

Using Blogs & Other Social Media

POSTED BY SARAH SHAFFER IN EVENT RECAPS

Kevin McKeon, President of LexBlog, would you like you know that the internet matters. A seemingly obvious statement in a world where google is a verb and tweets provide the fastest source for news. But what does this mean for professional service firms? Just how MUCH does the internet matter to us? Consider this:

- 40%** of legal professionals surveyed said blogging and social networking initiatives have already helped their firms bring in new work (Source: *AMA Legal Intelligencer*)
- 78%** of Executive-level buyers go online to search for outside legal & accounting professionals (Source: *Greenfiled/Belser*)
- 55%** of in-house counsel say a law firm's blog influences hiring decisions (Source: *Inside Counsel Zeughouser Group & Greentarget*)
- 84%** of in-house counsel perceive blogs as credible. (Source: *Inside Counsel Zeughouser Group & Greentarget*)

At the May 23rd panel on Using Blogs & Other Social Media, Kevin and his panelists (local LexBlog users) presented many compelling reasons to launch a blog, as well as advice on how to manage and improve your blog if you're already among the growing number of professional service firms that have incorporated blogging and social media into your marketing and business development arsenal. Here are Kevin's seven big picture points:

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1. **Listen** before you engage online (use tools like Google Alerts, Twitter, Zite, Flipboard, LXBN, etc.)
 2. **Strategy first**, tools second
 3. **Your authentic content** matters most (developing a relationship of trust starts with your willingness to listen and share)
 4. **Leverage & repurpose** your content in more efficient ways (this post started out as an email to a potential client that I converted into a tweet, etc.)
 5. **Converse** with the right audience (amplifiers, influencers, thought leaders) in an engaging way: **talk "with"** not "at"
 6. **Seed & distribute** your content via LinkedIn, Twitter, Blog, Facebook, Website, LXBN, etc. (amplify)
 7. Others will spread your content across their social networks if you make that content **easy to share** (see 6)
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Source: <http://www.leadershipcloseup.com/2012/06/20/are-you-using-the-internet-as-a-tool-for-accelerating-your-relationships-and-word-of-mouth/>

Panelists echoed Kevin's words of advice. The panel comprised local bloggers on LexBlog's platform and included:

- Michael Cassidy, a Shareholder Tucker Arensburg and editor of *Med Law Blog*
- William Maruca, Partner at Fox Rothschild LLP and editor of *HIPAA, HITECH and Health Information Technology*
- Lori Wisniewski Azzara, Associate at Cohen Seglias and contributor to *Construction Law Signal*

While each of the panelists had a different approach to creating, managing and sharing their blog content, they all cited blogging as an essential element of their practice development.

If you missed the seminar, you can access the presentation slides from the **PSMA Library** online (members login required) or on **Slideshare**.

A recorded webinar presented jointly by LexBlog and Hinge Marketing covering similar content can also be found online at: http://www.hingemarketing.com/library/article/blogging_for_clients_how_online_relationships_lead_to_real_world_clients_we

Tags: Social Media, Blogging, Kevin McKeon, LexBlog, Michael Cassidy, Tucker Arensburg, William Maruca, Fox Rothschild, Lori Wisniewski Azzara, PSMA, Marketing, Business Development, Professional Services.



Using Blogs & Other Social Media

Gain Presence, Enhance Reputation & Realize Business Development Opportunities

May 23, 2012

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Agenda

- Introductions
- Big Picture
- Panel Discussion
- Wrap Up
- Q&A

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Meet the Presenters

Moderator:

Kevin McKeown, President, LexBlog, Inc.

