



# What Happens in Vegas Stays on Facebook

*Strategies – and lessons learned – to help you  
develop and build your social media footprint*

LACBA 2010  
Small & Solo Conference

# Introductions



- Heather Morse-Milligan

Director of Marketing, Barger & Wolen LLP

Blog: [www.legalwatercoolerblog.com](http://www.legalwatercoolerblog.com)

Linkedin: [www.linkedin.com/li/heathermilligan](http://www.linkedin.com/li/heathermilligan)

Twitter: [www.twitter.com/heathermilligan](http://www.twitter.com/heathermilligan)

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# Introductions



- Renée Barrett

Principal/Executive Coach

Awareness, Action, Accountability

Linkedin: [www.linkedin.com/li/aaarenee](http://www.linkedin.com/li/aaarenee)

Website: [www.aaarenee.com/](http://www.aaarenee.com/)

Twitter: [www.twitter.com/aaarenee](http://www.twitter.com/aaarenee)

# Introductions



- Jay Pinkert

Founder & Principal, Shatterbox

Blog: <http://shatterbox.wordpress.com/>

Linkedin: <http://www.linkedin.com/in/jaypinkert>

Twitter: [www.twitter.com/FollowtheLawyer](http://www.twitter.com/FollowtheLawyer)

[www.twitter.com/ShatterboxVox](http://www.twitter.com/ShatterboxVox)

# Introductions



- Ed Poll

Owner, LawBiz Management Co. and  
Professional Training & Coaching Consultant

Blog: [www.lawbizblog.com](http://www.lawbizblog.com)  
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Twitter: [www.twitter.com/lawbiz](http://www.twitter.com/lawbiz)  
Facebook: [www.facebook.com/edpoll](http://www.facebook.com/edpoll)  
YouTube: [www.youtube.com/user/LawBizGuide](http://www.youtube.com/user/LawBizGuide)

# Follow Your Personal Yellow Brick Road



- From Email to the Social Media Highway
  - Marketing Plans
    - How do you counsel clients at the beginning?
      - Where are your leads coming from?
      - Who is your audience?
    - Personal missteps?
    - What have you learned from others' mistakes?
    - Authenticity. What does that mean?

# The Tools



- Blogs
  - Why blog?
  - Why not blog?
  - Create your own v. use a service?
- The “Big Three”
  - LinkedIn
  - Twitter
    - How do you decide who to follow?
    - How do you “listen” to conversations?
    - Tweetdeck and other tools
  - Facebook
    - Really?? For business?

# The Tools



- Active v. passive profiles
- What else?
  - YouTube
  - SlideShare
  - Ning
  - MeetUp
  - HootSuite
  - PitchEngine

