

2011 Annual Education Conference & Resource Center Exhibition



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Desert Springs JW Marriott
Palm Springs, California



Social Media Supercharged!

April 29, 2011

Presented by:

Marina Sarmiento Feehan, University of San Francisco School of Law

Kimberly Yagelski, McDonnell Boehnen Hulbert & Berghoff LLP

Brianne E. O'Leary, Perkins Coie LLP

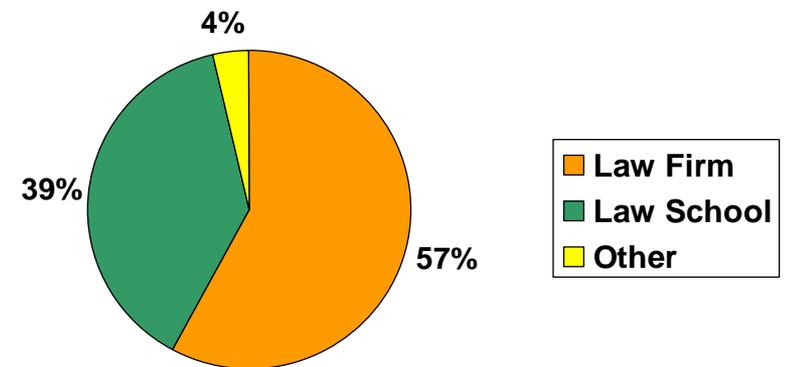
Lacie Marshall, McDermott, Will & Emery LLP

Agenda

- Introduction
 - Developing & Implementing a Social Media Strategy
 - Pitching Social Media to Your Firm/School
 - Supercharging Your Social Media Presence
 - Wrap Up & Questions
-

Outreach Survey

- 111 respondents
- Majority don't have social media plans
- 95% firms/schools use social media
- LinkedIn, Facebook, Twitter & blogs



Outreach Survey

- Firms: recruitment, business/client development, News
 - Schools: career-related articles, announcements, events
 - Creating original content
 - Limited tracking
 - Metrics: visitors, page views, fans, followers
 - NALPers are on LinkedIn
-



Developing & Implementing a Social Media Strategy



Social Media Tip: Tools vs. Strategy



The rush to start using the tools should NOT outweigh the need to formulate a social media strategy

Image Credit: 50 Social Media Icons by Ivan Walsh

© Mark Smiciklas, New Marketing and Social Media Strategist IntersectionConsulting.com/blog

Creating a Social Media Strategy

- Why a social media strategy?
 - Social media is long term endeavor
 - Having a plan is an easier sell to mgmt
 - Emphasizes importance of SM for business goals
 - Must set goals in order to measure success
 - Prevent misunderstandings
 - Avoid the social media time drain
-

Social Media Strategy Components

- **G.A.P.P.** Method:
 - **Goals**: make them **S.M.A.R.T.**
 - **Audience**: target audience(s)
 - **Procedure**: procedure & policy
 - **Platform**: SM platform / tools
 - *Integrate your social media strategy into overall marketing strategy and organizational goals!*
-

GAPP: Goals

- What are your business goals?
 - Awareness / Engagement
 - Build Client Base
 - Loyalty / Branding
 - Recruiting
 - Make goals **S.M.A.R.T.**
 - **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, **T**ime-limited
 - Example: Build Twitter following to 1000+ in one year through content and engagement
-

GAPP: Audience

- **Identify your target audience**
 - Segment into groups
 - clients/community at large; employees/recruits
 - students/alumni; legal community/law firms
 - **Research your audience**
 - Understand demographics, psychological motivations, online behavior
 - How do they use SM?
 - Where do they have an online presence?
 - What is their profile, preferences?
-

Free Info Source – SM Audience Research

Beth's Blog: How Nonprofit Organizations Can Use Social Media to Power Social Networks for Change

A place to share learning about nonprofits and social media, ROI, culture change, strategy, and more



[About Beth Kanter](#)

[Beth Kanter: About](#)

[Beth Kanter: CEO, Zoetica](#)



Beth Kanter on Facebook

 Like 8,245

[Beth Kanter on Facebook](#)

[Five Reasons to Read Beth's Blog](#)

[Co-Author, The Networked Nonprofit](#)

[iPhone App](#)



[« Using Google Apps for Your Social Media Listening Dashboard: Social Productivity | Main | What's Cooking in Tagging?](#)

»

NpTech Summary: Best (free) Sources To Get Social Media Audience Usage Research



Flickr Photo by [Lynetter](#)

Figuring out where your target audience is spending their time on the social web and what they are doing is an important prelude to crafting a social media strategy. This is a different activity than "[listening](#)." Thankfully, there is lots of research available about people who are using particular social media sites or tools. While there is no substitute for a commissioned market research study of your existing audiences' social media usage, you can certainly glean a lot of useful tidbits from secondary research reports. And, did I mention they are free?

http://beth.typepad.com/beths_blog/2008/09/nptech-summary.html

Pay Info Source – SM Audience Research



unleash your employees energize your customers transform your business

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What's The Social Technographics Profile Of Your Customers?

Forrester's Social Technographics data classifies consumers into [seven overlapping levels of social technology participation](#). Based on our proprietary Consumer Technographics survey data, we can share with you how social participation varies among your consumers globally and help you plan a targeted social technology strategy. Use this tool to get a high-level snapshot of the social technology behaviors of consumers.

A screenshot of a web-based tool interface. At the top, there is a teal header bar. Below it, a table lists seven consumer segments: Creators, Critics, Collectors, Joiners, Spectators, and Inactives. To the right of the table, there are columns for 'Percentage' and 'Count (All adults = 100)'. A large orange modal box is overlaid on the table, containing the text: 'SOCIAL TECHNOLOGY PROFILE TOOL', 'Profile your customers' social computing behaviors. Select age, country, and gender from the dropdowns above. The tool will automatically create a profile for your selected demographic group.', and a 'BUILD PROFILE NOW' button with a right-pointing arrow. Below the table, there are two buttons: 'Help' and 'About Forrester'.

| Consumer | Percentage | Count (All adults = 100) |
|------------|------------|--------------------------|
| Creators | | 0 |
| Critics | | 0 |
| Collectors | | 0 |
| Joiners | | 0 |
| Spectators | | 0 |
| Inactives | | 0 |

Source: Forrester Research's Consumer Technographics data.
Part of Forrester's [Groundswell](#) content.
Copyright 2009 Forrester Research



GAPP: Policy & Procedures

■ Policy

- ❑ Engagement: How will the organization engage its audience?
- ❑ Response: How will the organization respond to comments?
- ❑ Content: What type of content will you post?

