How Lawyers and Law Firms Can More Effectively Promote Their Successes on Social Media

The Social Media Butterfly

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Thursday, July 7, 2022

Social media tip: Make your posts about your audience and less about you.
Give value and educate others.

Show versus tell.

Use storytelling and details to make your posts stand out from the sea of sameness.

Don’t overly brag about yourself or your accomplishments.

But if you want to post that kind of content, change the way you write it by putting your client/audience at the center.

Here’s an example – instead of writing an award post like this, “We are pleased/I am honored and humbled to be ranked band 1 in New York Real Estate for the fifth consecutive year by Chambers…”

Try this, “It takes a village - collaboration, organization and teamwork are essential especially when remotely working on several of the biggest commercial real estate deals shaping New York City’s skyline. Our team did just that in 2021…” and then go into the details and mention the honor at the end or just in the image.

Or “The New York commercial real estate market has shown no sign of slowing down. Our lawyers have been helping clients reshape the Big Apple’s skyline on several major deals in 2021, including…” and then mention the honor at the end.

Or “Since I was a kid I always was fascinated by NYC skyscrapers, but it wasn’t until I went to law school that I realized I could combine my love for real estate with the law. Fast forward 20 years later and a lot of hard work and late nights, I can’t believe I am in the company of such great lawyers I once looked up to…”
Or “When I joined X firm in 2001 as a first-year associate, I never imagined that I would have the opportunity to work on deals that are literally shaping NYC’s skyline, but with the guidance of my mentors (tag them by using the @ sign) and the herculean efforts of the team that has worked alongside me on X client’s work over the years, it happened.”

Do you see how flipping information around discussing what you did or who you are INSTEAD of starting with the honor itself makes you sound less boastful and illustrates your market-leading position without having to say it or make it the focal point?

It takes a little more effort and creativity to find that story, challenge or interesting fact about the honor, but it’s worth it. And you’ll stand out from the sea of sameness in your industry.

There’s nothing wrong with wanting to share your good news and self-promoting your successes and wins – but it’s the way you say it that makes a huge difference if it will resonate with others or make you sound like you’re patting yourself on the back too hard.

You can still promote yourself, your company and your good news on social media – it’s just about reframing it and storytelling.

- Make your posts about your clients/target audience NOT you.
- Think show versus tell.
- Always put your clients first.
- Ask yourself why should they care about reading the post? What’s in it for them?
- Write it with them at the focus and give value.

What do you think of this tip and will you try it?

Here’s a workbook with more on this topic.

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National Law Review, Volume XII, Number 188