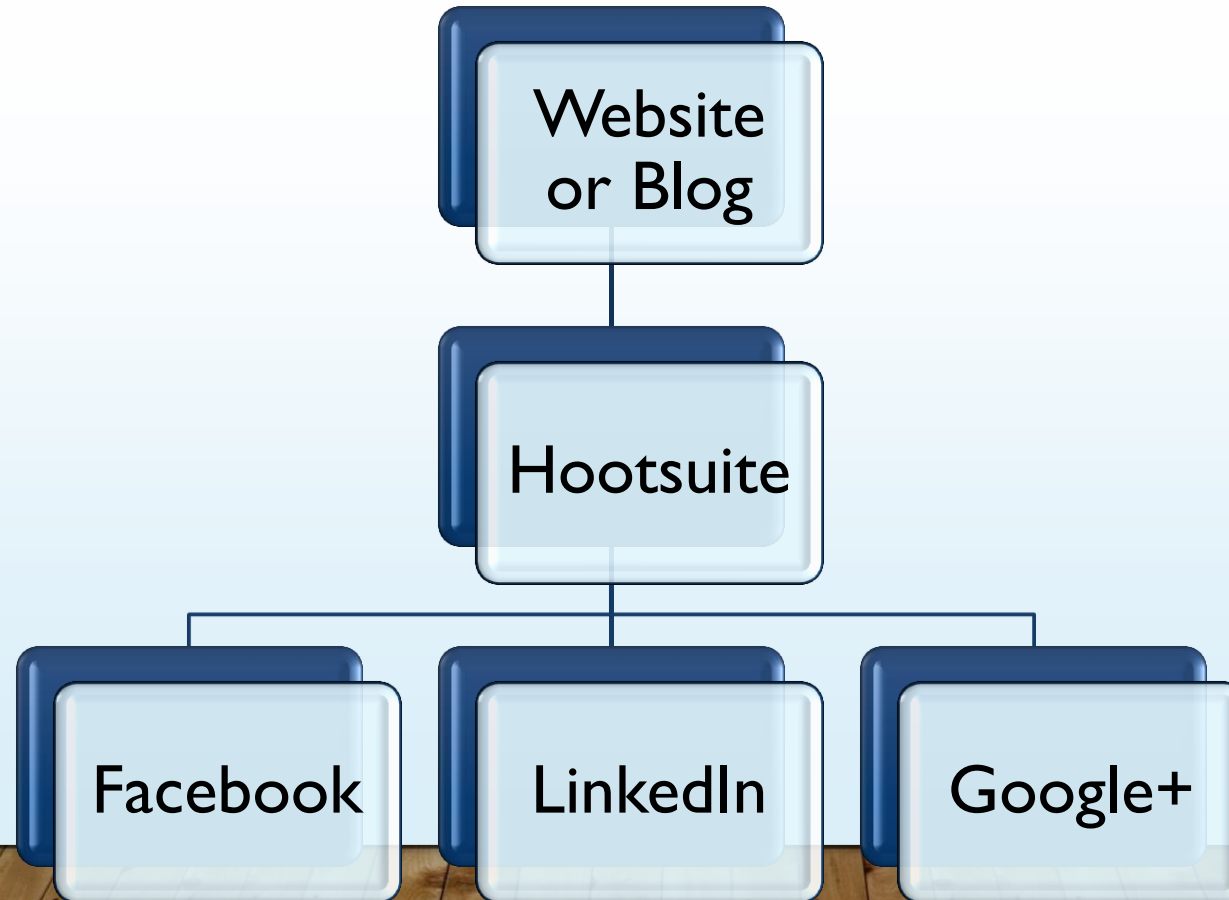
# CONTENT STRATEGY





# SOCIAL MEDIA AUTOMATION

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# FACEBOOK COMPANY PAGES

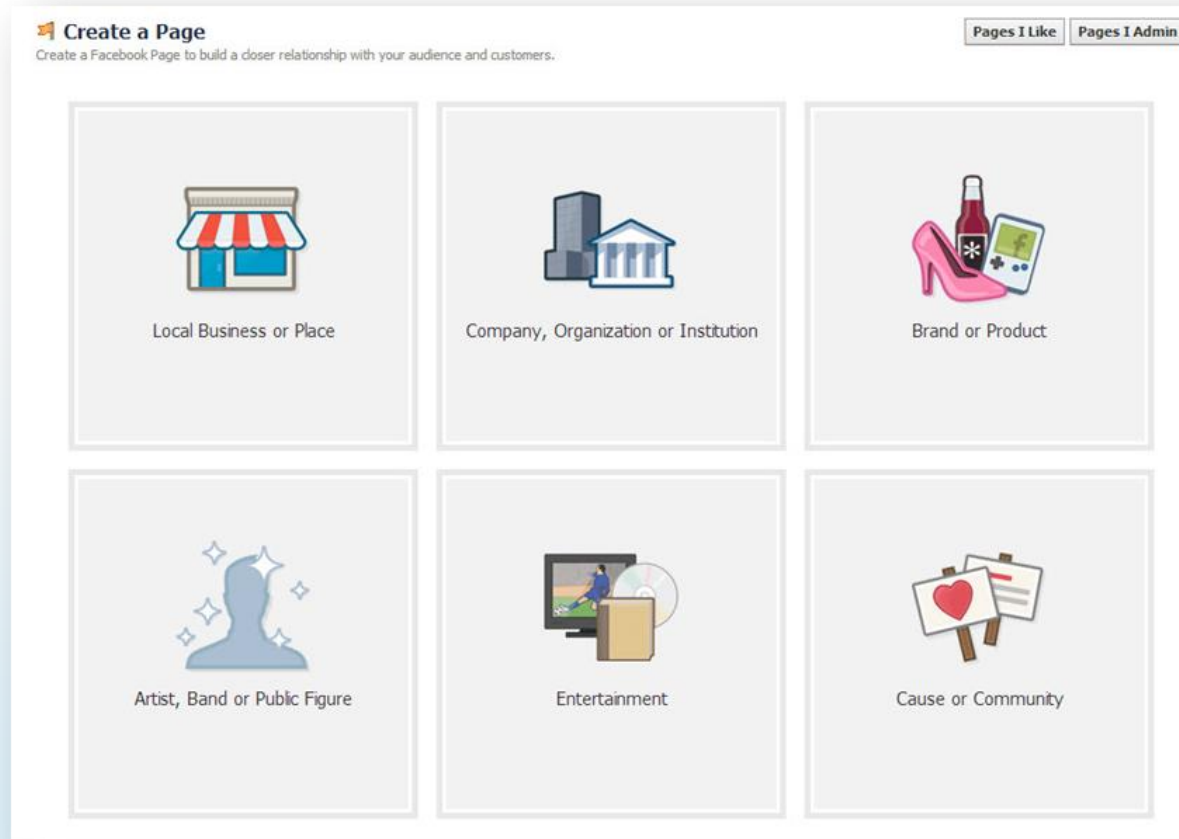
---

- 2 Billion Users & Growing
- Used by 57% of all American Adults
- Half of all adult users have more than 200 friends in network
- 64% of users are active everyday
- Lowest cost advertising with most advanced targeting



# Create a Page

<https://www.facebook.com/pages/create/>



## CATEGORIES

**Local Business or Place:** For any local business, hotel, restaurant, places, stores or services that have a physical location customers can visit.