■ Procedures

- ❑ Integrate social media into overall marketing / business strategy
 - ❑ Establish dedicated resources
 - ❑ Collaborate across departments
 - ❑ Roll-out: soft launch? One platform at a time? Cross-market?
 - ❑ ROI: Metrics for Success / Costs
 - ❑ Process for Refinement
-

GAPP: Platform

- Which SM platform is best for your audience?
 - Research = *where* your audience is
 - Select Platform after determining:
 - **G**oals
 - **A**udience
 - **P**rocedure & Policy
 - **P**latform is clear!
-

Implementing Your Strategy

■ Join the Conversation

- posting comments on blogs and forums
- answering questions on LinkedIn
- joining groups related to your industry
- joining Twitter chats, engage in #FF – Follow Friday

■ Develop Relationships

- following and friending "influencers" and those in your industry
 - take relationship off line and have "face time"
-



Pitching Your Case



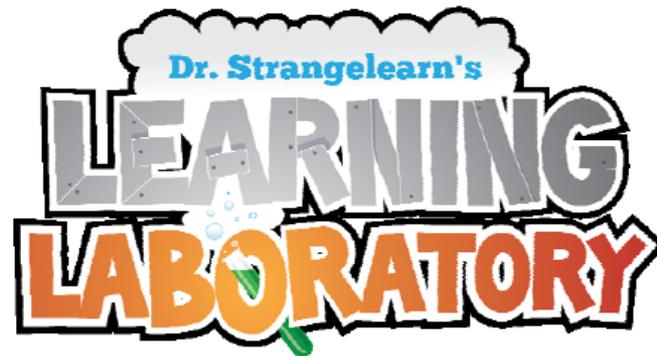
Overcoming Objections



The image shows a screenshot of a Slideshare presentation. At the top, the Slideshare logo is visible with the tagline 'present yourself'. Navigation links include 'HOME', 'GO PRO', 'CHANNELS', 'ZIPCAST', and an 'UPLOAD' button with an upward arrow. Below the navigation, the presentation title 'Overcoming Objections to Social Media' is displayed, along with the text '1 week ago'. A toolbar contains icons for 'Email', 'Favorite', 'Download', 'Embed', 'Zipcast', and 'More...'. The main content area has a blue background with the title 'Social Media – How to Overcome 10 Common Objections' and the subtitle 'What to say when your clients say “I can’t use social media because...”'. At the bottom of the content area, there is a row of icons: a 'DIGITAL STEW' logo, a white bag, a blue folder with a white 'f', a green bottle, a red folder, a white bag, an orange folder, and a green folder. The bottom control bar shows '1 / 14' and navigation buttons for back, forward, and full screen.

<http://www.slideshare.net/jkupferman/overcoming-objections-to-social-media>

Overcoming Objections



+

Dr. Strangelearn's Learning Laboratory
Objection Handling Support Guide

Overcoming objections to
social media



Pitching Your Case



Pitching Your Case

■ Target Audience

- Current attorneys: engaging on multiple levels
- Clients: seeing/hearing updates on the go
- Students: communicating electronically
 - Stats for GenY communication methods
 - Stats for GenX & Boomer methods