<http://www.linkedin.com/in/kevinmckeown>

Panelists:

Michael Cassidy, Shareholder, Tucker Arensberg

<http://www.linkedin.com/in/michaelacassidy>

William Maruca, Partner, Fox Rothschild LLP

<http://www.linkedin.com/pub/bill-maruca/6/b44/91>

Lori Wisniewski Azzara, Associate, Cohen Seglias

<http://www.linkedin.com/pub/lori-wisniewski-azzara/6/36/996>

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How Do You Get Your Best Work?

relationships and word of mouth



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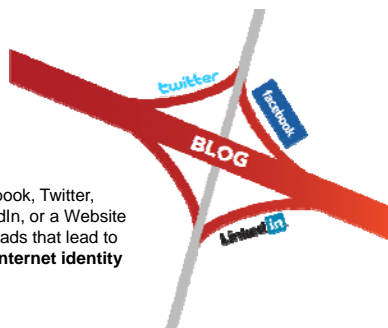
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Internet = Accelerator

Strategy First, Tools Second



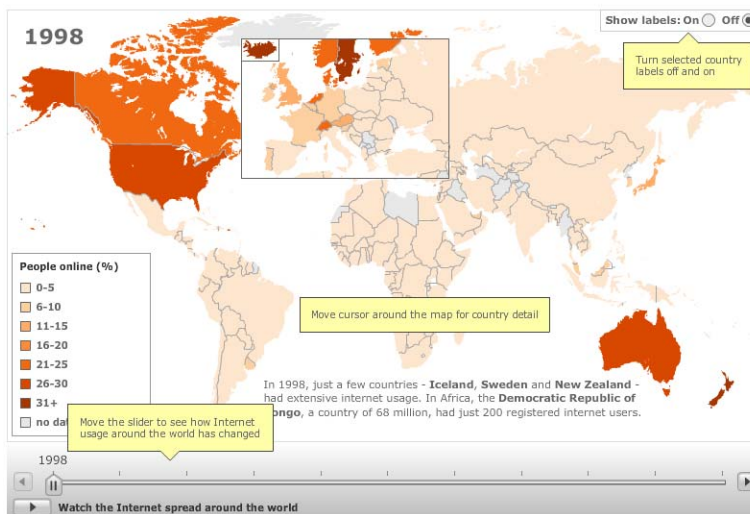
Facebook, Twitter, LinkedIn, or a Website are roads that lead to your Internet identity



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Internet 1998

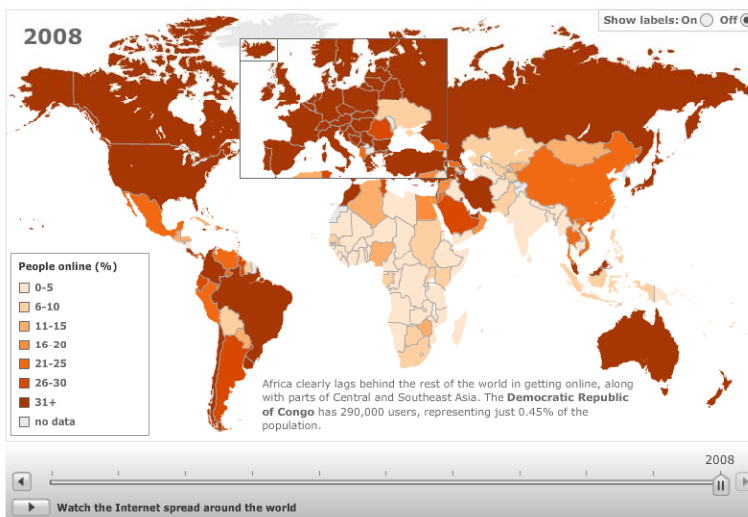


Source: <http://news.bbc.co.uk/2/hi/technology/8552410.stm>

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Internet 2008



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Internet matters: The Net's sweeping impact on growth, jobs, and prosperity

by Matthieu Pélissier du Rausas, James Manyika, Eric Hazan, Jacques Bughin, Michael Chui, Rami Sadek

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The Internet is a vast mosaic of economic activity, ranging from millions of daily online transactions and communications to smartphone downloads of TV shows. But little is known about how the web in its entirety contributes to global growth, productivity, and employment.

