

ATTORNEY AT WORK 3RD ANNUAL

# SOCIAL MEDIA MARKETING SURVEY REPORT



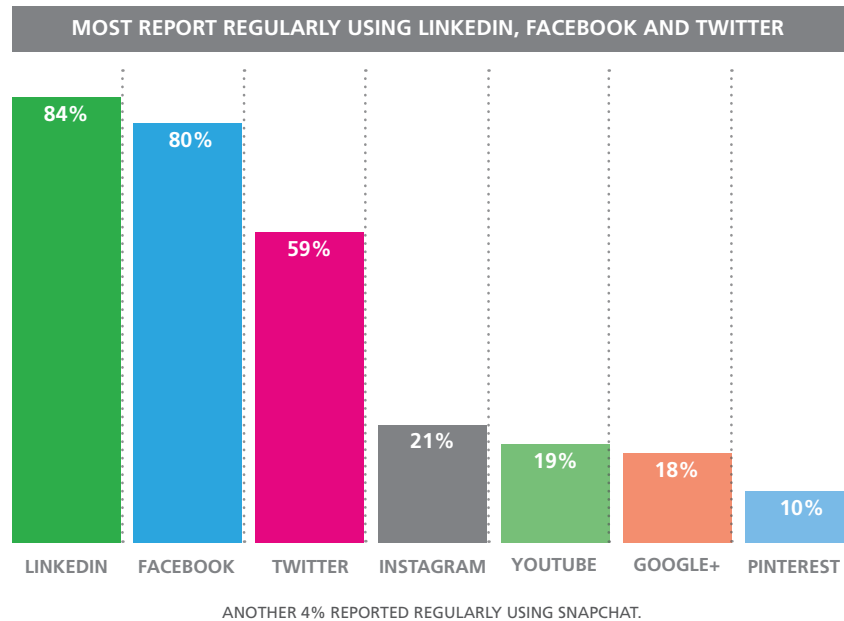
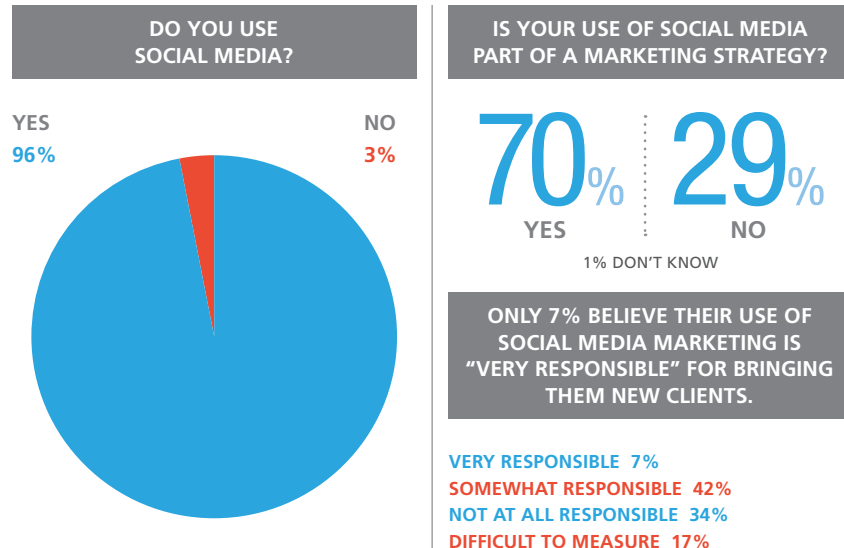
# Attorney at Work Social Media Marketing Survey

This is the third year we've asked lawyers about their social media habits, preferences and attitudes. Here is what we learned from the 302 lawyers who responded to the survey, conducted in February.