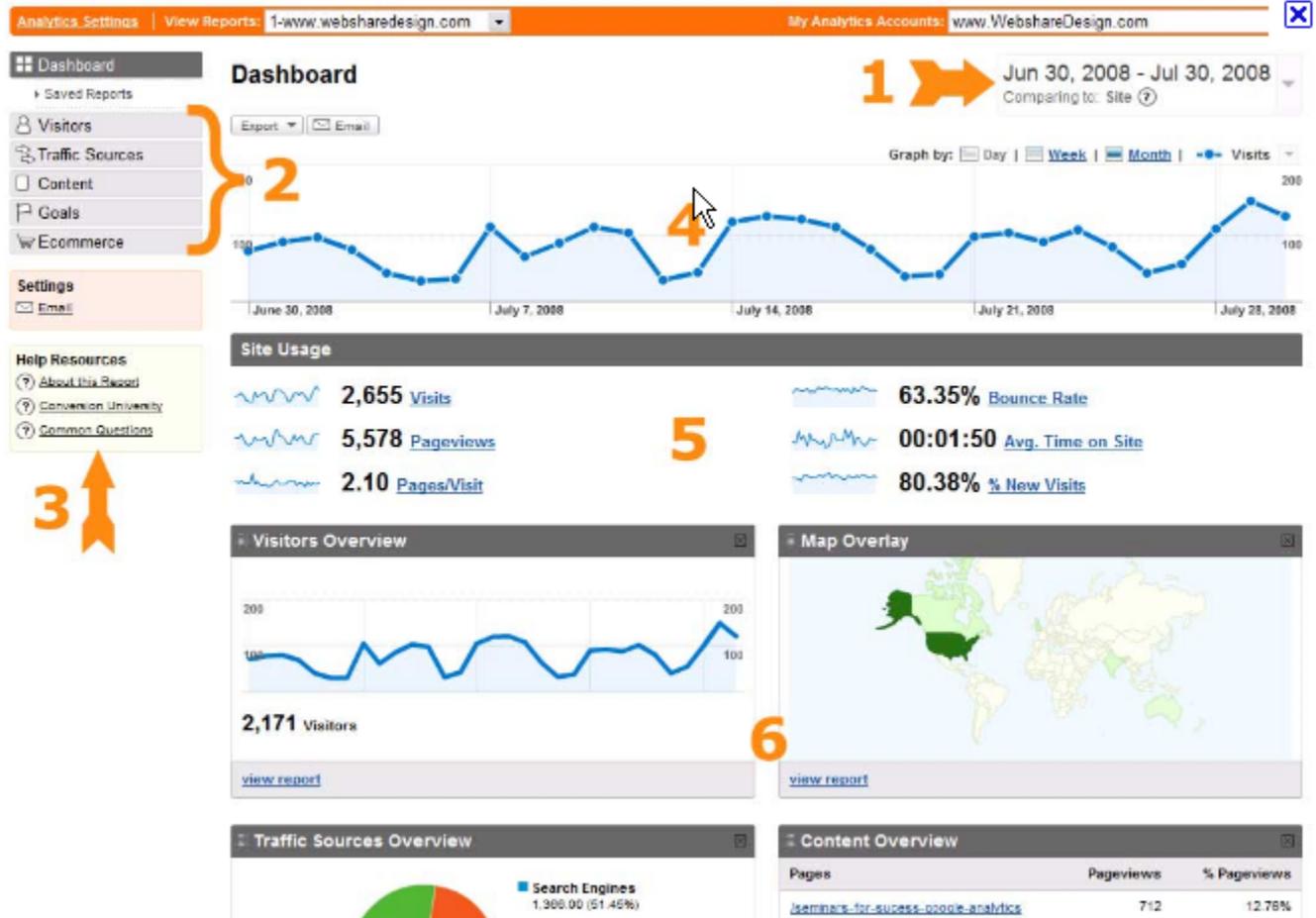
■ Millennials

- Reaching GenY
 - Differences between GenY, GenX, Boomers
-

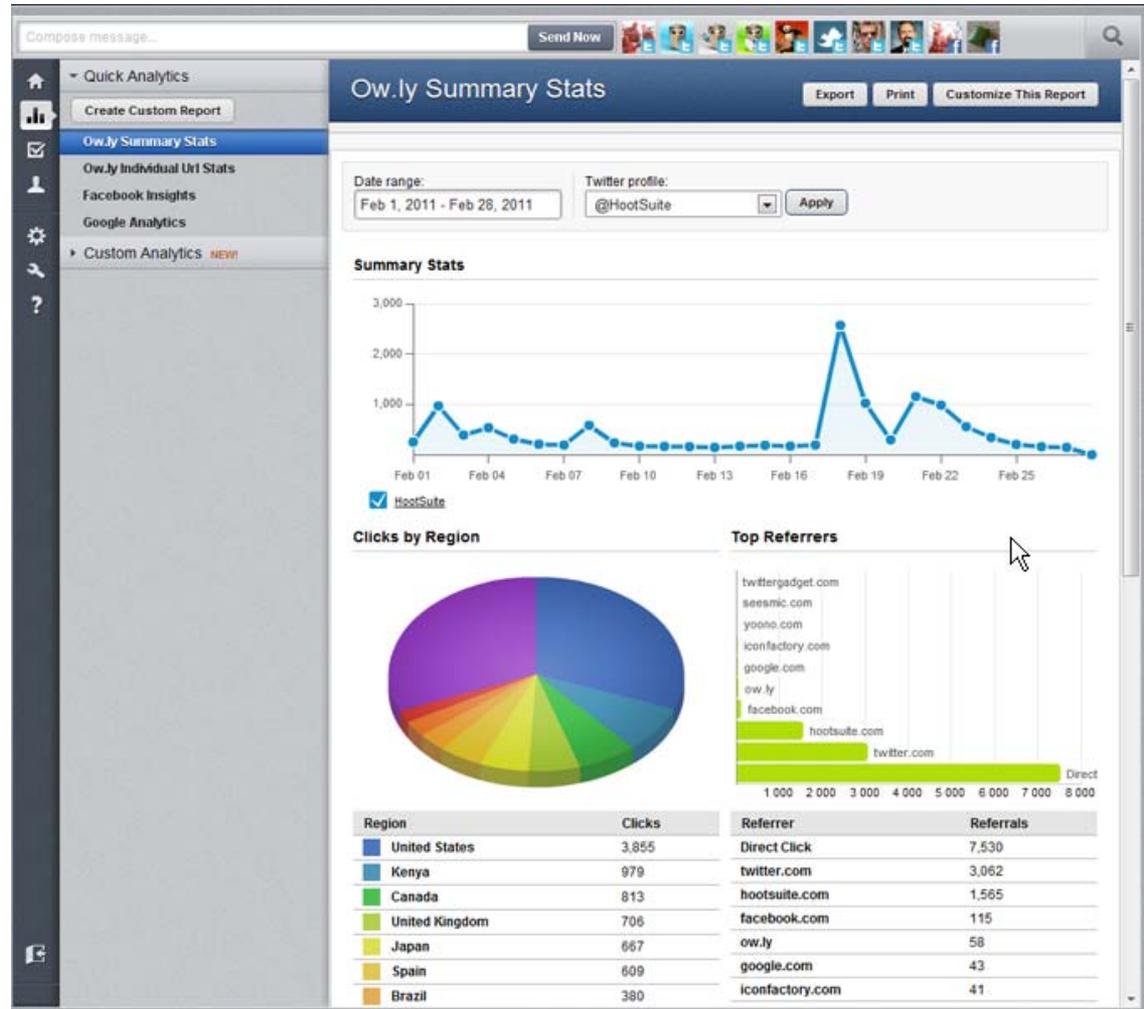
Pitching Your Case

- Where is your audience clicking?
 - Popular sites
 - Why are they on? (What they're looking for)
 - Where do you go?
 - Which social media platform fits best
 - How to choose
-

Analytics to Build Your Case



Analytics to Build Your Case



Analytics to Build Your Case



facebook Home Profile Friends Inbox Settings Logout Search

Ads Manager | Pages | Help | Switch to the Old Insights Promote your page

Lexicon 310 Interactions this week (7) 177 Likes 79 Comments 54 Wall Posts ★★★★★ 3.6 Post Quality (7)

Fans Who Interact With Lexicon [Learn More](#)

Choose a graph: Interactions

Total Interactions Comments Wall Posts Likes

290 Active Fans This Week (7) ▲ 280 Since May 01

| | Male | Female | Male | Female |
|-------|------|--------|------|--------|
| | 62% | 38% | | |
| 13-17 | 19% | 8% | 26% | |
| 18-24 | 22% | 8% | 30% | |
| 25-34 | 9% | 5% | 14% | |
| 35-44 | 6% | 6% | 11% | |
| 45-54 | 6% | 6% | 12% | |
| 55+ | 2% | 5% | 7% | |

| Top Countries | Top Cities | Top Languages |
|---------------|--------------|-----------------|
| United States | 275 New York | 16 English (US) |

[View All](#)

All Fans of Lexicon [Learn More](#)

Choose a graph: Total Fans / Unsubscribed Fans

Total Fans Unsubscribed Fans

91,109 Total Fans on May 03 ▲ 572 Since May 02

| | Male | Female | Male | Female |
|-------|------|--------|------|--------|
| | 49% | 50% | | |
| 13-17 | 16% | 18% | 34% | |
| 18-24 | 17% | 15% | 32% | |
| 25-34 | 7% | 7% | 14% | |
| 35-44 | 5% | 6% | 12% | |
| 45-54 | 2% | 3% | 5% | |
| 55+ | 1% | 2% | 3% | |

| Top Countries | Top Cities | Top Languages |
|---------------|-----------------|--------------------|
| United States | 86,161 New York | 3,410 English (US) |

[View All](#)

Importance of Social Media

- Wave of the future? Future is now!
 - Use of social media grew 1520% between 2008 & 2010

