

TIPS FOR MANAGING SOCIAL MEDIA

Sarah Healey

Social media can get overwhelming. But with 78 percent of the US population in 2016 having a social media account, it is crucial that your law firm maintain an active online presence. Distributing content through social media reinforces credibility and allows you to reach larger audiences.

Here are tips to help you take advantage of all the benefits that social media can bring to your firm from a webinar with Catherine Sanders Reach, director of law practice management and technology at the Chicago Bar Association.



NOTIFICATIONS

Between responding to questions from clients and collaborating with colleagues, most of us spend an alarming amount of time with our inboxes. An easy way to stay up to date with your online profiles is to receive an email alert when you get a new profile notification. Facebook, Twitter, and LinkedIn all offer a feature that delivers an email whenever someone mentions you, likes you, comments on a post, or sends you a message. Having all of your notifications sent to one email account makes handling your online accounts more manageable.



DASHBOARDS

If you have multiple social media accounts, Hootsuite is for you. Creating a dashboard allows you to manage all of your accounts, monitor their activity, and schedule posts all on one screen. You can link your personal and work accounts to your dashboard and selectively schedule content for the week. Hootsuite will do the posting for you. You simply write the post, select the time, date, and account, then hit “schedule.”



SOCIAL MEDIA GOALS

To reap the full benefits social media can offer your law firm, determine your target audience and what appeals to them. If you are trying to reach potential clients you may approach social media differently than if you are just trying to maintain your firm’s established reputation.

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