**Company, Institution or Organization:** Large Corporations, Schools, businesses that have more than one location, or operate almost 100% online.

**Product or Brand:** Apparel, cars, electronics and financial services. Not a good fit for Law Firms.

**Arts, Entertainment, Sports, and Public Figures:** For TV Shows, movies, movie stars, books, authors, sports teams and other public figures or entertainment entities.

**Cause or Community:** If your organization is a group that supports specific causes, initiatives or nonprofit organizations.

**Local Business or Place**  
Join your fans on Facebook.

Shopping/Retail

My Sweet New Candy Shoppe

123 Park Ave

New York, New York

10003

212.555.5555

**Get Started**

☒ I agree to Facebook Pages Terms

Local Business

**Company, Organization or Institution**  
Join your supporters on Facebook.

Choose a category

- Energy/Utility
- Engineering/Construction
- Farming/Agriculture
- Food/Beverages
- Government Organization
- Health/Beauty
- Health/Medical/Pharmaceuticals
- Industrials
- Insurance Company
- Internet/Software
- Legal/Law
- Media/News/Publishing
- Mining/Materials
- Non-Governmental Organization (NGO)
- Non-Profit Organization
- Organization
- Political Organization
- Political Party
- Retail and Consumer Merchandise
- School

facebook

Search

Home Profile Account

**Confirm Your Page Category**  
Your page's category is now featured at the top of your page. Please check it for accuracy.

Local Businesses & Places Shopping/Retail

**Update Category**

**My Sweet New Candy Shoppe** Get Started Like Edit Page

Shopping/Retail · New York, New York Edit Info

Welcome

1 Add an image

0 people like this

Add to My Page's Favorites

Share

2 Invite your friends

Start building your fan base by suggesting this Page to friends who might like it.

Suggest to Friends

3 Tell your fans

Let your current customers and subscribers know about your new Page.

Import Contacts

4 Post status updates

Share your latest news.

Post Update

Admins (1) See All

Use Facebook as My Sweet New Candy Shoppe

View Notifications

Promote with an Ad

View Insights

Suggest to Friends

Quick Tips

Get more people to like your Page with Facebook Ads today!

Get More Connections

Sample Ad: My Sweet New Candy...

The text of your ad will go here.

Like · Lauren Drell likes this.

Sponsored

Create an Ad

What's your Viral Résumé?

viralresu.me

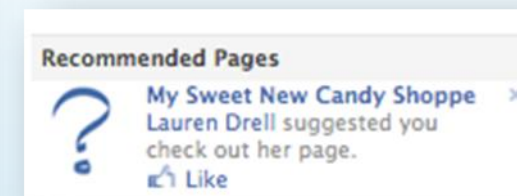
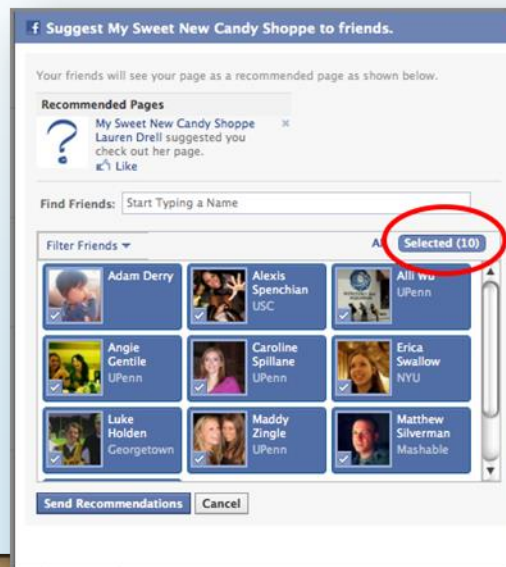
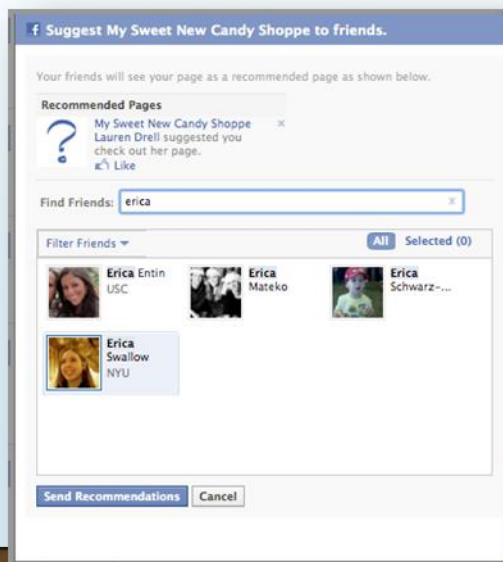
Bursting with your personality, enhanced

## Finishing your page

- Add Your Page's Public Profile Photo / Avatar / Logo
  - This will be the image that displays next to your posts and updates in the Public Newsfeed
  - Square images under 4MB are recommended
  - Consider images that resonate with your ideal customer or legal situation
- You can edit your page and images at any time

# SHARING / SUGGESTING YOUR PAGE

- A preview of your page recommendation includes your avatar picture
- Use 'Find Friends' to send to specific people
- Filter, view 'All' or just 'Selected'
- Click 'Send Recommendations' to notify the group you have selected
- Page invitations cannot be unsent





# IMPORT YOUR CONTACTS TO EXTEND YOUR REACH

To invite people who you are not already Facebook friends with, you have the option of uploading contacts in bulk in two ways:

1. Upload an excel or text file of contacts, former clients, or your current mailing list
2. Give Facebook access to retrieve contacts from your email
  - Think about who might be in your email before using this feature
  - Each contact will receive an email inviting them to like your page
  - Preview your message before it is sent
  - Review and confirm your list of email invites before they are sent, unchecking anyone you'd like to remove, omitting them from the list entirely
  - Check the box next to 'You agree...' to confirm you have permission to use emails and have obtained them in an appropriate manner
  - There is no way to un-send or alter emails sent by Facebook

**Tell Your Fans**

**Upload a Contact File** (Outlook, Constant Contact, .csv file, etc.)\*  
Upload a contacts file below and Facebook will securely import your contacts.

