



TAMING THE WILD WEST OF SOCIAL MEDIA

Secrets of Social Media Success in the Legal Profession



Law Firm Practice Management, Marketing & Social Media Specialists

Today's Moderator



Steve Mann, CMO LexisNexis® Research & Litigation Solutions

Steve.Mann@LexisNexis.com

- 20+ years in digital marketing, product strategy/development for Fortune 500 companies
- Thought leader on emerging technologies, social media, technology, M&A

Esteemed Panelists



Larry Bodine, Editor-in-Chief, Lawyers.comSM

Larry.Bodine@LexisNexis.com

- Successful author, editor, and law firm marketing blogger; Editor, “Best Practices in Lawyer Blogs”
- Prior: Litigator; Publisher, ABA Journal; Marketing Director, Sidley Austin, LLP



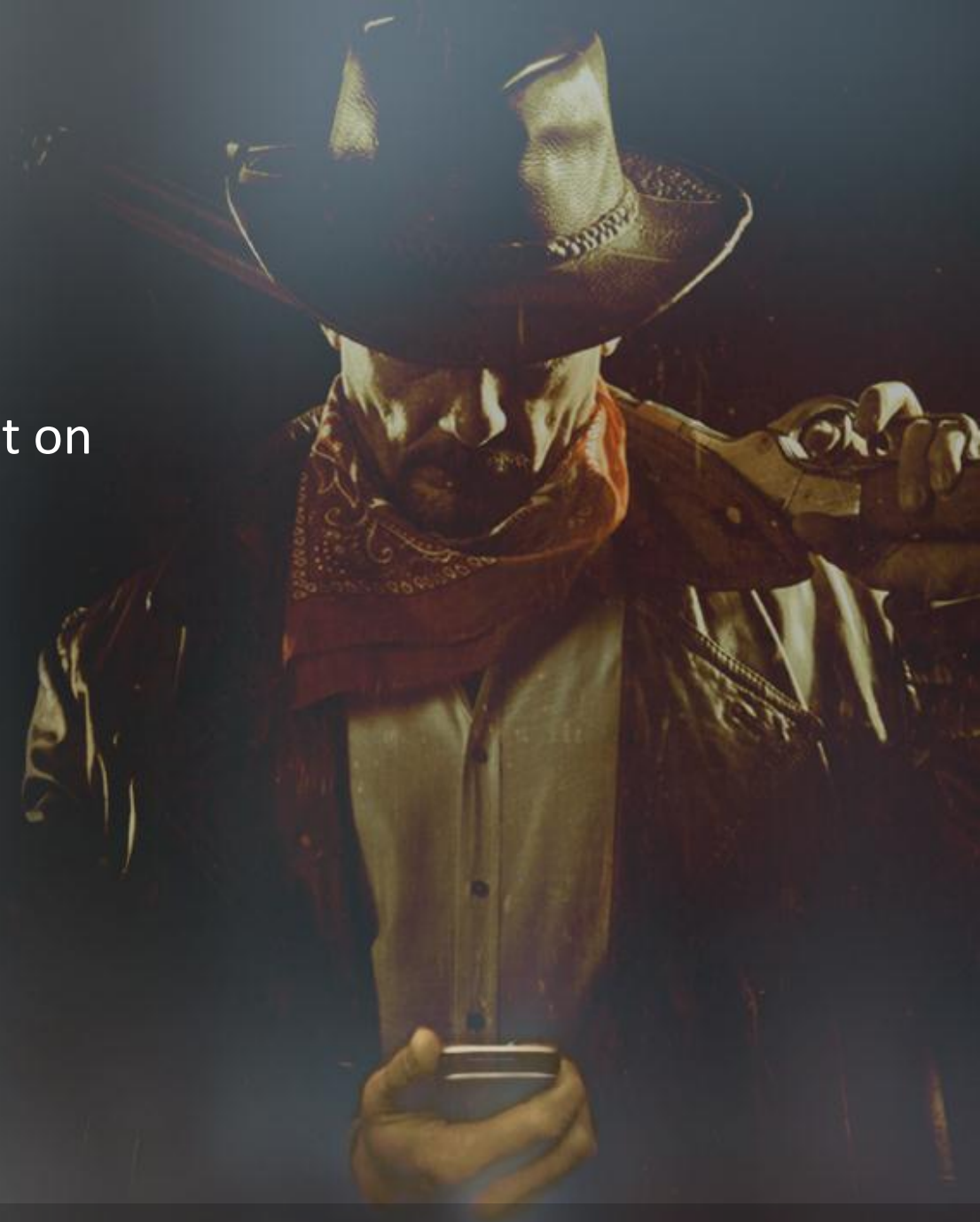
Stephen Fairley, CEO, The Rainmaker Institute®

Stephen@TheRainmakerInstitute.com

- Law firm marketing, social media, digital marketing expert to 8,000+ attorneys
- International best-selling author: 12 books, 8 audio programs