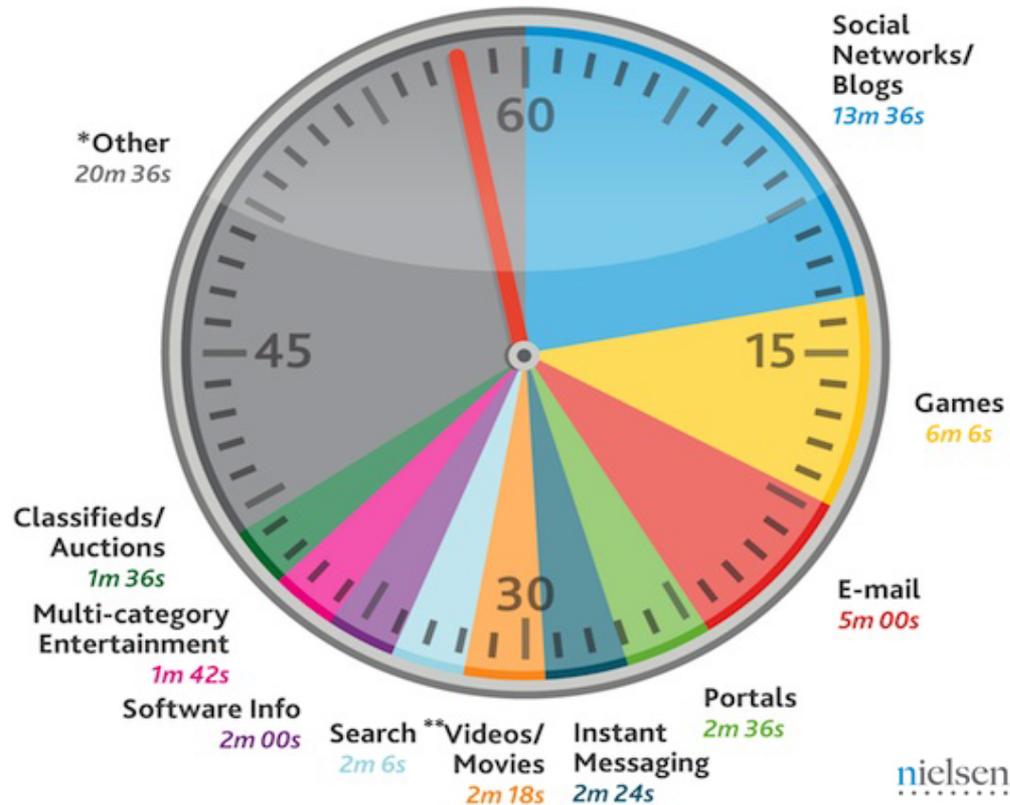


Top 5 Objections to Social Media

- #5 – Employees will goof off & can't be trusted.
 - #4 – I don't have time for social media.
 - #3 – We can't control the message!
 - #2 – Social media is a fad. Don't cave into the demands of the Millennials.
 - #1 – Social media has no business purpose. Competition isn't using it, why should you?
-

Internet Time Usage

If all U.S. Internet time were condensed into one hour, how much time would be spent in the most heavily used sectors?



Source: Nielsen NetView. June 2010

*Other refers to 74 remaining online categories visited from PC/laptops

**NetView's Videos/Movies category refers to time spent on video-specific (e.g., YouTube, Bing Videos, Hulu) and movie-related websites (e.g., IMDB, MSN Movies and Netflix) only. It is not a measure of video streaming or inclusive of video streaming on non-video-specific or movie-specific websites (e.g., streamed video on sports or news sites).