How to create a contact file...

Contact File:  No file chosen

OR

**Find Your Web Email Contacts** (Hotmail, Yahoo, etc.)  
Searching your email for contacts is the fastest and easiest way to find potential fans.

Your Email:


Email Password:

Facebook won't store your password.

[Learn More](#)

\*Maximum of 5,000 contacts supported.

**facebook**



**Check out My Sweet New Candy Shoppe**

Hi,

My Sweet New Candy Shoppe is inviting you to join Facebook.

Once you join, you'll be able to connect with the My Sweet New Candy Shoppe Page, along with people you care about and other things that interest you.

Thanks,  
My Sweet New Candy Shoppe

**To sign up for Facebook, follow the link below:**  
<http://www.facebook.com/r.php>

You are receiving this email from My Sweet New Candy Shoppe. My Sweet New Candy Shoppe has sent you this message through Facebook. If you no longer want to receive messages through Facebook, [click here](#).

Facebook, Inc. P.O. Box 10005, Palo Alto, CA 94303

☐ You agree that you have obtained appropriate authorization and consent to send these invitations to the email addresses you imported through this tool. [Guidelines and Learn More](#)



Create Page



WE  IMMIGRATION

San Diego Immigration Lawyer,  
Jacob J. Sapochnick

★★★★★ (3,225 ratings)

98,643 likes · 3,055 talking about this · 1,510 were here

Like

Follow

Message



Law Practice  
1502 Sixth Avenue., San Diego, California 92101  
(619) 819-9204  
Today 9:00 am - 5:00 pm

About · Suggest an Edit



Photos



Immigration News



Instagram feed



About The Firm

Highlights

Post

Photo / Video

Be the first to write something to San Diego Immigration



San Diego Immigration Lawyer, Jacob J. Sapochnick

20 minutes ago



2 Friends

Like San Diego Immigration Lawyer, Jacob J. Sapochnick



Invite Your Friends to Like This Page

See All

Type a friend's name...

Invite



Matthew Homann

Invite



Stephanie L. Kimbro

Invite



Marc Matheny

Invite

Reviews

See All

★★★★★

What do you think of San Diego Immigration Lawyer, Jacob J. Sapochnick?



Erick Zavala Gil  
★★★★★ The Best Lawyer Team.. Everyone there has a Beautiful smile for You, They really Care about their Service, Honest Lawyers, Excelente Equipo de Abogados en San Diego, hablan tambien espanol...  
Like 1 · about 3 weeks ago



Garegin Ordyan  
★★★★★ Jacob and the team are amazing! They finished the job in 3 weeks, while our previous attorney took 3 years and did





UpRight Law



Smokeball

Home



HELPING AMERICA  
**GET BACK ON ITS FEET**  
UpRight Law  
Legal/E Law Start at a Time

Like

+ Follow

Share



Timeline

About

Photos

Likes

Videos



558 people like this

ABOUT



A nationwide law firm dedicated to helping people turn around their financial situation.



<http://www.uprightlaw.com/>

PHOTOS



Post



Photo / Video



Write something on this Page...



UpRight Law



May 8 at 9:26am · 🌐

Planning on going to law school? Already in law school? Need money?  
<http://scholarships.uprightlaw.com/rules>



Patricia Finn Attorney

**Patricia Finn Attorney**  
6,121 likes · 200 talking about this

Like

Follow

Message

About

Suggest an Edit

**Law Practice**  
I'm a Warrior Mom and Attorney Out for Justice

Photos

Likes

Notes 6

Videos

**About Patricia Finn Attorney**  
Patricia Finn, Esq., is a civil rights attorney...

Nov 5th Elect Patricia Finn  
Palm Beach Village Justice

Post

Photo / Video

Write something to Patricia Finn Attorney...

**Patricia Finn Attorney** shared Mayer Eisenstein's photo.  
January 12

Good Sunday Morning Everybody...

I have been very busy these last few weeks with not much time to write about the goings on at the Finn Firm, but it has been Big Stuff!!! We are absolutely organized and moving forward securing your legal rights to refuse experimental vaccines, and to protect your rights as parents to raise your children as you see fit!!! The firm is litigating on multiple fronts in state and federal court, and we won't stop until we get the job done.

Your support means a lot. Please tell everyone you know it's time to get involved.  
Support Mary's Rights on facebook!!!

Dr. Eisenstein feels parents have the right in the final decision about vaccinating their children. He discusses vaccine law and explains why a personal religious exemption is the best route for obtaining a legal, valid vaccine waiver.

Click on this link <http://bit.ly/WE67ZD> to get a Free copy of, Vaccine Law, from Dr. Eisenstein's latest vaccine book

**Invited**

**Invited**

**Alexandra Demers**

Invite

**Jessica Lambert**

Invite

**Rachel Bond**

Invite

**Recent Posts by Others on Patricia Finn Attorney**

**Steven North**  
 Best Lawyers, the oldest and most respected peer-review...  
January 11 at 9:54pm

**Thomas Paine**  
<http://tenpennyimc.com/category/vaccines/>  
January 7 at 12:40am

**Patti Finn**  
 Patricia Finn Attorney represents Nurses who oppose v...  
125 likes · 14 · January 6 at 6:58pm

**Harry Erie**  
 Graphic...  
12 likes · 2 · January 6 at 1:50pm

**Diana Gilman-Ford**  
Hello! Some people do read the "about" section.....I just ...  
1 · January 6 at 12:46am

More Posts

**Create Page**

**Recent**

2013  
2012  
2011  
2010

**Sponsored**

**Tried Sprout Social Yet?**  
sproutsocial.com

Still not sold on Sprout? That's OK. You Can Try it Free Anytime. No Credit Card Required.

**DePaul's Business School**  
depaul.edu

Offering more than 30 MBA concentrations & 14 master's degrees. Find out more now.

**Evernote Can Do THAT?**  
rockstomatter.com

Lawyers, do you know all of these tips?