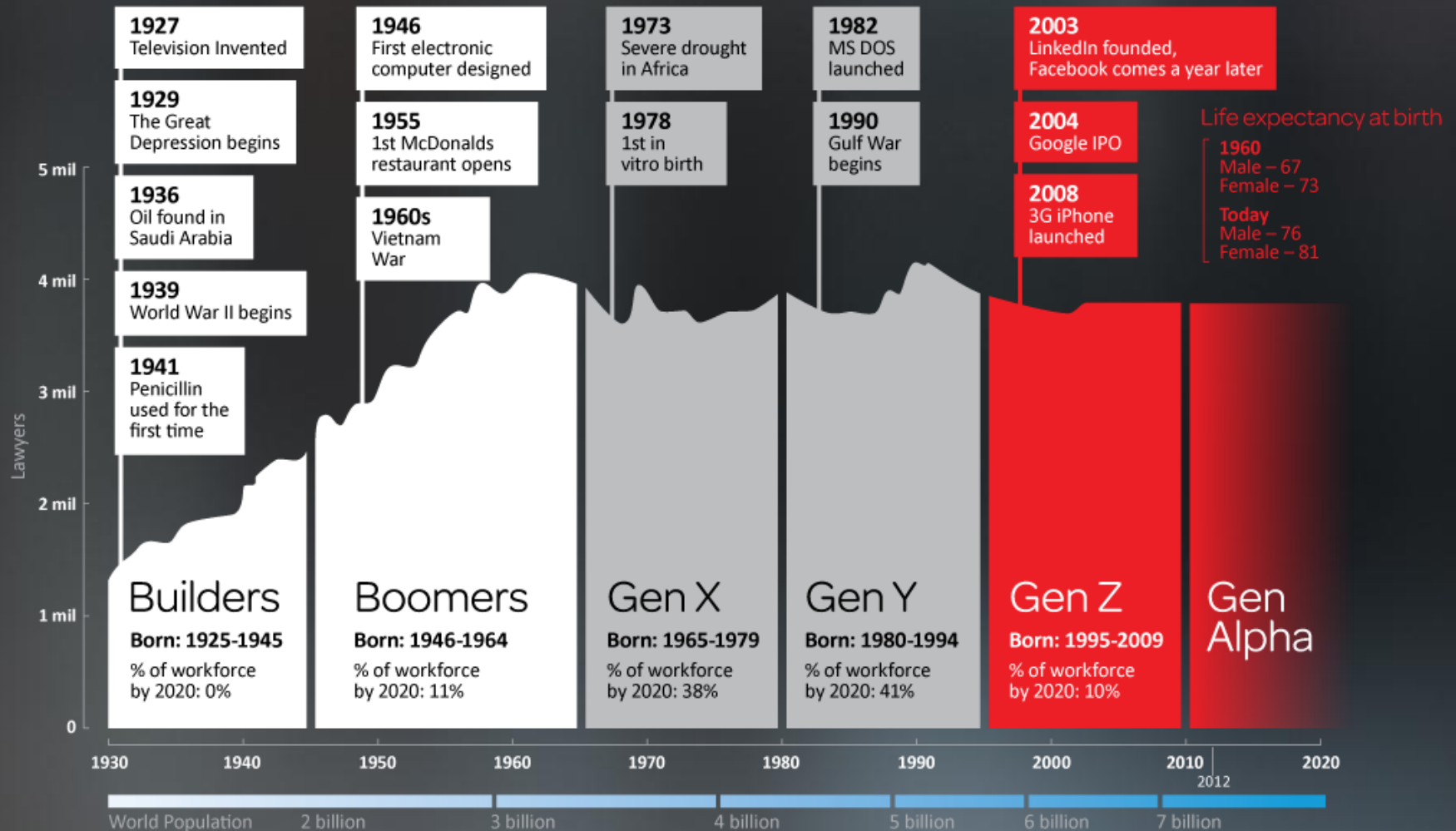
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A New Breed of Lawyers

Generational Map:
80% will be Gen X and Gen Y by 2020





Generational Shift Driving Change in the Legal Workforce

74% of text messages are sent by Gen Y

91% Gen Y (Millennials) make their Facebook pages public

40% visit their Facebook more than 10x daily

Digital Society



Two-thirds of
4- to 7-year-olds have
used an iPhone or iPod

If Facebook were
a country, it would be
the **third largest** in the
world, behind China and India

60% of attorneys read
legal **blogs** at least
weekly
23% of legal professionals
use **Twitter**