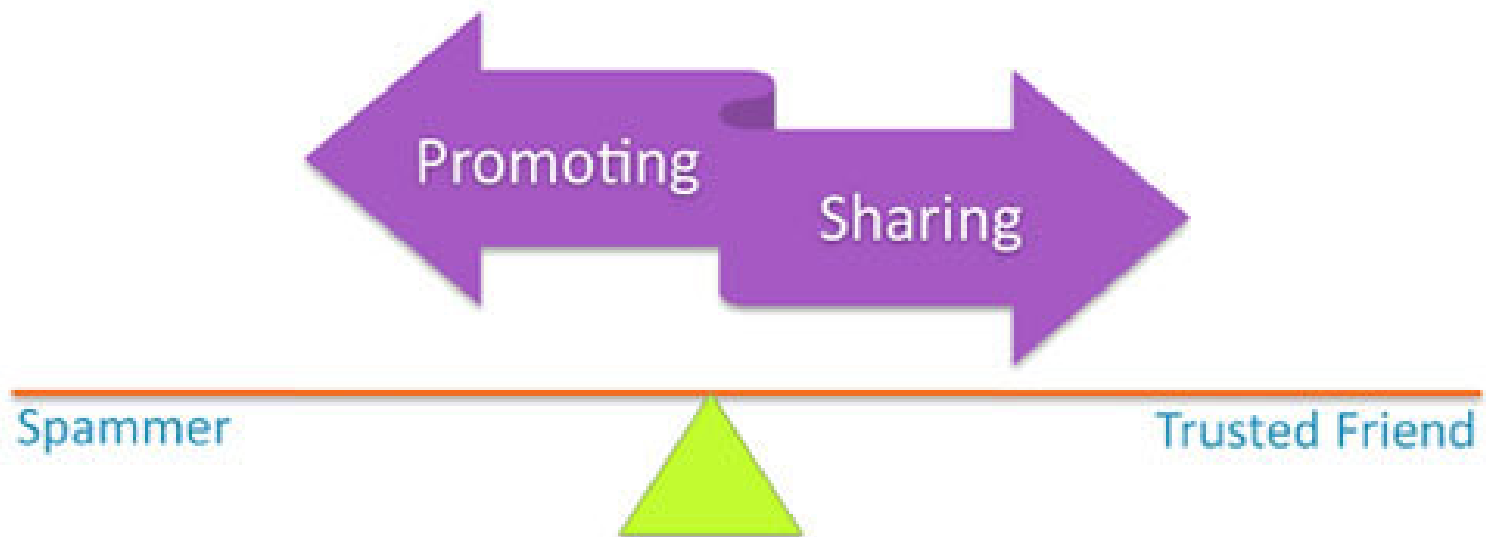
# There's No Place Like Home





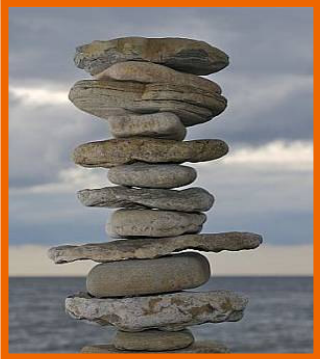
# A Balancing Act

## Social Media Marketing Balance



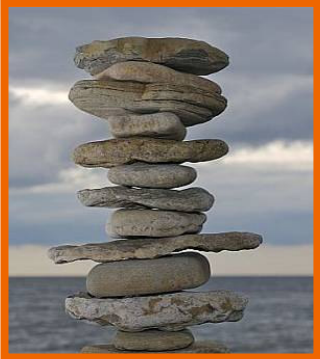
Graphic by Social Media Explorer

# A Balancing Act



- Is a blog necessary for your social media marketing plan?
  - If you don't blog, how do you get your name out there?
- Can you/should you trust your personal/professional brand to a 3<sup>rd</sup> party application?
  - What do you do if the network/application goes under (MySpace), changes the rules (Ning), or loses credibility and trust (Facebook)?

# A Balancing Act



- Fears and Apprehensions

- Security
- Say the wrong thing
- Can you *really* build relationships in cyberspace?
- Applications keep changing
  - Facebook, Twitter and LinkedIn keep taking on characteristics of one another ... why then should I have all three?
  - “Keep the stream valuable,” Chris Brogan

## 360° View of Me



- How much do you share?
- How do you balance the personal v. professional?
- Should you treat all applications the same?

# Best Practices/Success Stories



- Define your audience
  - Client, potential client, referral sources, influencers
- ROI is personal and unique to each user.
  - Predefine success for YOU!
- Great equalizer between large firms & solo/small firms.
- Examples from Jayne Navarre's *social.lawyer : transforming business development*
  - [www.twitter.com/jaynenavarre](http://www.twitter.com/jaynenavarre)
  - <http://virtualmarketingofficer.com>

# Best Practices/Success Stories



## – Jonathan Handel, Of Counsel, TroyGould, Los Angeles

Thanks to his deft use of social media, Jonathan Handel went from a relatively obscure entertainment lawyer to an oft-quoted international authority on entertainment matters and a regular contributor to Forbes.com—all in a matter of a few short years.

**NEW BUSINESS:** Jonathan's online social-media participation has worked to exponentially increase not only his profile but also his law firm's profile and, of course, significantly increase his new business.

# Best Practices/Success Stories



- **Glenn Manishin, Partner, Duane Morris, Washington, D.C.**

As of May 2010, Glenn has published over 5,000 Tweets (not including direct messages), he has 4,500+ followers on Twitter, and is the author of two blogs: LexDigerati: Lawyering for the Information Age ([lexdigerati.com](http://lexdigerati.com)) and Glenn's Web ([manishin.com](http://manishin.com)). Glenn's content is all over the Web as it gets linked to and from other blogs, Web sites, Tweets and online discussion forums.

**NEW BUSINESS:** Glenn has been approached and retained by some half-dozen clients in the past twelve to eighteen months from social-media contacts.