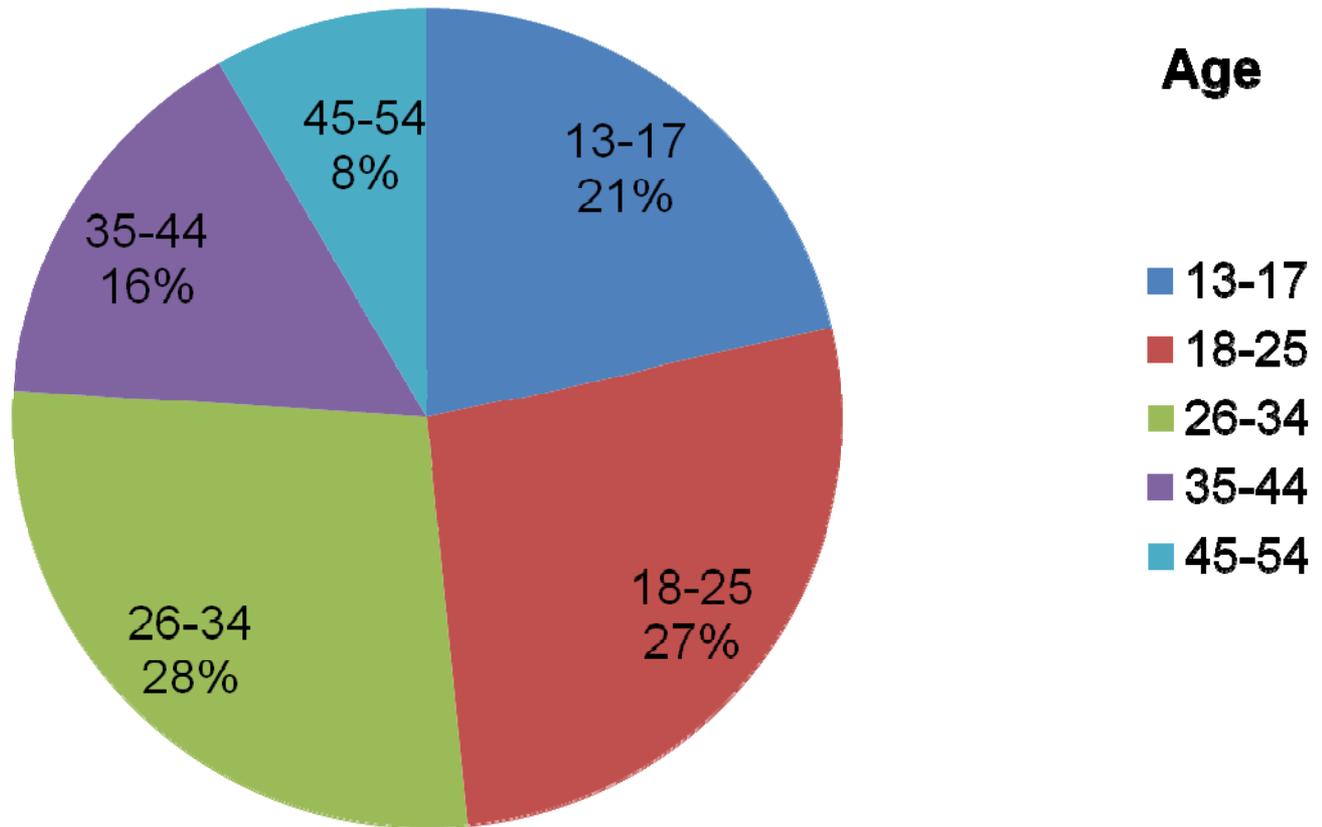
nielsen

Top 5 Objections to Social Media

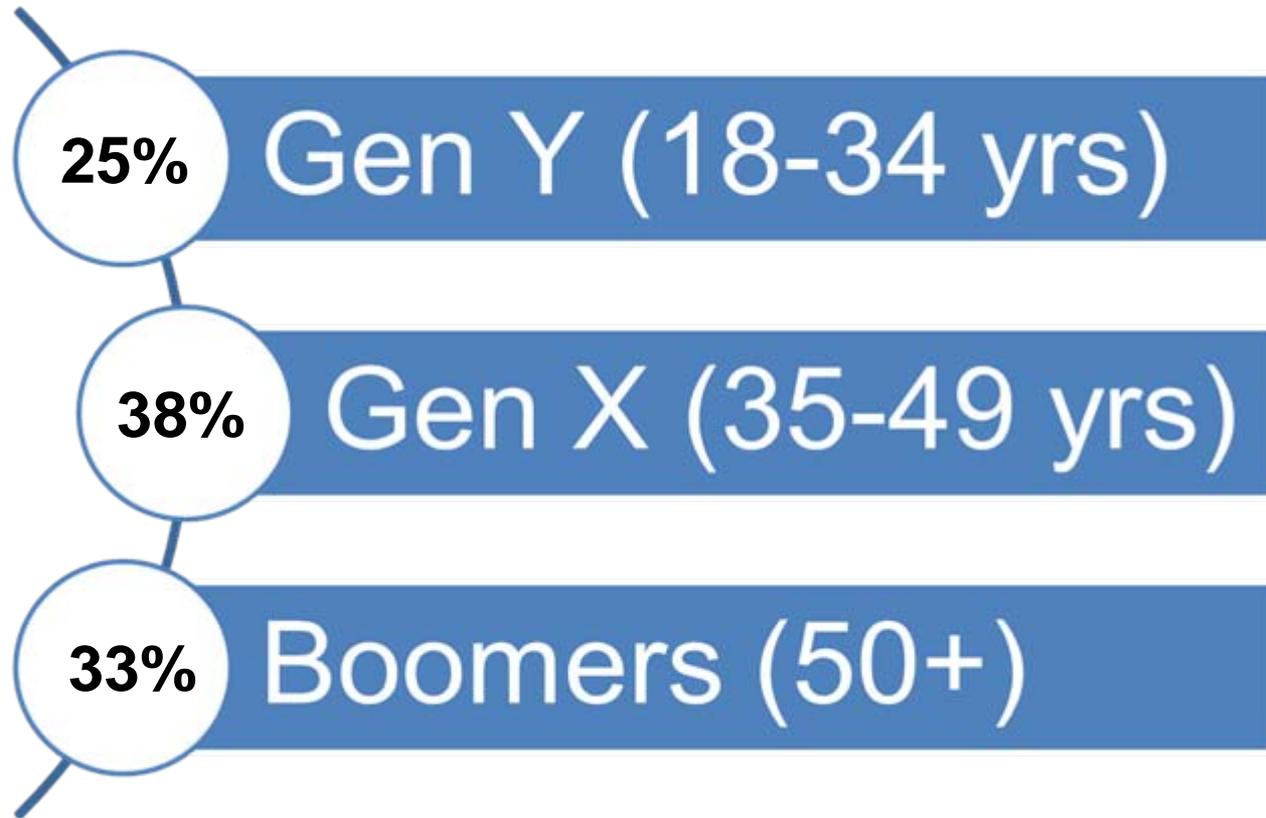
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 - #2 – Social media is a fad. Don't cave into the demands of the Millennials.
 - #1 – Social media has no business purpose. Competition isn't using it, why should you?
-

