



# Tennessee Bar Association.

10 Social Media Best Practices  
for Law Offices in 2021

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# A Little About Us.

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## Founded in 1999

20+ years in business

Profitable every year

Single owner

15% growth annually



## Tennessee and Beyond

Offices in Memphis & Nashville

Remote team members

Working with industry leaders across the US



## Values Driven

Work with heart

Serve our clients

Treat others well

Tend the tree

Do good



## Unique Team Structure

An expert in every seat

Allows us to offer a wide variety of services

Voted Best Place to Work

# Partnership Overview.

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**Brand  
Presence**



## Brand Presence

- Web Design
- Video
- Photography
- Branding

## Supporting Systems

- Mobile App Development
- Web Development
- Integrations
- CRM Implementation

## Strategic Marketing

- Search
- Social Media Marketing
- Email Marketing
- Content Marketing
- Web Design/Content Maintenance
- Ad Placement
- Print Media
- PR and Communications

# A Partner Trusted by Many.

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# Social Media.

**96%** of respondents in an Attorney at Work survey say that they use social media.

**And 70%** use it as part of their overall marketing strategy.

# How can social media help your legal practice?

- Authority
- Awareness
- Authenticity
- Advocacy
- Activity

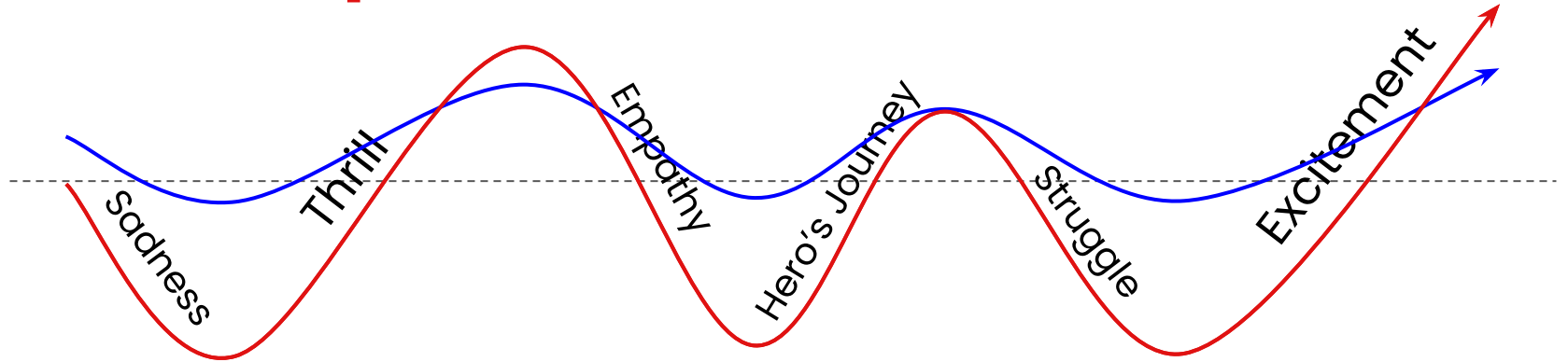


# 10 Best Practices of Social Media in 2021.

# Top 10 Best Practices.

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**#1 – Remember that human emotion is what keeps social media alive.**



Authority • Awareness • Authenticity • Advocacy • Activity

# Top 10 Best Practices.

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## #1 – Remember that human emotion is what keeps social media alive.

### What's your appeal?

What feelings can you provide your client? Security, Justice, Peace, Relief?

### Tell a story.

Appealing to your client's imagination help



Like



Love



Haha



Wow



Sad



Angry

# Top 10 Best Practices.

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## #2 – No one buys trials and meetings. They buy outcomes and a better future.

### **What outcomes do you offer?**

Share success rates, testimonials, and new legislation or news that favors defendants.

### **What does success look like to your client?**

# Top 10 Best Practices.

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## #3 – Retargeting Works.

### 10x Lift

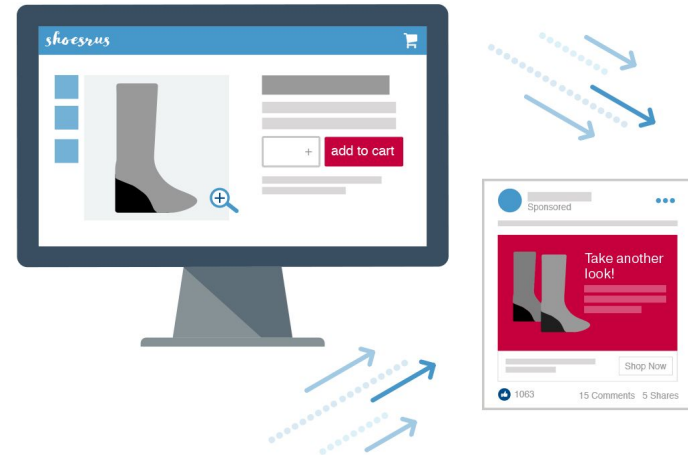
Retargeted Ads perform 10x better than traditional display ads

### Recall and Remind

Once people have visited your site, retarget them with specifics and solutions

### Social vs. Display

Social – focus on Facebook with Instagram Placement  
Display – Google Ad Network



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# Top 10 Best Practices.

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## #4 - Know your audience, know your platform.