Video

New McKinsey research into the Internet economies of the G-8 nations as well as Brazil, China, India, South Korea, and Sweden finds that the web accounts for a significant and growing portion of global GDP. Indeed, if measured as a sector, Internet-related consumption and expenditure is now bigger than agriculture or energy. On average, the Internet contributes 3.4 percent to GDP in the 13 countries covered by the research—an amount the size of Spain or Canada in terms of GDP, and growing at a faster rate than that of Brazil.

First quantitative assessment of the

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Source: http://www.mckinsey.com/Insights/MGI/Research/Technology_and_Innovation/Internet_matters

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Internet is Pervasive: What “They” Do Matters...

“Today the Internet is how we do (almost) everything. Our phone calls are made using **Skype**. We video chat over **Google** Hangouts, and we communicate via **Facebook**, **Twitter** and **iMessage**. Twitter is the new Associated Press. **Vimeo** is our PBS, and **YouTube** and **Hulu** are the new broadcast networks. **Amazon** is the mall and **iTunes** is our Virgin Megastore. **Pandora** is our radio and **Spotify** is our jukebox.”

Source: <http://gigaom.com/2012/02/16/the-slow-rise-of-the-somoclo-os/>

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But Still...Why Bother?

- **40%** of legal professionals surveyed said blogging and social networking initiatives have already **helped their firms bring in new work**.¹
- **78%** of Executive-level buyers **go online to search for outside legal professionals**.²
- **55%** say a law firm’s blog **influences hiring decisions**.³
- **84%** of in-house counsel **perceive blogs as credible**.³

¹ Source: [ALM Legal Intelligence](#)

² Source: [Greenfield/Belser](#)

³ Source: [InsideCounsel, Zeughauser Group & Greentarget](#)

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Benchmark

- 7 out of the top 10 law firms blogging
- 6 out of the top 10 accounting firms blogging



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Begin with End in Mind



Is your **reputation** being enhanced?



Is your **network of relationships** growing?



Are you establishing yourself as a **subject matter expert**?



Are you getting not just clients, but **high quality clients**?

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Real-life Examples



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Real-life Examples



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Real-life Examples



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Real-life Examples

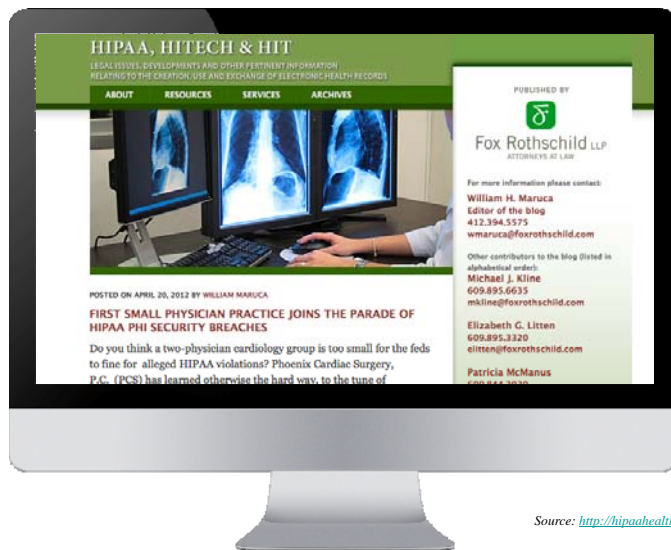


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Real-life Examples

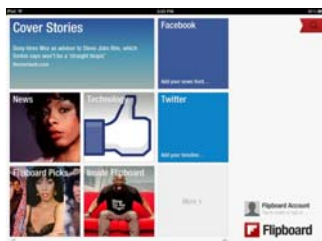


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Panel Discussion



Google Alerts

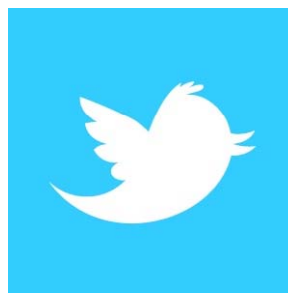
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Questions?

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