Breakdown of Facebook Users

User Percentage



LinkedIn Users



LinkedIn User Demographics



Education

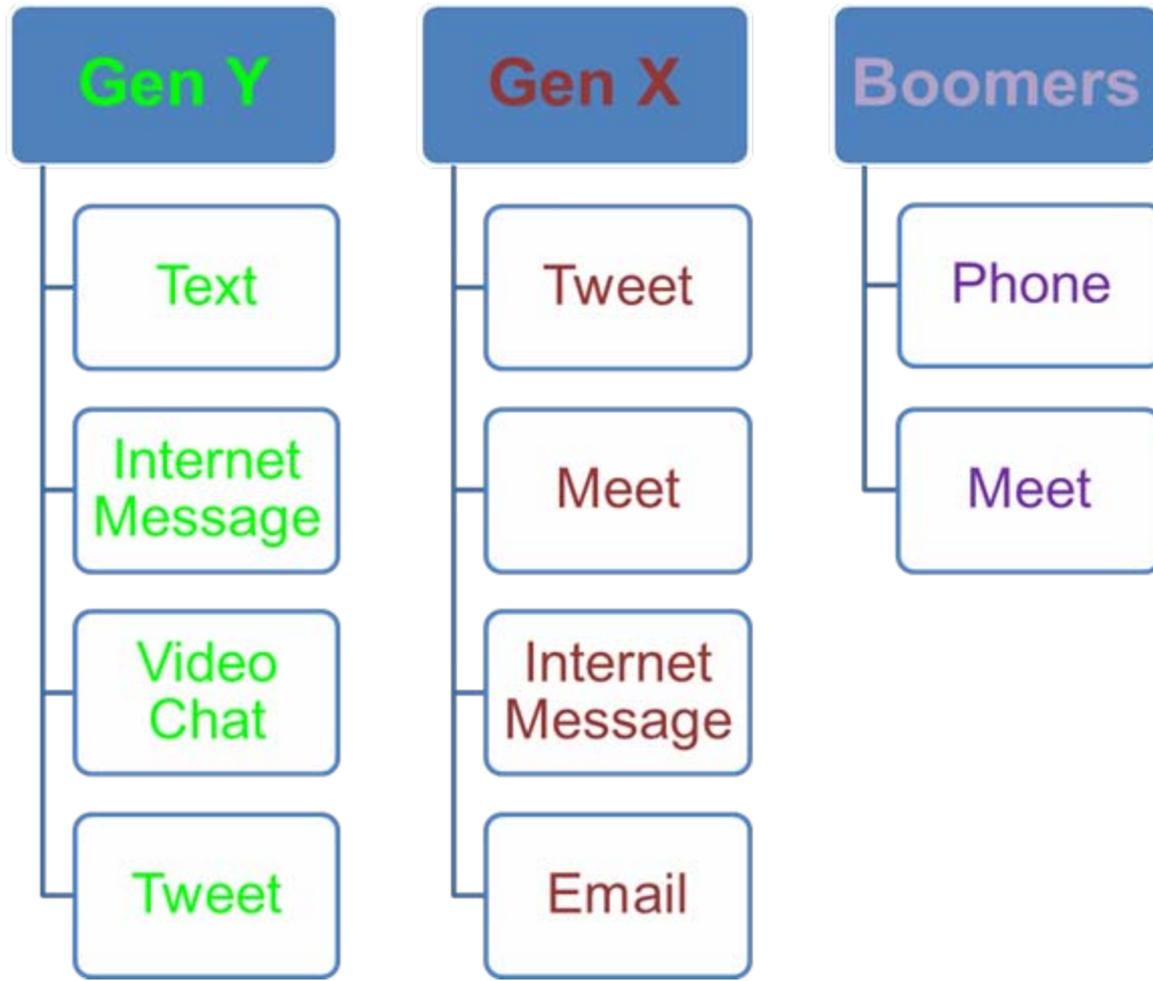
- 48%
- Bachelor's
- 27%
- Graduate



Socio-Economic

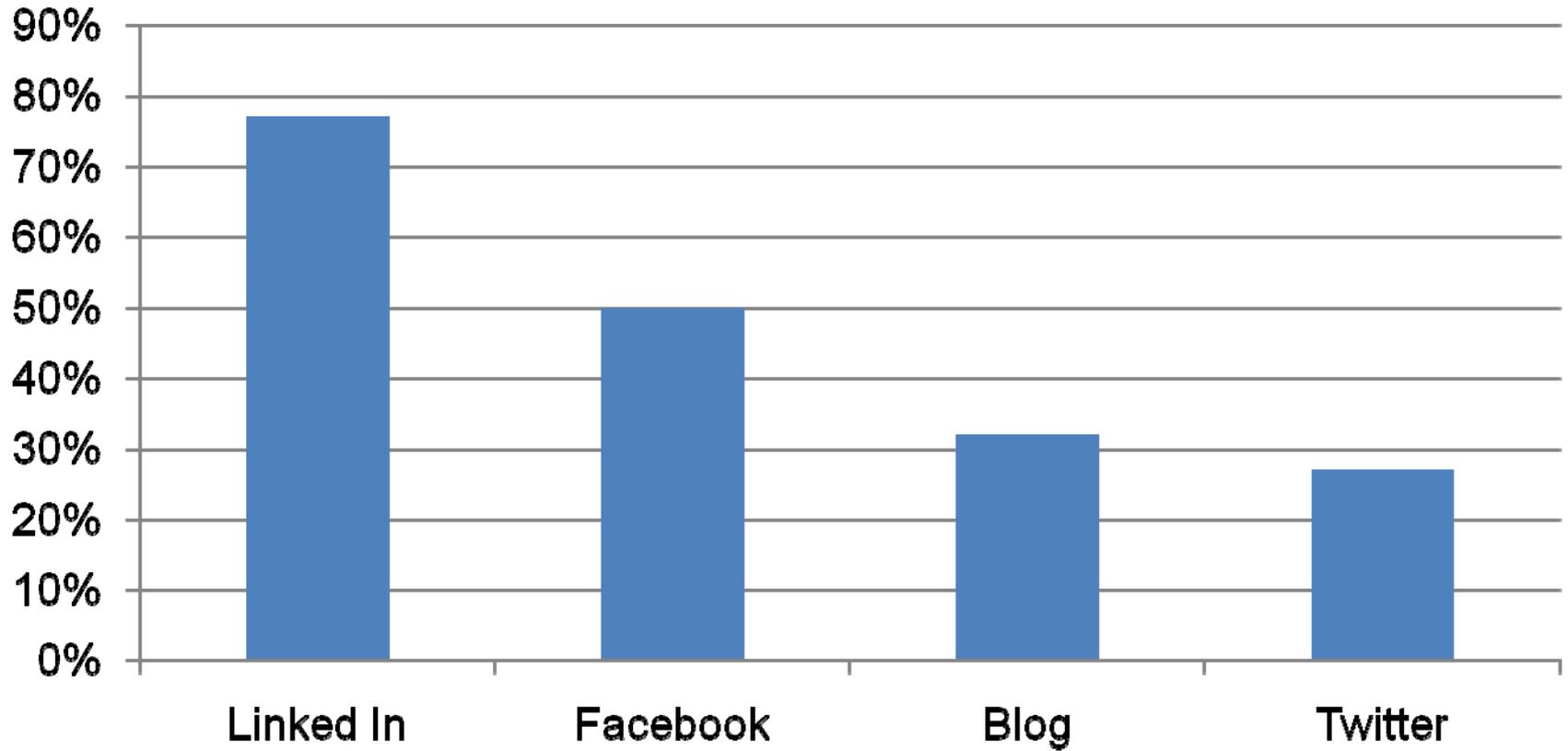
- 38% earn \$101k+
- 31% earn \$60k-\$100k