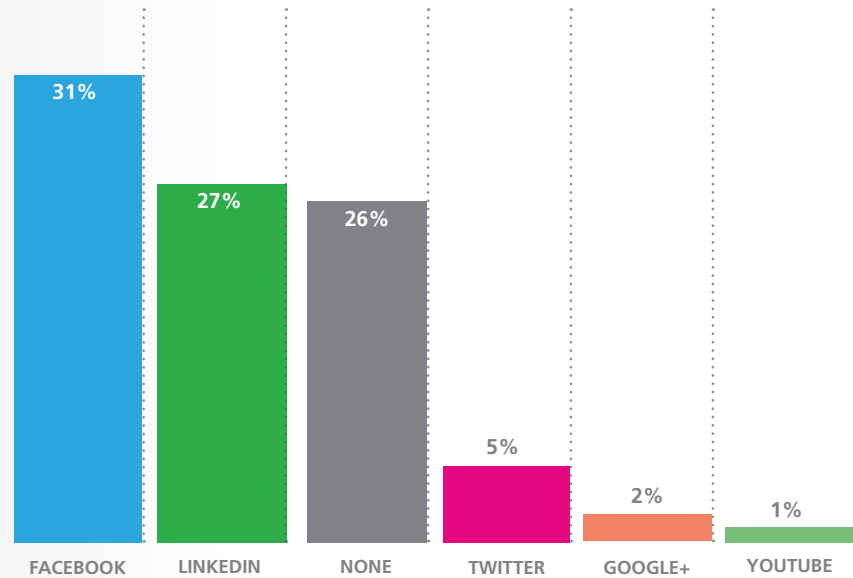
- **What's the social media story for lawyers this year?** Nearly everybody is now using social media: 96 percent of responding lawyers say they do. What's more, 70 percent of this year's respondents say it's actually part of their overall marketing strategy (compare that with 60 percent just two years ago).
- **Which sites are regularly used?** Facebook is getting more love than ever — 80 percent of lawyers responding say they use it regularly, up from 72 percent last year. Twitter use is growing, too. Last year, 47 percent of lawyers said they regularly use Twitter — that has jumped to 59 percent. LinkedIn is still No. 1 among lawyers, but it is falling behind a bit — 89 percent reported using it regularly last year compared with 84 percent this year.
- **What's used most often?** When asked which platform they use most often, Facebook came out on top: 48 percent of the lawyers cited Facebook compared with 27 percent who said they spend more time on LinkedIn. (Perhaps that's why LinkedIn is making big changes over there.)
- **But is it working?** Only 7 percent of this year's responding lawyers say they believe their use of social media is *directly* responsible for bringing in new clients. (That's an increase over last year, when only 3 percent said it was directly responsible.) However, 42 percent say it is "somewhat" responsible. As for which platforms are most effective for bringing in new business, Facebook again took first place at 31 percent with LinkedIn second at 27 percent. "None" was a close third, at 26 percent, and Twitter a distant fourth at only 5 percent. When asked, "Do you believe lawyers are actively using social media for marketing purposes or is it really more hype than reality?" lawyers were split: 44 percent say they do believe lawyers are actively using it, while 43 percent think it is hype.
- **Do lawyers handle all of their social media marketing activities themselves?** Most do, according to the survey results: 67 percent do it all, while 23 percent say they get some help, and 10 percent say it is all handled by someone else.
- **How are lawyers managing multiple social accounts and scheduling their marketing activities?** When asked, "Do you use any social media management tools such as Hootsuite, Google Analytics, TweetDeck, Buffer, etc.?" 38 percent say they take advantage of management tools, while 58 percent say they do not.
- **About solo practitioners.** Compared with last year's results, more solos are talking the social media talk and walking the social media walk: 94 percent say they are using social media — 10 percent more than last year. In addition, 75 percent say they use social as part of their marketing plan, compared to 70 percent of all lawyers surveyed. Solos continue to use LinkedIn first (82 percent) and Facebook second (78 percent), but Twitter is gaining a greater following over past years. Almost 60 percent of solos reported using Twitter — a 14 percent increase over 2016. However, Facebook pulled into first place — at 34 percent compared with 22 percent for LinkedIn — when we asked which platforms are most effective for bringing in new business. Twitter was next, pulling only 3 percent.
- **Paid social advertising.** For the first time, we asked respondents if they are using paid social media advertising to market their firms. Of the 40 percent who said yes, 50 percent regularly use Facebook Ads, the most popular platform for this by far. In contrast, only 8 percent pay for LinkedIn ads and only 4 percent purchase Twitter ads.
- **Content sharing.** We also inquired about content-sharing platforms — websites that help lawyers and law firms distribute articles. We learned that of the 31 percent who reported using a platform beyond their own blog, website or social media accounts, 32 percent are using LinkedIn's publishing platforms and 26 percent are using Facebook publishing tools, while 9 percent use JD Supra and 7 percent use Medium.