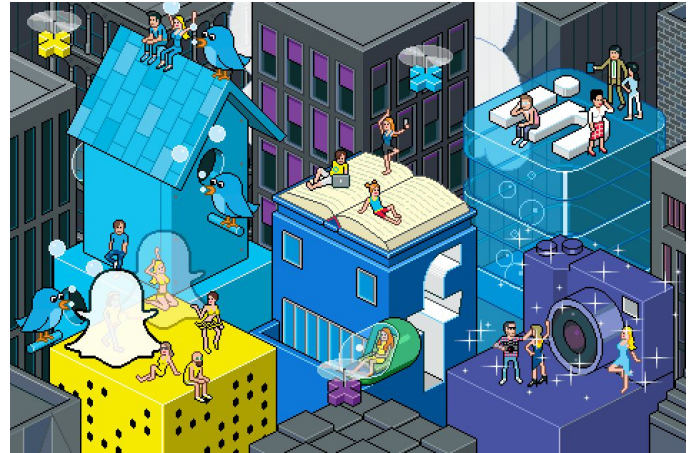
### Who are you trying to reach?

Facebook is a primary platform. There are audiences on LinkedIn, Instagram and more.

### Don't overextend yourself

Stick to the platforms that make sense for you.

### Make time for one-on-one touchpoints



Authority • Awareness • Authenticity • Advocacy • Activity

# Top 10 Best Practices.

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## #5 - Create different content for each platform.

**Facebook** - commentary

**Instagram Feed** - visuals

**FB/Instagram Stories** - what's happening now

**TikTok/Reels** - entertainment

**LinkedIn** - industry specific news



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# Top 10 Best Practices.

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## #6 - Share news and your commentary to fill your publishing calendar.

### Show that you are aware

How are things from the headlines impacting us locally?

### Show that you know your stuff

Is there freebie advice you can give? Is there a reason people should consult an attorney with this kind of news? Now's the chance.

- + *Trending News*
- + *Upcoming Court Cases*
- + *Pop Culture*
- + *National Politics*
- + *State Laws*
- + *Local Headlines*

# Top 10 Best Practices.

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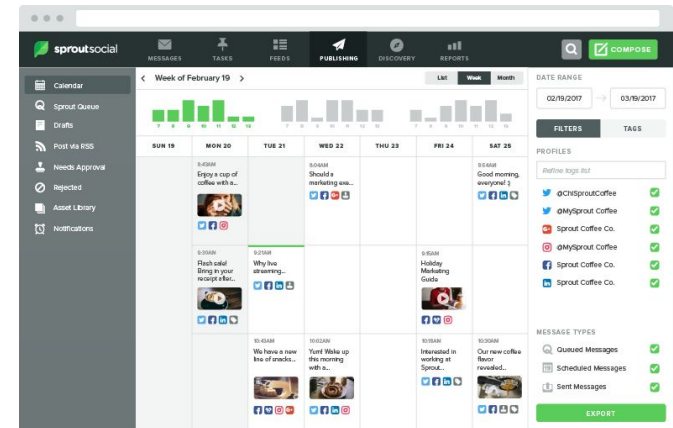
## #7 - Have a publishing calendar.

**Short term work, long term gain**

**Keep the team informed**

Keeps the entire team informed of what's publishing when, and allows room for creativity

**Consistency is important**



# Top 10 Best Practices.

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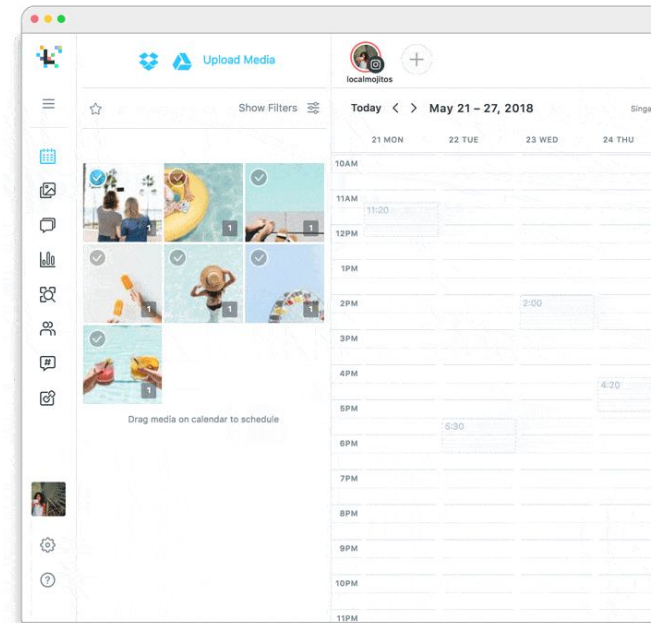
## #8 - Planning & Scheduling builds efficiency + strategy.

### Save Time

Creating a workflow allows you to get in and get done. Time is money.

### Off-the-cuff thoughts aren't strategic

"Boots on the ground" posts are great when they're relevant to what you're trying to do. Posting for the sake of posting decreases engagement.



# Top 10 Best Practices.

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## #9 – Know when to press pause.

### Be a Global Citizen.

Understand that current events evoke emotion, and even if you don't share the same view, it's important to not exploit or be tone deaf.

### If you weren't there, don't appropriate.

9/11 or Veteran's Day, for example, is not the time to promote your business, unless you were involved.

**Sentiments, yes. Advertisements, no.**



# Top 10 Best Practices.

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## #10- Consider why people should follow you.

**If you were them, what content would you want to see?**

Share results, testimonials, reviews, and practice areas.

**People might not follow you until they need you.**

Promote yourself, think of social media like a “get to know you” interview- share the information that’s important to know.



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**Thank you.**

Questions, comments,  
or want to chat?

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