Communication by Generation

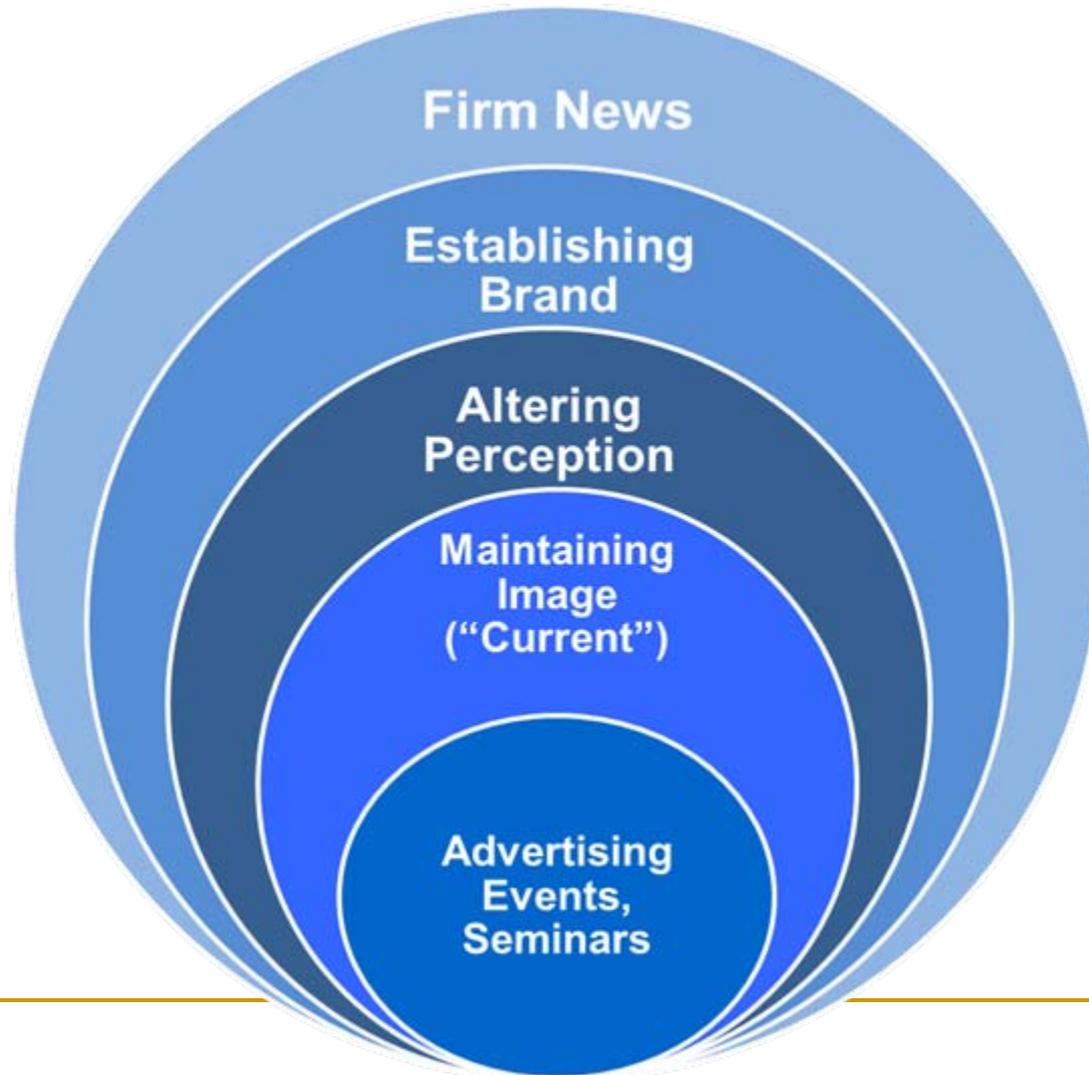


Your Competition is Using SM

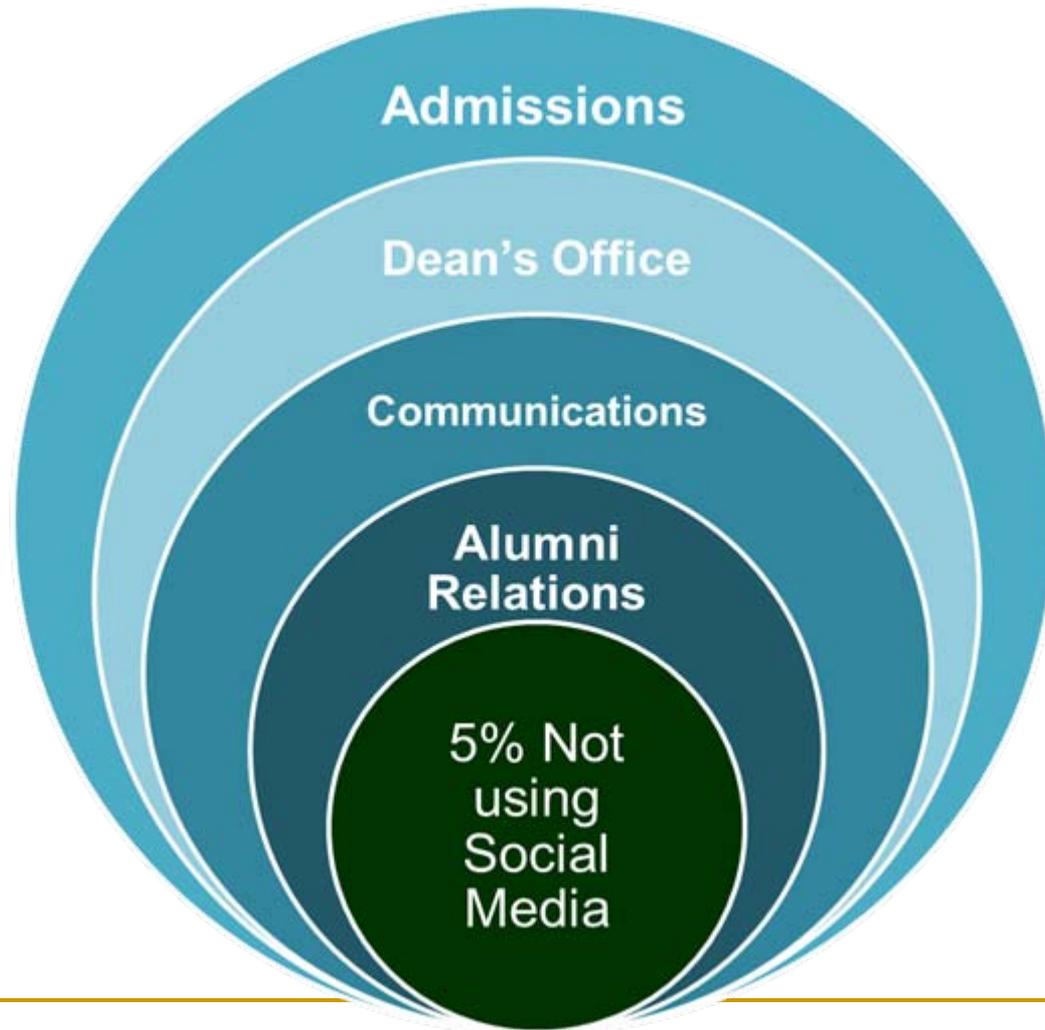
Most Popular Sites reported by Firms & Schools



Why Law Firms Use SM



Where Law Schools Use SM



Importance of Social Media

- Outreach & Marketing
 - Alumni connecting
 - Clients connecting
 - Firm News
 - Professional Development
 - Sense of belonging
 - Recruiting
 - No longer website dependent (web 2.0)
 - LinkedIn, Facebook, Twitter
-



Refining Your Strategy



Best Practices – Personal Branding

- Build your personal social media strategy
 - Goal
 - Audience
 - Procedures & Policies
 - Platform
 - Start with your bio/resume/profile
-

Best Practices – Web Profiles

- Current & regularly updated information
 - HOT key words + links = High SEO
 - What makes you unique? Be specific.
 - Client/industry experience
 - Leadership roles
 - Community service, pro bono
 - News, publications, articles, speaking engagements
 - Subject matter expertise
 - Awards & recognitions
 - Collaborate, coordinate & cross-sell
-

Best Practices – Personal Branding

- Protect & maintain your online identity
 - Reputation Defender
- Image is everything
- Be consistent
- Have a personal touch
- Be dynamic & purposeful
- Be efficient



Instapaper

Ping.fm
Say it.



