Social Media for Lawyers: Looking Good, Doing It Right

Some lawyers and law firms dismiss social media in terms of marketing, but it can be a difference maker if you know where to be online and what to do once you get there, advises Bruce Vincent of **Muse Communications**.

Once you've embraced the notion of devoting some thought and effort to social media marketing, it's time to determine where the people you want to reach can be found online, and that requires identifying your social media audience.

The article also offers some advice on what lawyers should say online, and the importance of staying the course on social media.

Read the article.