Establishing an Online Presence for Your Firm

- Social Media
- Analytics & Examples
- Q&A with Panelists
Choosing Your Platform:
Start Slow!

- Different Types of Social Media
- Building an Audience
- Scheduling Posts
When just starting out, pick one type of social media and do it well.

**Facebook**
- A great starting point
- Good for beginners
- Most people already have an account
- Easy to build following
- "Catch-all" Content

**LinkedIn**
- Less user-friendly
- Centers on networking and professional relationships
- Great place to promote training or job opportunities
- "Thought leader" content

**Twitter**
- Good place for firing off quick thoughts
- Great way to engage with other firms or organizations through retweeting with comments

Your First Post
Feeling stuck with your social media? If you’ve been meaning to spend some time filling out your communications calendar but aren’t sure how to start, we have the perfect webinar for you!

Join us at 12 pm for a webinar presented by Maxine Roberts, Communications and Outreach Coordinator at MVLS, with Singleton Matthews of Client First Services and Matthew Vocci of Santoni, Vocci & Creega, LLC as paneists. Click here to register today: https://attendee.gotowebinar.com/register/6945546333305281283
Megan’s Volunteer Lawyers Service

Welcome, Maryland Volunteer Lawyers Service!

Suggested for you:
- 75%
  - 3
- 100%
  - 1
- 50%
  - 1
- 75%
  - 356

Recent updates

Maryland Volunteer Lawyers Service

11/14/2018

Feeling stuck with your social media? If you've been meaning to spend some time filling out your communications calendar but aren't sure how to start, we have the perfect webinar for you!

Join us tomorrow at 12 pm for a webinar presented by Megan Roberts, Communications and Outreach Coordinator at MVLs, with Sigitation Matthews of Client First Legal Services and Matthew Voci of Santafe, Voss & Ormeo, LLC as panelists. Click here to register today: https://link.in.com/5wGkR
Following Accounts

- Follow other social media accounts similar to yours
- Interact with their content (liking, sharing, commenting)
- Always tag other organizations, firms, locations in posts
  - Type @ and then the first few letters of the firm or organization
Brainstorm - Ask yourself these questions before posting:

- What are you trying to accomplish?
  - Build a network? Showcase your expertise? Grow your client base?
- Who makes up my target audience?
  - What are their values?
  - What appeals to them?
- How can I connect with them best?
Figuring Out Where Your Different Audiences Hang Out

- Once you have different social media platforms, your audiences may look different for each platform
- Example: MVLS Facebook vs. LinkedIn
- Adjust your content, posting style, and frequency based on each unique platform
  - This will take some time, but through trial and error, you can strike the right balance.
What makes a successful social media post?

- Photos (especially of people)
- Video
- Tagging any outside organizations, publications, or locations mentioned
  - The more you tag, the more visible you become in other people’s feeds
- A clear “Call to Action”
  - A link to click through to with more info
How to Create Content

- “Behind the Scenes” content
  - or “Day in the Life” content

- Shift office culture to center on online presence
  - Taking photos/video at all events and posting about them

- Share articles related to the issues your firm/organization addresses
  - Establish yourself as a “Thought Leader”
  - Provide your take and relate to your work

- Set up your Google Alerts

Free Stock Images

- StockSnap.io
- Pexels.com
- Unsplash.com

More free sites here:
https://blog.snappa.com/free-stock-photos/
Facebook has a built-in scheduling option that you can use for free with your account.

Other Free Social Media Management Platforms:

- Hootsuite
- Likeable Hub
- Buffer
- TweetDeck
  - (just for Twitter)
- Helps you collaborate with your coworkers
- Creates a visual so you can see what your content ratio looks like

<table>
<thead>
<tr>
<th>Week</th>
<th>Network</th>
<th>Time</th>
<th>Content Type</th>
<th>Topic</th>
<th>Copy</th>
<th>Link</th>
<th>Notes</th>
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<tbody>
<tr>
<td></td>
<td>Facebook</td>
<td>9:30AM</td>
<td>New Blog Post</td>
<td>Creative content ideas</td>
<td>Creative content ideas</td>
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<tr>
<td></td>
<td>LinkedIn</td>
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<td>New Blog Post</td>
<td>New week</td>
<td>New week</td>
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<td>How to use LinkedIn</td>
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<td><a href="#">Link</a></td>
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</tbody>
</table>

Download for free here: [bit.ly/HSContentCalendar](#)
Rule of Thirds

- $\frac{1}{3}$ of your content promotes your business or generates leads
- $\frac{1}{3}$ of your content comes from other sources that align with your business
- $\frac{1}{3}$ of your content engages with followers directly, either through answering questions, responding to comments, or reposting user-generated content

Another ratio is the 80/20 rule: 80 percent helpful and interesting content for every 20 percent of content that’s selling your product.