# Best Practices/Success Stories



- **Brett Trout, Brett Trout Law Firm, Des Moines, Iowa**

Prospective clients want information quickly. Brett Trout knows this, and so Twitter has become his communication tool of choice. With a niche practice focused on intellectual property he uses Twitter, @bretttrout, to jump into targeted conversations, share his knowledge base, and ultimately find new clients—all in 140-character messages. Twitter is the centerpiece of his marketing plan; he's skillful at it and savvy, but it didn't happen over night.

# Pitfalls



- Personal mistakes
- Mistakes others are making
  - What Happens in Vegas Stays on Facebook
  - Don't publicly criticize
  - Failing to give credit, and hat tips, where credit it due
- How do you fix a mistake?

# Ethics



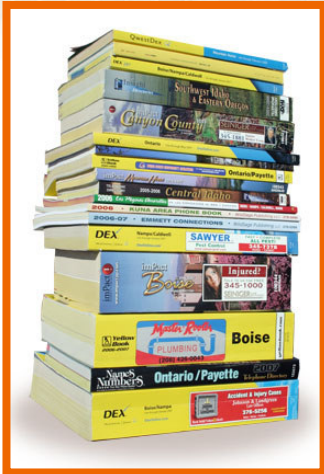
- Overview of legal ethics
- Social media & networking policies
- Ghost-blogging
  - Is it unethical, or just lacking in transparency?

# Promoting Your Blog



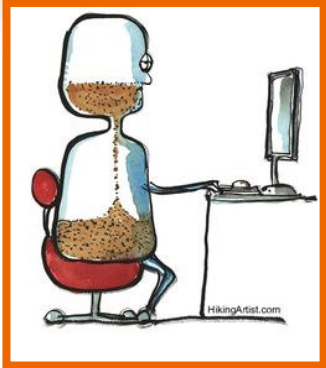
- Organic v. paid searches
- SEO-optimized copy
- Linking strategies
- Blog-rolls

# Directories



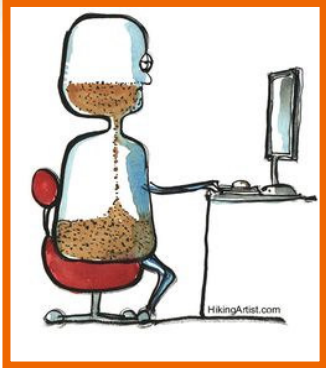
- AVVO
- Martindale-Connected
  - Moving away from a directory to a social network
- Legal OnRamp
- Justia
- Super Lawyers
- Best Lawyers
- Yellow Pages

# Time Management



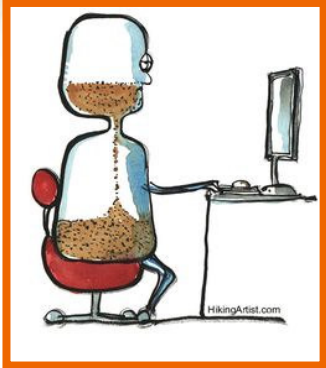
- Social media and social networking are changing time management.
- Outsourcing v. personal touch.
- Repurposing content.
- Distribution channels:
  - JD Supra
  - Lexology
  - Mondaq
  - YouTube
  - Legal OnRamp
- Take a sharpie to your calendar.

# Time Management



- You don't have to be the expert on everything ... follow and listen to the experts.
- Reevaluate what's working every year.
- Do the math:
  - 10-12 touch points to advance a relationship
    - Send an email; forward article; firm announcement, etc.
    - 15 minutes each (3 hours/year)
    - 20 ppl in your pipeline (60 hours)
    - There's your time to blog ... send to everyone on your list!

# Time Management



- Be willing to walk away.
- Tools to make life easier:
  - Smart Phones
  - Applications
    - Tweetdeck
    - Bit.ly
    - Ping.fm
  - Google Reader



# Conversion



- You put this stuff out there, then what??
- How do you convert a person “*out there*” into a client, referral source, influencer??
- How are you using your channels to sell your ***services*** v. ***you***?
- How are you making money?
- How do you measure success?

# Behind the Curtain



- What did you find that you weren't looking for?
- Beware of consultants selling snake oil.
  - A lot of this stuff is free and people are willing to help.
  - Consultants should be used when you don't personally have the time to invest, or if you are not an intuitive learner.
  - Get referrals to any consultant.
  - Do a Google search.



# There's No Place Like Home



- Final Thoughts

- At some point the “social” in “social media” and “social networking” needs to kick in.
- Not scary. Low barrier to entry. Easy to start over.
- Not a cure-all.
- Log-off and meet up.