

HEINONLINE

Citation: 100 Women Law. J. 25 2015



Content downloaded/printed from [HeinOnline](#)

Tue Aug 1 10:00:29 2017

-- Your use of this HeinOnline PDF indicates your acceptance of HeinOnline's Terms and Conditions of the license agreement available at <http://heinonline.org/HOL/License>

-- The search text of this PDF is generated from uncorrected OCR text.

-- To obtain permission to use this article beyond the scope of your HeinOnline license, please use:

[Copyright Information](#)

Using social media to raise your professional profile

Keep content fresh to keep traffic coming to your website

By Kimberly Alford Rice



THERE ARE MANY WAYS LAW FIRMS AND LAWYERS CAN DEVELOP A ROBUST INTERNET MARKETING PRESENCE that will lead directly to client retentions. According to the Association for Corporate Counsel, 67 percent of its members refer regularly to the Internet to research potential outside counsel. While that may surprise some, the fact is business beyond belief is happening online, and with the impact of social media, it continues to increase.

Reports show that “content is king” when it comes to creating a path to your or your firm’s website – the first step toward client conversion. We know that the more often content is added, refreshed and changed on a website, it not



Kimberly Alford Rice is principal of KLA Marketing Associates (www.klamarketing.net), a business development advisory firm focusing on legal services named “Best of 2012” by The Legal Intelligencer. As a law marketing authority, Rice helps law firms and lawyers develop practical business development and marketing strategies. Additionally, she provides career management services to lawyers in transition. Contact her at 609.458.0415 or via email at kimberly@klamarketing.net

Use your business and professional activities, such as publishing articles, to change the information on your social media pages

only rises on Google's ranking but the firm experiences more inquiries and activity.

Here are some important things to do to keep your website consistently content fresh:

KEEP YOUR PROFILES CURRENT. Not only do you want to maintain an accurate and current website biography/profile, you must also keep your social media profiles such as LinkedIn up to date.

If you are an active networker and engaged in business and professional organizations, opportunities abound for updating your bio.

- Making a professional move (new firm; new title; ascending to leadership)
- Joining a new organization

- Assuming a committee leadership role in a trade/legal/business association
- Receiving any type of award
- Published works
- Giving a presentation
- Earning a new professional designation/certificate
- Pro bono cases
- A noteworthy case settlement and/or verdict.

BLOGGING. The more, the better. Not only does blogging provide a platform for demonstrating a lawyer's areas of expertise, it can also serve as a repository of relevant content to which you refer clients, contacts, key influencers, media and anyone who has a need to learn more about a particular area of your practice. Maintaining a blog will, over time, be an effective credentialing tool as well as highly useful SEO (i.e. Search Engine Optimization: a tool for getting traffic from search results on search engines) as it gives Google a reason to constantly index your site. It's a must do!

WINS/SETTLEMENTS. While some lawyers shy away from heralding their own successes, listing a

Maintaining a blog will, over time, be an effective credentialing tool as well as highly useful SEO as it gives Google a reason to constantly index your site.

Who uses social media?*

Total number of users:

73

PERCENT OF
ADULTS ONLINE



LINKEDIN:
238+ MILLION
USERS



TWITTER: 232
MILLION MONTHLY
ACTIVE USERS



FACEBOOK: 1.19
BILLION MONTHLY
ACTIVE USERS



GOOGLE+: 300
MILLION MONTHLY
ACTIVE USERS

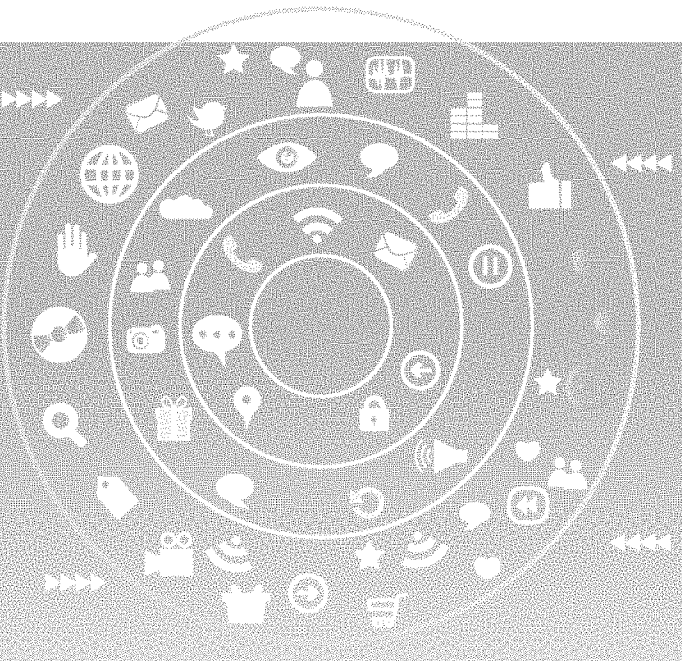
* Compiled by Jaffe

noteworthy win/settlement is a means to an end – and is key to building a robust Internet presence. Clients want lawyers who are successful to represent them and it is in the Wins/Settlement section of your website that you can easily do that.

PUBLICATIONS. If you write for a publication, you should load the published work on the website and also push out the URL to your social media channels. It's an easy hit and helps to the end goal.

LINKEDIN GROUPS. Though all of us are busy, selecting one or several LinkedIn groups that gathers like-minded lawyers/professionals around an interest, and you have just found a fabulous way to gain traction in developing a strong Internet presence. It is in the LI groups that you can begin a discussion about a topic you know well and/or are seeking additional information on. In groups, not only can you begin a discussion but you can also comment on others' discussion wherein you develop a status as a "Top Contributor." ■

For more ideas of how to generate new content on your website, check out the Content Creation Blackbook.

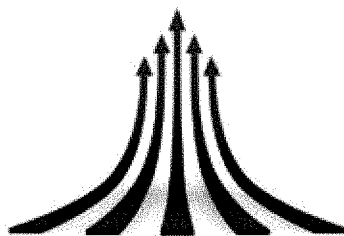


**YOUR GOOD WORK
MAKES THE WORLD A
*better
place.***



**Allstate is a proud sponsor of the
National Association of Women Lawyers.**

© 2014 Allstate Insurance Co.



**Shared vision.
Endless possibilities.**

WilmerHale proudly supports the National Association of Women Lawyers in its mission to advocate for women's rights and the advancement of women in the legal profession.

wilmerhale.com



© 2015 Wilmer Cutler Pickering Hale and Dorr LLP