Hootsuite’s blog: blog.hootsuite.com/how-to-create-a-social-media-content-calendar/
Establishing an Online Presence for Your Firm

Social Media

Analytics & Examples

Q&A with Panelists
Analytics and Examples

Utilize Built-In Analytics

Other MVLS Examples
Free Analytic Tools

Followers
Likes
Reach
Posts

Facebook, LinkedIn, Twitter, and Instagram all have built-in analytic tools.
All Posts Published

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/14/2018</td>
<td>Congratulations to Michelle Daugherty Siri and Yun Jung Yang</td>
<td></td>
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<tr>
<td>11/14/2018</td>
<td>Feeling stuck with your social media? If you've been meaning to spend</td>
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<td>11/13/2018</td>
<td>Can you lend your hand and support the thousands of Marylanders in need</td>
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<td>11/12/2018</td>
<td>MVLS had a great time at the Maryland State Bar Association</td>
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<tr>
<td>11/12/2018</td>
<td>Happy Veterans Day! Thank you to all the veterans for your service. in the</td>
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<td>11/10/2018</td>
<td>Maryland Volunteer Lawyers Service shared a photo.</td>
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<td>11/09/2018</td>
<td>We had a very productive day at the MSBA Solo Summit today. Thank you</td>
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<td>11/09/2018</td>
<td>Free Upcoming Trainings from MVLS! We'll be covering everything from</td>
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<tr>
<td>11/06/2018</td>
<td>MVLS Executive Director Bonnie Sullivan was recognized as one of</td>
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<tr>
<td>11/06/2018</td>
<td>It's always an honor to join together and recognize the impressive work of</td>
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</tbody>
</table>

Boost Post
Facebook, LinkedIn, Twitter, and Instagram all have built-in analytic tools. This is the best way to see how successful your posts are with your target audience!

- **Original question:** What do you want to accomplish?
Examples from MVLS

Sharing articles

Getting staff involved
Our November Volunteer of the Month feature is now live! We’re excited to highlight Arlene Grove, an Enrolled Agent, and all of the awesome work she has done for clients as part of our Low-Income Taxpayer Clinic.

When asked what her favorite part of volunteering with MVLS is, Arlene responded, “Watching the lines disappear from the foreheads of taxpayers who never deserved to be that confused...hearing them sigh with genuine relief, gratefulness, and hope.”

Learn more about Arlene and her views on pro bono on our website: https://mvslaw.org/november-2018-arlene-grove/

MVLS Executive Director Bonnie Sullivan was recognized as one of Maryland’s Most Admired CEOs by The Daily Record! We are thrilled to see her leadership and ingenuity being highlighted. Read more here: https://thedailyrecord.com/2018/11/05/bonnie-sullivan/
Using “National ___ Day” to your advantage
Establishing an Online Presence for Your Firm

Social Media

Analytics & Examples

Q&A with Panelists
How did you get started with updating your website and using social media?

What has your experience been like using different forms of social media?

How did you develop your audience and following?

How has your online presence benefited your firm and the work you do?

How do you address negative comments or reviews?
Volunteering with MVLS
WELCOME TO THE MVLS PRO BONO PORTAL!

Select a case today by reviewing available cases shown below in real time. You can click "Learn More" to express your interest in the case, or click "Share Case" to forward the available case to a colleague.

If you are not currently a MVLS volunteer, please click here to register.

By taking a case today, you are helping MVLS to ensure Justice For All.

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**Single Mom Can't Afford A Large Payment**

Client is being sued by her former landlord for $4146.59. She admits she owes some but not all of the debt and is hoping to reduce the amount she has to pay. Court date set for 7/20/18 at 1:30pm.

**I Admit To The Debt, But Can We Negotiate A Settlement.**

Client is being sued for $933.00 for failing to make payments towards a debt. Client agrees that she owes the debt. There are no judgments entered in the case. Client has paid approximately $300 toward the debt and would like to work out a settlement for the remaining. Affidavit Judgment Hearing: 7/23/18 at 10:00AM. Trial: 8/3/18 at 9:00AM.

**Landlord Requests The Move, Now Refusing My Security Deposit.**

Client filed suit against her previous landlord for the return of her security deposit and three times the amount. Client only lived in the property for 3 months.

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**Looking Towards A Fresh Start**

Client seeks help with expunging her criminal record.

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**Here's To New Beginnings!**

Client seeks to go over her criminal record with a volunteer and to have the eligible cases expunged from her record.
Questions?