

Here are the most important social media networks that you need to be actively participating in on a daily basis.

The Road to SOCIAL MEDIA SUCCESS



Facebook is the most important social media site to join. Facebook allows you to create a personal profile, a business page, organize events, and post photos and links. Strategic Facebook marketing engages current clients and helps potential clients get to know you. Ben Glass offers a free Car Accident Kit and camera just for "liking" his page.



More than 155 million tweets are posted each day. How can lawyers leverage Twitter effectively? You need to be providing legal information and news that is interesting to everyone, even people who aren't currently looking for a lawyer. All that great content you've been writing for your website? Use Twitter to let the world know.



Where does LinkedIn fit into your social media marketing campaign? LinkedIn takes social media networking to a new level, making it easy for professionals to connect on the web. Join groups, answer questions and leave comments. Just like any other social media site, the people that are actively engaged are the most successful!



How can a lawyer take advantage of the incredible power of video? Simple... get on camera and make videos all the time! One video isn't enough. You post 30 new articles on your blog every month and the idea is the same with YouTube. Answer the questions that your clients typically ask you, optimize and get them on YouTube before you miss another case!



Avvo is a website where anyone can find, rate and review lawyers. You can claim your already existing profile to add information including photos, videos, testimonials and FAQ's. You can also engage with prospective clients by answering legal questions. People can already find you there...make sure they like what they see!



Quora is Yahoo! Answers for small business owners and especially lawyers. Anyone can post questions, answer them, follow topics and "thank" people for answering your questions. You need to be engaged to be successful but we think you might have fun with this site. Why not help out someone who needs it and get your name, links to your site and brand out there?



JD Supra helps you turn all those boxes of briefs, court filings, articles and newsletters into effective marketing tools. Create a portfolio and let JD Supra syndicate your work to other social media sites, blogs and even the media. They will optimize your content and let you track the results. It's a powerful tool to connect with prospective clients and other lawyers.



You can use PowerPoint presentations to market yourself on the web with SlideShare. Upload presentations, PDF's and even webinars so the world can see how well you know the law. Twitter and Facebook are already integrated so you can share with the click of a button. The bigger your portfolio, the better!



Okay, that is a lot of social media...how are you going to keep track of all of it!? Don't worry, Hootsuite has you covered. With Hootsuite, you can manage multiple social media sites. On your dashboard, you can see what's going on with Twitter, Facebook and LinkedIn, as well as post and schedule messages, auto-syndicate blog posts and track click-thrus.



LINKEDIN

» Over 100 million users and is adding a new user every second



» More than 200 million users, added 100 million in 2010 alone



FACEBOOK

» Has over 500 million active users and half of them login every single day

» 30 billion pieces of content are shared each month

» The average user is connected to 80 business or community pages



» 400 YouTube videos are Tweeted every second

» 200 billion videos are watched every day

» 36 new hours of video are uploaded every minute

LAWYERS WHO GET SOCIAL MEDIA



Ross Jurewitz – San Diego P.I. Attorney

Ross dedicates an hour each day to social media. He has a Facebook business page, an active Twitter account, a LinkedIn profile and a YouTube channel stocked with informative videos. He has "tweeted" over 10,000 times and has more than 4,000 followers. On every page of his website, he has videos and "Like" and "Tweet" buttons.



Ben Glass – Virginia Medical Malpractice Lawyer

Ben's Avvo profile blows people away with client testimonials, videos, awards, free books, case results, etc. He knows the power of a well-written headline, and often uses the phrase "You may not need a lawyer" to grab people's attention. Ben will send you a free camera and car accident toolkit just for "liking" his Facebook page. He uses Bit.ly to track all of his links.



Chris Davis – Seattle P.I. Lawyer

Chris has the social networking story every attorney dreams of. He re-connected with a friend from law school on Facebook. Days later, the friend referred a case to Chris that was worth \$75,000 in legal fees. Networking with other lawyers is just as important!



Gerry Oginski – New York Medical Malpractice

In Gerry's own words: "I accepted a wrongful death case after a potential client called my office while watching my videos. I settled that case prior to trial for \$450,000. That generated a fee for me of \$123,000." This was no accident! Gerry has over 300 optimized videos on his YouTube channel and posts updates to Facebook 8-10 times a day.



Looking for some FREE help?

Register for our social media webinar on **June 21 at 1pm EDT** and we'll send you a hard copy of our new book "Secrets of Social Marketing for Attorneys Revealed: Mission 101."

An hour of free coaching and a free book...what are you waiting for?

Register now at

SocialMediaAndAttorneys.com

or just scan the QR code.



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