

How Showcasing Softer Content and Your Firm's Culture Can Enhance Your Social Media Efforts

"Using social media to support your firm's and lawyers' business development efforts should be at forefront of everything you do on LinkedIn, Twitter, Facebook, etc. If the post doesn't support your firm's strategic goals, take a time out to think about why you are even doing this and rethink your strategy," writes Stefanie Marrone in The Social Media Butterfly's *Insights*.

"Don't use your social channels to only focus on your firm's work and its substantive news, events and publications – that can make your firm seem dry, a little boastful and devoid of personality and heart."

"Firms should also showcase their "softer" side, which can support their business development efforts, because clients want to peek behind the curtains on the firms on which they rely."

"Showcasing the softer side of your law firm humanizes your firm and makes your lawyers more relatable. Include posts about firm life, pro bono and community service, upcoming holidays, as well as profiles on lawyers and alumni, and photos from firm events."

Read the article.