**Chic Finds**  
jossandmain.com

Effortlessly refresh your decor with chic furniture finds up to 70% off. Shop Joss & Main!

**LivingSocial**  
livingsocial.com

Winery Visits, Tastings, Lunch, and Transportation - \$75.00 - Get Exclusive Deal!



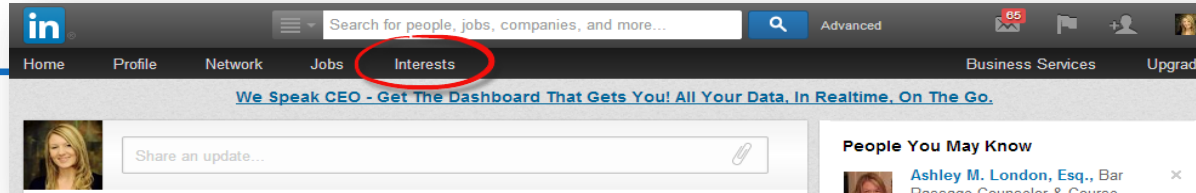
# LINKEDIN COMPANY PAGES

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- Tied to your Personal Profile
- Showcase Pages highlight Practice Areas
- Employee & Associate Profiles show connection to your business
- Fantastic place for Blog Post Circulation

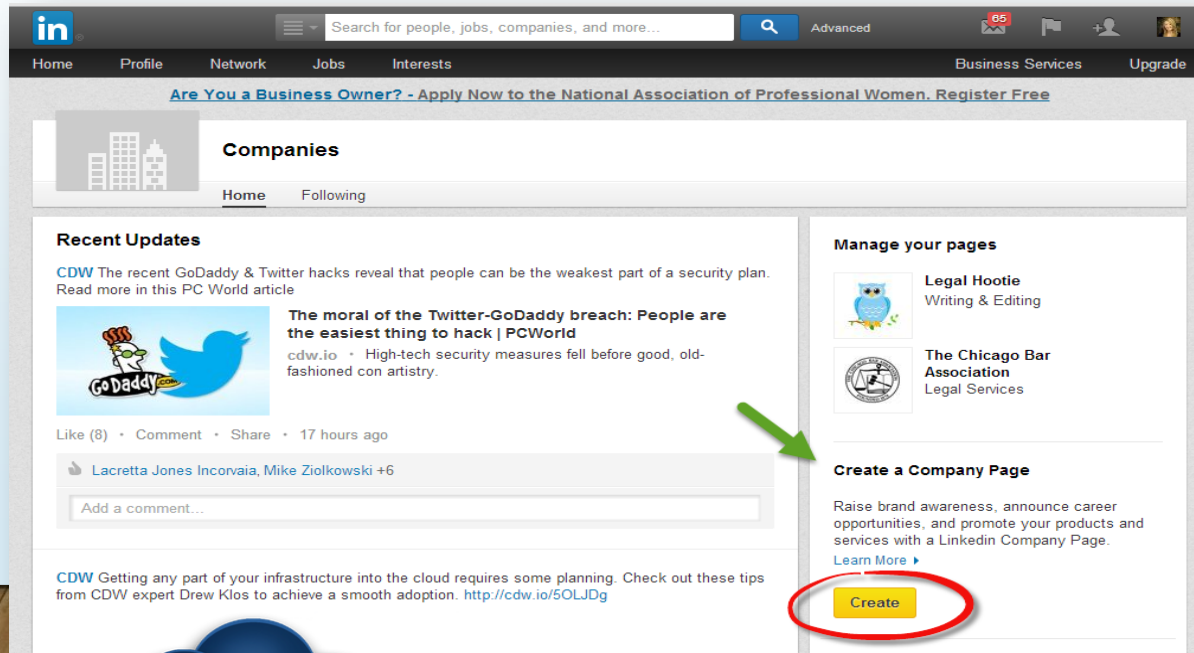
# Sign in to LinkedIn

- If you do not have a LinkedIn Account, you will need to create one
- Under Interests select Companies



## Select Create to begin building your page

- You can edit, change or delete your page at any time



# GROWING YOUR LINKEDIN AUDIENCE

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- Post updates regularly
- Join LinkedIn Groups and contribute content, or participate in discussions
- Re-post or share articles or blog posts you have written
- Promote events you are attending, or hosting
- Import Email Contacts to expand your network



[Reliable networks that are always up and running – from Comcast Business](#)



## Page Seager Lawyers

116 followers

Follow

Home

Services

Now you can customize your company updates with links by uploading your own image! [See how](#) ✕



As Tasmania's largest dedicated group of specialist lawyers, Page Seager has 13 partners, approximately 50 legal practitioners and a total staff of more than 80. Our dedicated group of specialist... [see more](#)

### Recent Updates

**Page Seager Lawyers** This week, Lynda-Jane Jackson joined Page Seager's Property and Regulatory team. Lynda-Jane comes to us from one of the Tasmania's largest councils where she has spent the last 5 years. Lynda-Jane's focus areas will be property, regulatory advice (... [more](#))

Like (1) • Comment • Share • 4 hours ago

 Nick Abbott

Add a comment...

### How You're Connected



1 second-degree connection  
34 Employees on LinkedIn

[See all](#) ▶

### LinkedIn Polls

**What happens to your business if the Internet connection goes down?**

- ☐ My business shuts down completely
- ☐ I lose productivity and some revenue
- ☐ Can't offer some amenities to customers
- ☐ No impact
- ☐ Other (use the comments to elaborate)

Vote  
or see results

Sponsored By

**COMCAST  
BUSINESS**

[Reliable networks that are always up and running – from Comcast Business](#)

Michael Lynch  
Family Lawyers

## Michael Lynch Family Lawyers

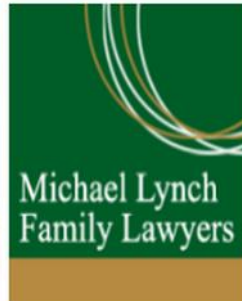
33 followers

Follow

Home

Products & Services

Now you can customize your company updates with links by uploading your own image! [See how](#) ×



The core values of Michael Lynch Family Lawyers are:

- that no two people are alike,
- everyone is unique,
- to exercise professional integrity with all people we deal with; and
- a commitment... [see more](#)

### Recent Updates

[Michael Lynch Family Lawyers](#)