## Lawyers on Social Media: 2017 Survey Results

Here's how the 302 lawyers who responded to Attorney at Work's 2017 Social Media Marketing Survey tell us they are using social media.



### WHICH DO YOU THINK ARE THE MOST EFFECTIVE SOCIAL MEDIA PLATFORMS FOR BRINGING IN NEW BUSINESS?



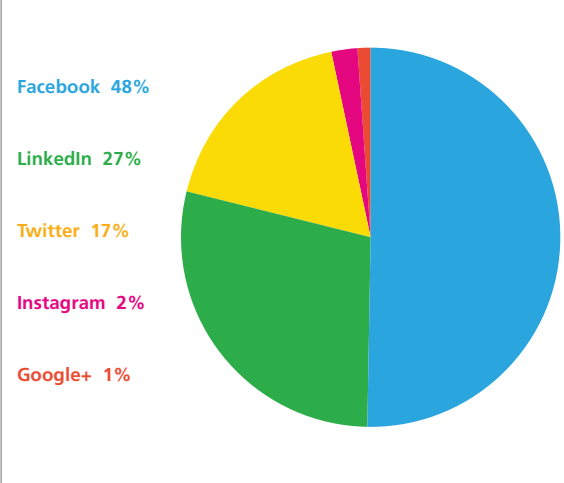
### DO YOU BELIEVE LAWYERS ARE ACTIVELY USING SOCIAL MEDIA FOR MARKETING PURPOSES OR IS IT REALLY MORE HYPE THAN REALITY?

44%  
ACTIVELY USING

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43%  
MORE HYPE

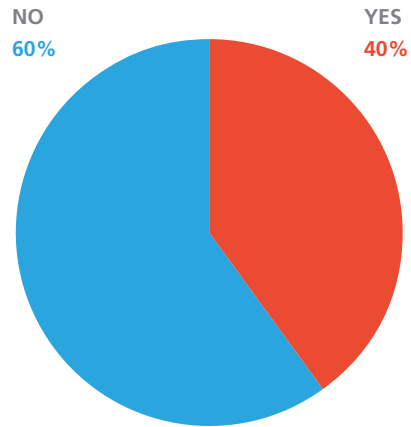
### WHEN ASKED WHICH PLATFORM THEY USE MOST OFTEN, FACEBOOK IS NO. 1



## Advertising and Content Sharing

For the first time, we asked lawyers if they use paid social media advertising and content-sharing platforms in their social media marketing plans.

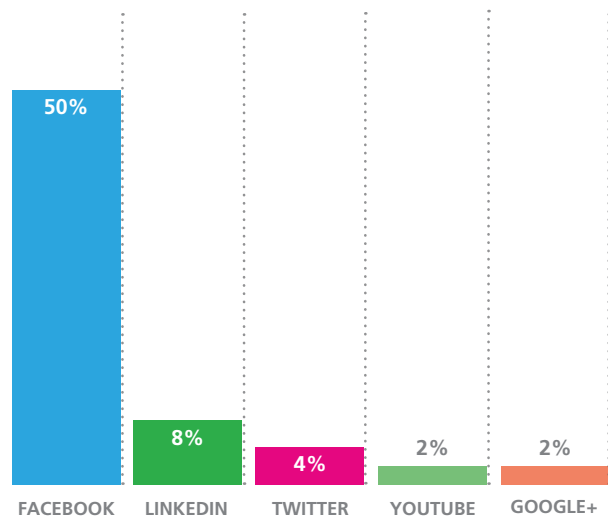
### DO YOU USE PAID SOCIAL MEDIA ADS?



