

# YLDNews

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## How to Leverage Social Media to Attract, Engage, and Keep Potential Clients

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"Social media" is the phrase of the century. In the legal world, where there are many attorneys to choose from, social media has evolved to a necessary and indispensable medium to create brand awareness, individuality, and attract potential clients.

There are number of ways to leverage social media to engage clients and ensure you are using it to its fullest potential.

First, you should consider having at least one, if not all, social media platforms to build a strong online presence and increase your online visibility, including Facebook, Instagram, and Twitter.

Second, optimize your presence on these platforms. You can start by using the keywords, phrases, and hash tags being used by consumers on your individual posts. For instance, #law, #lawyer are common words

that frequently appear on Twitter, Instagram and Facebook. The more hashtags you use on your posts, the more people you reach, and, in turn, the more exposure you obtain on your social media account. This also will help you obtain more followers who are interested in what you have to say. Hashtags on social media posts are very vital because they allow consumers to cut through the digital clutter and better focus on what they

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are looking for.

Third, you can share information to viewers that they usually have to pay for in school or pay a lawyer to tell them. For example, create posts about their legal rights, what to do in court, or what happens to someone in a particular situation, such as receiving a traffic violation. The focus is to educate them on what they do not know. Social media is an excellent way to nurture a warm and loyal following.

Fourth, social media can be used for reviews and recommendations. According to Christine Frietchen, editor-in-chief of [consumersearch.com](http://consumersearch.com), when considering online reviews, she looks for an online client testimonial that is three to four stars because those have more credibility and accuracy. For attorneys, it is prudent to have multiple online reviews that are positive yet honest because potential clients are more likely to contact you if you have online reviews than nothing at all. I conducted my own poll on my social media regarding this topic, and 95 percent of my followers stated they would not hire a lawyer who did not have any online reviews. Further,

encouraging satisfied consumers to leave a review can lead to recommendations and referrals, which increases client retention. You can use your social media to integrate client reviews to show other potential clients about the positive results you obtained for a client. There are a number of websites that help obtain reviews for you so that you can outsource this task.

Fifth, you can direct your followers to sign up for your marketing content such as blogs podcasts, or speaking engagements. This increases the number of times you communicate to clients or leads and keeps you top of mind.

Finally, do not be afraid to use video social media and make yourself the expert of a topic. Many law firms will offer great information to their audience through email blasts, or weekly blogs for all subscribers. The main issue with this method is that the reach is not as strong as it could be. Consumers rarely join a mailing list unless they know you, trust you, and/or are aware of what you do. Making your content readily available to all viewers shares your expertise and knowledge, which is powerful.

Some forms of social media have the same, if not more, popularity as Facebook, Instagram, and Twitter, such as TikTok. TikTok is extremely unique compared to other social media platforms in that it uses sound bites from songs trending on the site and users are encouraged to create their own videos to the song. Many lawyers have reached a strong following on this site, engaging leads that they would not have met otherwise, and proves the concept that social media is a must when it comes to marketing yourself.

As a whole, online marketing with social media platforms should be thought of as a long-term branding plan rather than a short-term goal. Consistency of posts is also very important for best results. For instance, one should aim for posting weekly or bi-weekly, on a weekday, rather than a weekend. When there is comment on your post, it is important to reply quickly to increase engagement with that person.

So, the next time you think about social media you will now have a strategy on how to leverage it to attract potential clients and keep them coming back. ■