#### Uncovering "Parental Responsibility"

[michaelynchfamilylawyers.com.au](http://michaelynchfamilylawyers.com.au) • Uncovering "Parental Responsibility" When the Court uses the term "parental responsibility" – what does it actually mean? The Family Law Act states that parents (of a child) have "parental responsibility" and that it means "all the

### How You're Connected



7 Employees on LinkedIn

[See all](#) ▶

### LinkedIn Polls

#### What happens to your business if the Internet connection goes down?

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- ☐ I lose productivity and some revenue
- ☐ Can't offer some amenities to customers
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- ☐ Other (use the comments to elaborate)

Vote  
or see results

Sponsored By

COMCAST  
BUSINESS



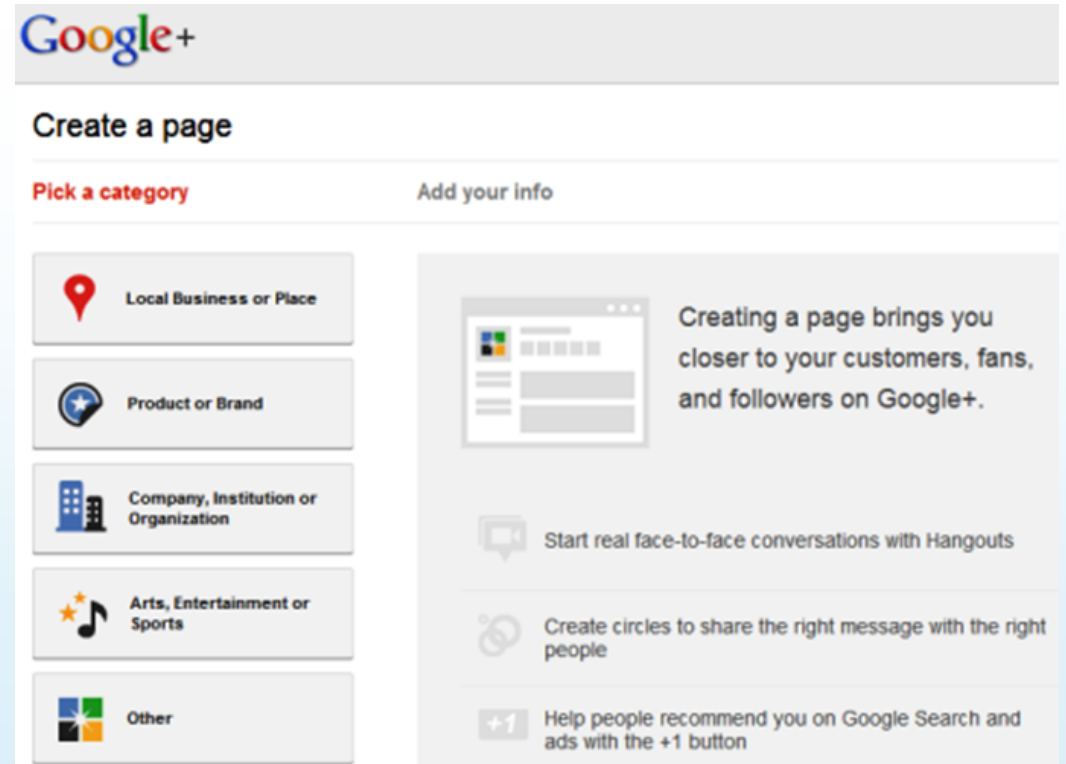
# GOOGLE+ BUSINESS PAGES

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- Replaced Google Places
- Viewed as 'verified' content by Google
- Reviews are displayed in organic search results
- Can email directly to followers without personal info

# CATEGORIES

- **Local Business or Place:** For any local business, hotel, restaurant, places, stores or services. You will be asked for a Business Address, and Primary Phone number. If you already have a Google Places page with the same phone number, it will use this information for your Google+ page.
- **Product or Brand:** Apparel, cars, electronics and financial services. Not a good fit for Law Firms.
- **Company, Institution or Organization:** Schools, non-profits, charity organizations.
- **Arts Entertainment of Sports:** For TV Shows, movies, books, sports teams and other public figures or entertainment entities.
- **Other:** Outliers, unconventional businesses, public figures and obscure undecided products.



The screenshot displays the Google+ 'Create a page' interface. At the top, the Google+ logo is visible. Below it, the heading 'Create a page' is followed by two tabs: 'Pick a category' (active) and 'Add your info'. Under the 'Pick a category' tab, there is a vertical list of five category buttons: 'Local Business or Place' (with a red location pin icon), 'Product or Brand' (with a blue star icon), 'Company, Institution or Organization' (with a blue building icon), 'Arts, Entertainment or Sports' (with a yellow star and musical note icon), and 'Other' (with a multi-colored square icon). To the right of these buttons, a sidebar contains a preview of a Google+ page and three feature highlights: 'Start real face-to-face conversations with Hangouts' (with a speech bubble icon), 'Create circles to share the right message with the right people' (with a circle icon), and 'Help people recommend you on Google Search and ads with the +1 button' (with a +1 icon).

# Confirm Info & Build Your Page

**Add your info**

---

Finally, confirm your info

Basic info

Business name

Address

[Preview on map](#)

Category

Select a main category


Your page will be publicly visible. Its content is appropriate for

Any Google+ user

☐ Yes, please keep me informed of future Pages releases and other relevant information.

☐ I agree to the [Pages Terms](#) and I am authorized to create this page.

**CREATE**



Your page will be publicly visible. Its content is appropriate for

Any Google+ user

☐ Yes, please keep me informed of future Pages releases and other relevant information.

☐ I agree to the [Pages Terms](#) and I am authorized to create this page.