**40%**  
USE PAID SOCIAL ADS

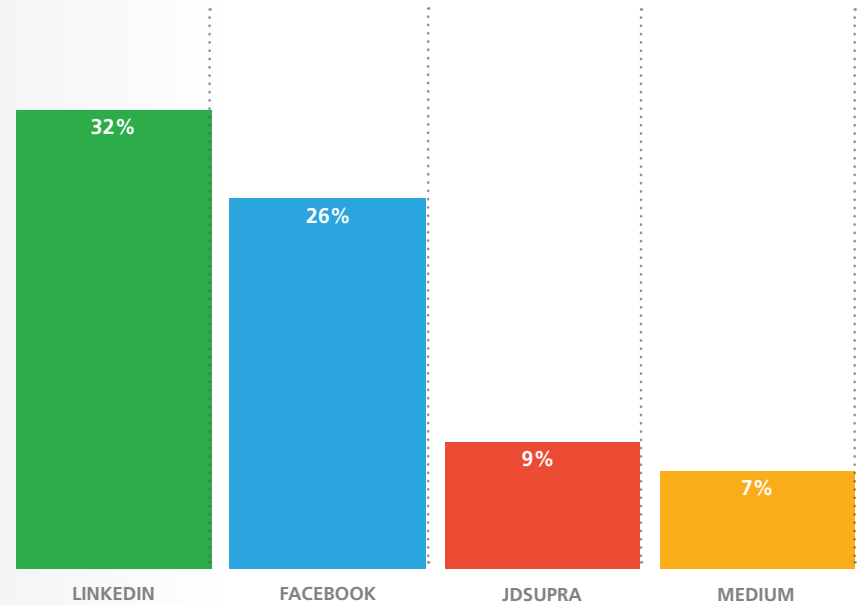
**31%**  
USE A CONTENT SHARING PLATFORM

### WHICH PAID SOCIAL MEDIA ADVERTISING PLATFORMS DO YOU REGULARLY USE?



Of the 40 percent who reported using paid social ads, 50 percent use Facebook advertising services. LinkedIn ads followed with only 8 percent and Twitter ads came in third at 4 percent.

### WHICH CONTENT SHARING PLATFORMS DO YOU USE

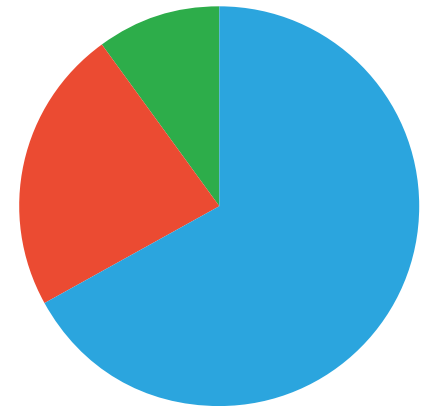


## Who Does All the Social Media Work?

When asked, "Do you handle all the writing and updating for social media marketing yourself, or does someone else assist you?" 67 percent said they do it all themselves.

### WHO HANDLES YOUR SOCIAL MEDIA ACTIVITIES?

I handle it all myself **67%**  
I have assistance from someone else **23%**  
It is handled by someone else **10%**

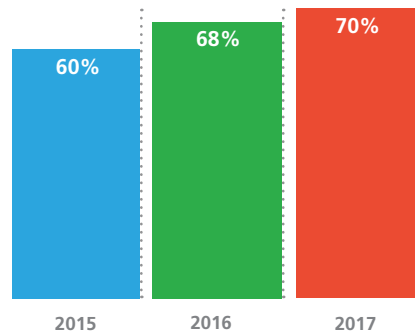


## Lawyers on Social Media: 2015-2017 Trends

Comparing the past three years of survey data, a couple of trends emerge.

First, more lawyers are incorporating social media into their marketing plans: 70 percent in 2017 compared with 60 percent in 2015. And LinkedIn seems to be stuttering slightly, while Facebook is gaining ground.