95% of lawyers are on
LinkedIn and **38%**
use **Facebook**

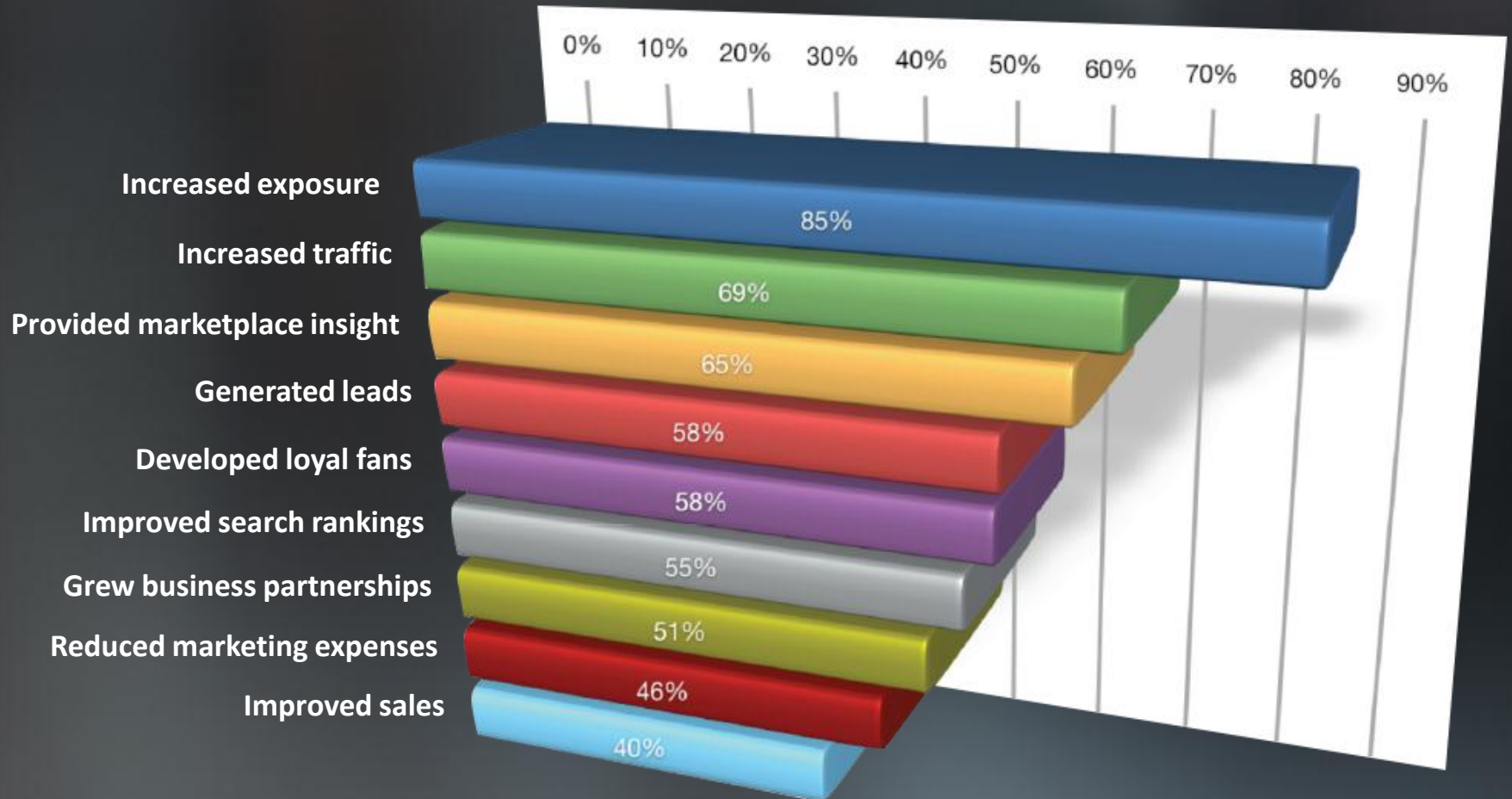
“Always On” Economy & Society

76% of lawyers
use smartphones for
law-related tasks

21% of lawyers
conduct legal research on
their tablets regularly

81% of law firms
allow personal mobile
devices

Business Value for Social Media



Source: Survey by Social Media Examiner of 3,800 companies, March 2011

Reasons for Personally Using Online Communities/ Social Networks for Professional Purposes

2011 2012

Career development/
networking

71%

72%

Client development

53%

42%

Case investigation

16%


44%

Education/
current awareness

34%

15%

Source: "2012 ABA Legal Technology Survey Report:
Web and Communication Technology," The American
Bar Association, 2012



76% of consumers seeking an attorney over the past year used online resources at some point in the process.*

Consumers looking for legal services are using search engines, websites, blogs, Facebook and other tools.

*Based on survey responses of Internet users (Internet users comprise 78% of the U.S. adult population**) conducted by The Research Intelligence Group, March 2012.

**According to The Pew Research Center's Internet & American Life Project's Spring Tracking Survey conducted April 26-May 22, 2011



50% of small law firms reported
landing new clients as a direct
result of their blogs.*

*Source: "2012 ABA Legal Technology
Survey Report: Web and Communication
Technology," The American Bar
Association, 2012

Top Social Media Law Firms Plan to Use

Professional social networks
LinkedIn

90%



Blogging

88%



Twitter

73%



Consumer social networks
(Facebook, Google+, etc.)

68%



Google+

Video
(YouTube, Vimeo, etc.)

51%



Social Q & A
(Quora, Wikipedia, etc.)

19%



Source: Vizibility/LexisNexis Survey, "Use of Social Media in Legal Marketing," 2011

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