**CREATE**

**Customize your page's public profile**

Add more details to help people find your page

Tagline

The 10 words that describe your page best

Profile photo

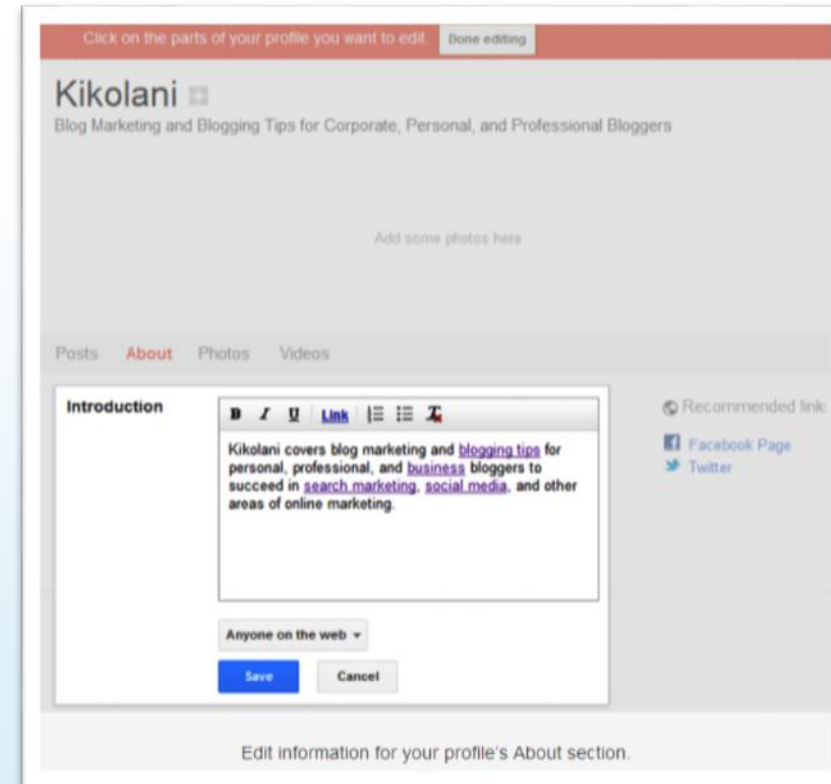
Upload a photo from your computer.

[Change profile photo](#)

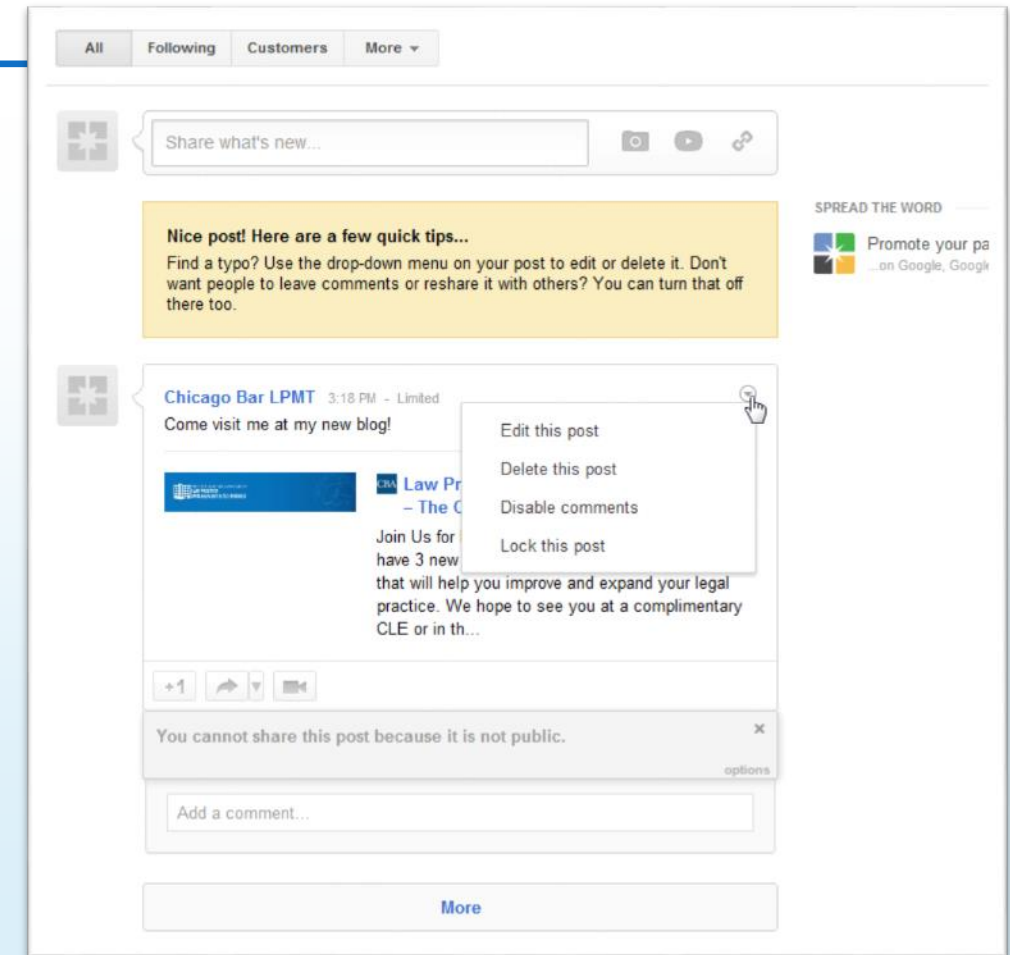
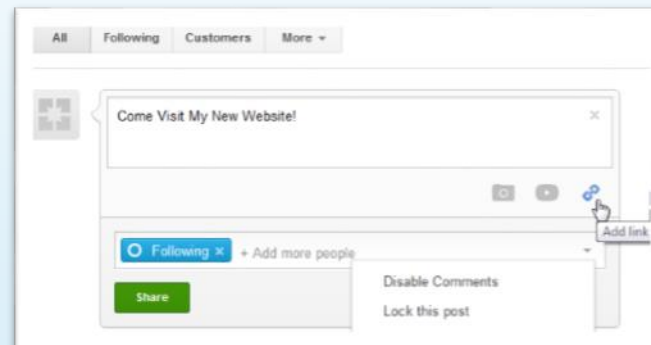
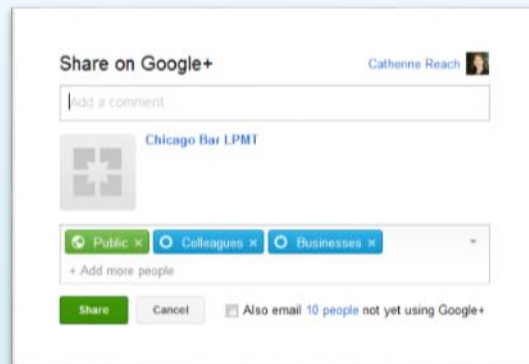
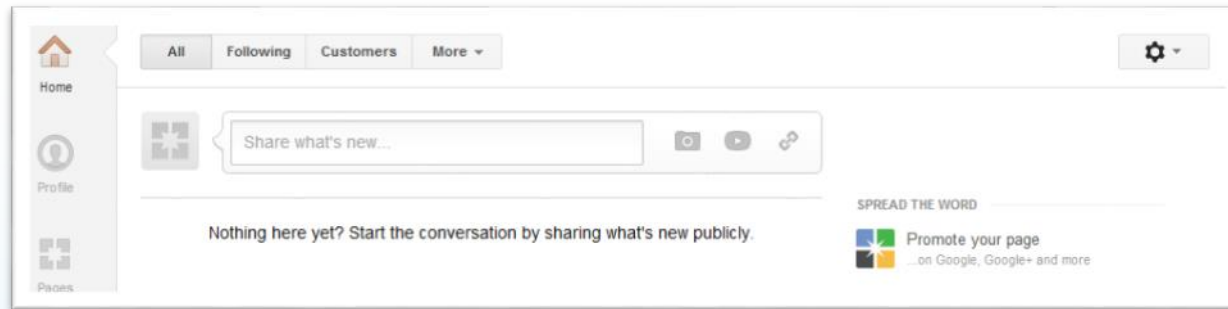
[Continue »](#)