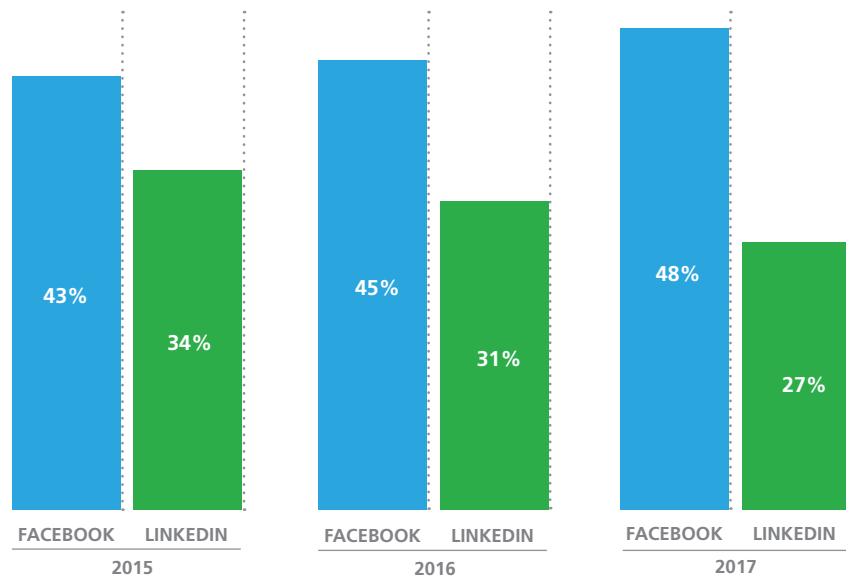
### PERCENTAGE OF LAWYERS WHO USE SOCIAL MEDIA AS PART OF A MARKETING STRATEGY



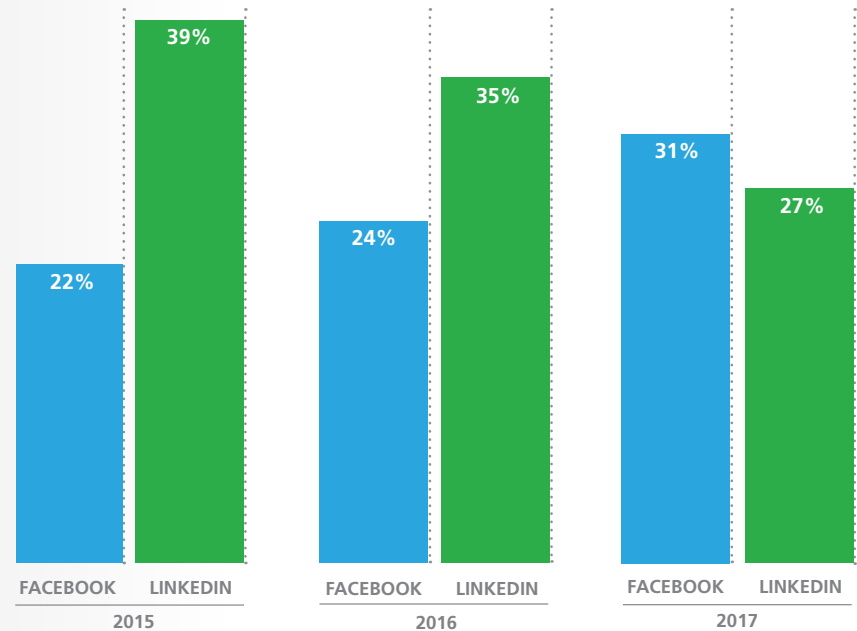
### THE BIG TWO

In terms of frequency of use, Facebook pulled ahead slightly. Since 2015, we've seen a 5 percent bump in the number of lawyers citing Facebook as the platform they use most often, while 7 percent fewer lawyers choose LinkedIn. More interesting: LinkedIn dropped from first to second place in perceived effectiveness at bringing in business, down from 39 percent in 2015 to 27 percent this year. Meanwhile, Facebook has taken the lead, moving up from 22 to 31 percent.

### FACEBOOK VS. LINKEDIN: WHICH PLATFORM DO YOU USE MOST OFTEN?



### FACEBOOK VS. LINKEDIN: WHICH PLATFORM IS MOST EFFECTIVE FOR BRINGING IN BUSINESS FOR YOU?



## Links to Essential Advice on Legal Marketing

- [How Lawyers Should Use Social Media in 2017](#) by Gyi Tsakalakis
- [Six Fundamental Gaps in Online Marketing for Law Firms](#) by Adrian Dayton
- [Crafting a Low-Stress Digital Marketing Strategy](#) by Tim Baran
- [Pros and Cons of Facebook Live Video for Law Firms](#) by Michael Mogill
- [Five Legal Marketing Trends to Watch](#) by Susan Kostal
- [10 Things That Should Be on Your Law Firm's Radar](#) by Mark Beese
- [What You Don't Know CAN Hurt You](#) by Sally Schmidt
- [Top Writing Tips for Busy Lawyers](#) by Susan Kostal
- [How to Improve the SEO of Your Bio](#) by Jaron Rubenstein
- [Getting Clients: For Lawyers Starting Out or Starting Over](#) by Marilyn Astin Tarlton
- [One of a Kind: A Proven Path to a Profitable Law Practice](#) by Jay Harrington

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