# ADD YOUR PHOTOSTRIP & DESCRIPTION



# POSTING & SHARING



Law Firm of Mark S. Eghrari...

Follow



Posts About Photos Videos

Law Firm of Mark S. Eghrari & Associates PLLC hasn't shared anything with you.  
People are more likely to share with you if you add them to your circles.

Follow



www.mystateplan.com



38 IN THEIR CIRCLES



The Elder and Disab...

Follow



THE ZIMMER LAW ...

Follow



The Hartley Law Firm

Follow



Law Offices of Roy ...

Follow



Duffy Law Office

Follow

**Introduction** Mark S. Eghrari and Associates PLLC is a leading provider of expert estate planning guidance in Long Island, New York. Our mission is to provide the residents of Suffolk County, New York with the best information to serve their family and business interests while navigating these important decisions.

**Website** [www.mystateplan.com](http://www.mystateplan.com)

**Contact info**

Phone	(631) 265-0599
Address	50 Karl Avenue Suite 202, Smithtown, NY 11787, USA

**Recommended links**

- [Homepage of Mark S. Eghrari and Associates PLLC](#)
- [Law Office Blog](#)
- [Free Reports](#)
- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)
- [YouTube](#)



## John Bales Attorneys



Posts About Photos Videos



**John Bales Attorneys** Yesterday 3:44 PM · Public  
Who do you think is to blame for the distracted driving crisis?



[Disconnects in the distracted-driving blame game »](#)

Automakers, device makers and wireless companies work together despite differences over regulation.



**Dan Goldstein** Yesterday 3:45 PM  
If you are a Republican, you probably blame Obama because everything is Obama's fault. On the other hand, if you are a Democrat, maybe it is the Republican's War on Women....



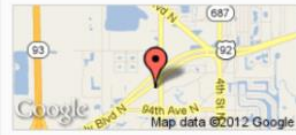
**John Bales Attorneys** Apr 27, 2012 (edited) · Public  
Informative article for cancer survivors. Share it with your friends and family.

[Cancer survivors urged to eat better, exercise »](#)







A cancer diagnosis often inspires people to exercise and eat healthier. Now the



[www.johnbales.com/](http://www.johnbales.com/)



82 IN THEIR CIRCLES

-  Dudley DeBosier Inj...
-  Jeff Daniel
-  Real Estate Resour...
-  Darren Coleman
-  Steinger Iscoe & Gr...
-  Tampa, Florida

## Steinger Iscoe & Greene Inj...



Posts About Photos Videos

Steinger Iscoe & Greene Injury Lawyers's albums



Photos from posts



Profile photos  
1 photo



Scrapbook photos  
1 photo

### Photos of Steinger Iscoe & Greene Injury Lawyers






There are no photos of Steinger Iscoe & Greene Injury Lawyers. [Upload a photo](#) of Steinger Iscoe & Greene Injury Lawyers and tag them now!



<http://www.injurylawyers.com/>



84 IN THEIR CIRCLES

-  Christopher Levinson
-  Fleschner Stark Tan...
-  McDivitt Law Firm
-  American Lung Ass...
-  Walter Clark Legal ...

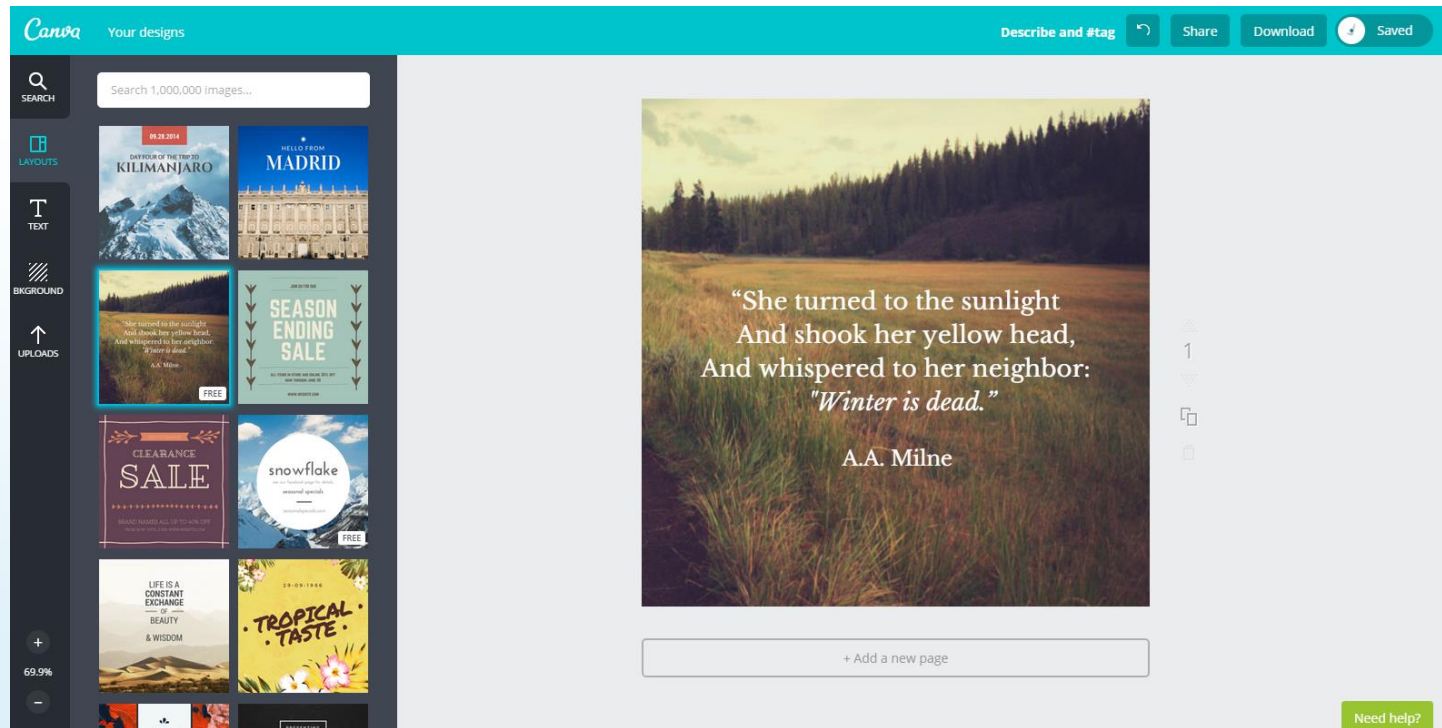


# TOOLS TO MAKE SOCIAL MEDIA EASIER!




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# CANVA




# KLOUT




What would you like to search for today?




Chelsey Lambert  
50


[Explore](#)


[Schedule](#)

[Measure](#)




cleantechnica.com May 14

**On Target**






**#NationalPoliceWeek: Law enforcement officers honor their fallen at candlelight vigil**  
Shining brightly above the crowd? A thin blue line.




twitchy.com May 13


[Share](#)





What would you like to search for today?



Chelsey Lambert  
50

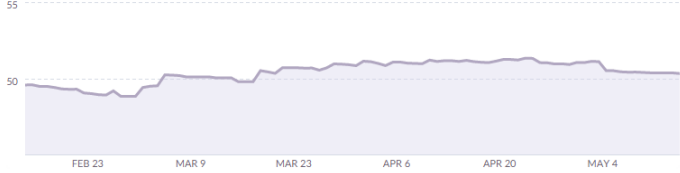
[Explore](#)

[Schedule](#)

[Measure](#)

**Measure and track your impact**

**90 Day Score History** Score updated 5/14/2015




Date	Score
FEB 23	50.00
MAR 9	50.50
MAR 23	51.00
APR 6	51.32
APR 20	50.80
MAY 4	50.32

**Recent Activity** ⓘ

[Facebook](#) [Twitter](#) [Instagram](#) [Other Networks](#)

Thanks for connecting Facebook. It may take up to 72 hours for activity to appear.




**Score Details**

**50.32**  
Today's Score ▼ 0.04

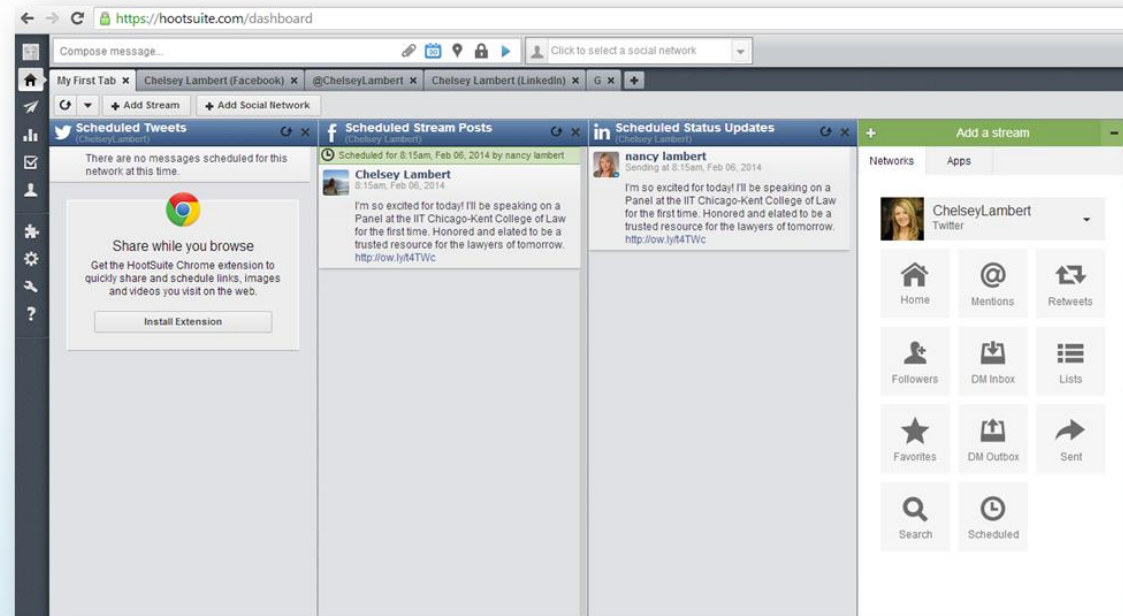
**51.32**  
90 Day High

**48.81**  
90 Day Low

**Network Contribution**



# HOOTSUITE





# BUFFER

The screenshot shows the Buffer dashboard with the 'Content' tab selected. The 'Queue' view shows a list of accounts on the left and a central area for adding content to the queue. The accounts list includes Chelsey Lamb... Facebook, ChelseyLam... Twitter, Chelsey Lam... LinkedIn, Virtulawso, ... Google+ Page, Lex Tech Re... Facebook Page, Weekly Wor... Facebook Page, and LexTechRev... Twitter. The central area has a text input field with the placeholder 'What do you want to share?', a photo/video upload button, and an 'Add to Queue' button. The top navigation bar includes the Buffer logo, a 'Learn About Buffer for Business' button, and links for 'Help' and 'My Account'.

The screenshot shows the Buffer dashboard with the 'Content' tab selected. The 'Posts' view displays a list of accounts on the left and a central area for managing posts. The accounts list is the same as in the previous screenshot. The central area shows a post from Chelsey Lamb... Facebook with the text 'All Popular Posts Past 30 days' and 'Your latest posts are looking good, keep it up!'. Below the post are buttons for 'Recent', 'Most Popular', 'Least Popular', 'All Posts', '30 Days', and 'Export'. The bottom section shows a post from Lex Tech Re... Facebook with the text 'Professional PSA: Selfies are not acceptable LinkedIn Photos. Especially those taken sideways in your car or 'up in the club.'', a timestamp of '12:25 PM (EDT) via Web', and engagement metrics of '6 Comments' and '20 Likes'. A 'Re-Buffer' button is also visible.

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Q & A

# THANK YOU!

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