Social Media Efficiency



TweetDeck v0.37.5

From: [User Avatars]

What's happening? DRAG MEDIA AND LINKS HERE

140 [Send]

All Friends

- Building trust between parents and children online [infographic] <http://is.gd/gNi9Ka>
- Proof that Napster killed the record industry, kerosene sales, the American farming industry and car theft - <http://bit.ly/hpydX1>
- One tiny transistor: 1.5 nanometer diameter <http://is.gd/43Zuxh>
- Mobile App Helps Users Learn Language From Real Life - <http://on.mash.to/h1Zwc1>
- and i don't mean in the tasteful sense. it was all animated and clouds drifting and sparkly.

Mentions

- @marinafeehan: u r most welcome! @priyafromsf thx for having USF law students over 4 Lunch with Lawyers; great mtg Wells Fargo GC."
- something many lawyers would do well to follow RT @marinafeehan: Writing strategy #2: write like you have to pay for every word. Be concise.
- Also note that @marinafeehan will be presenting a conference session on using social media at #nalp11: <http://bit.ly/dllOnP>
- Looking forward to hosting 17 law students at Wells Fargo for USF "Lawyers for lunch" program with @Marinafeehan at helm.
- Happy #FF @marinafeehan @BayAreaDivorce @PTOLawyer @AGoodLawyer @Law_Practice @MdAccidentLaw

Direct Messages

- mjsq: May is possible. Apr out as I'm @ NALP conf. Thx!
- Hrm, what about April (4.28) or May (5.26)? 9-10 pm Eastern. Ooo, awesome, lemme know if you want me to tweet out info for Feb reception!
- mjsq: Is it Feb 24th? If so, cannot as I'm putting on Diversity Reception for law school that night. Free 2/17.
- Not a problem. What about February? Happy 2011. :-)
- mjsq: Sorry for late response. I took a long vacay. Unfort, I've got work conflict now that night until 9:30pm/EST. @pag2010 might be avail.

Group: Faves

- Mobile App Helps Users Learn Language From Real Life - <http://on.mash.to/h1Zwc1>
- Leave it to #TEPCO to come up with an app that puts a team of Japanese weather girls in your pocket.. RT @CSscoutJapan <http://bit.ly/fDhW3S>
- #sharks #BeatLA #bandwagonhockeyfan
- Sony playing catch up with the S1 and S2 tablet. RT @gizmodoJapan: <http://twitpic.com/4pmeil> <http://twitpic.com/4pmioj>
- A big thank you to @JakeLaCaze for reminding me DMs actually exist!

Social Media Efficiency

Instapaper

Instapaper

Hello, [brianne.oleary@gmail.com](#). [Extras](#) · [Account](#) · [Log out](#)

A simple tool to save web pages for reading later.

[Browse](#) · **Unread** · [Liked](#) · [Archive](#)

[Add +](#)

♥ [Vegetarian Moussaka Recipe - Allrecipes.com](#) Text Archive
allrecipes.com · 4/21 · [Share](#) · [Edit](#) · [Delete](#)

♥ [Chron 200 — San Francisco Chronicle Annual Report on the Top Bay Area Companies](#) Text Archive
sfgate.com · 4/19 · [Share](#) · [Edit](#) · [Delete](#)

♥ [7 Tools to Increase Social Media Efficiency and Save A Ton of Time | Steinar Knutsen](#) Text Archive
steinarknutsen.com · 3/13 · [Share](#) · [Edit](#) · [Delete](#)

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ARCHIVE ALL... +

DOWNLOAD



Printable



Kindle



ePub

Best Practices – Training

- Know the tools
 - Understand & include internal social media policies & strategy
 - Understand & include privacy, security, confidentiality & employment law info
 - Collaborate with other departments
 - Utilize available training resources
-

Best Practices – Training

Resources

Overview

- What is LinkedIn?
- New on LinkedIn! 
- Blog
- Training Resources
- Customer Service

Site Features

- Homepage
- Profiles
- Jobs
- Groups
- LinkedIn Today and Signal
- Twitter
- Company Pages
- Answers
- Applications
- Mobile
- Settings/Personalization

User Guides

- Small Business
- New Users
- Students
- Job Seekers
- Entrepreneurs
- Attorneys**
- Business Development
- Consultants
- Journalists
- Non-Profits
- Venture Capital

Attorneys

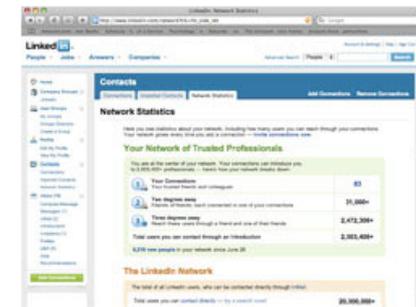
Leverage LinkedIn to expand your network, and quickly find the right information and resources.

ADVANTAGE Attracting proper public exposure helps potential clients find you.

LINKEDIN HELPS

- Maintain a rich [public profile](#) that displays your specific areas of expertise, prominent cases and matters handled, etc. This helps prospective clients searching for attorneys with a specific background & expertise find you in search results.
- [Connect](#) with past clients, colleagues, etc. Ensuring that your LinkedIn network truly represents your “real-world” relationships helps your exposure, and makes you more likely to appear in search results.
- Make it easy for potential clients to find you in the service provider directory by getting [recommended](#).

Add Connections



ADVANTAGE Manage your reputation in a credible, professional manner.

LINKEDIN HELPS

- Use [LinkedIn Answers](#) to post timely legal commentary and showcase your expertise.
- Who you're [connected](#) to is a signal of your relationships, and influential figures who you have a trusted relationship with can help you project added credibility.
- [Recommendations](#) on your profile speak to the actual experience past colleagues and clients have had working with you.

Best Practices – Training Suggestions

- Bio Best Practices
 - Creating Your Social Media Accounts
 - Building Your Personal Social Media Strategy
 - Identifying & Building Your Network
 - Implementing Your Social Media Strategy
 - Best Practices – Social Media Postings
 - Utilizing Social Media Efficiency Tools
-

Best Practices – Posting

- Join groups & dialogue related to your purpose
 - Post timely articles & information of interest
 - Provide personal & professional updates
 - I thought of you when I saw this...
 - Thoughtful responses to inquiries
 - Valuable commentary
 - Tailor it
 - Think before you post
 - Know your intended & unintended audiences
-

Additional Social Media Sites



Wrap Up

- Creating a strategy – G.A.P.P.
 - Building your case
 - Best practices
 - Questions?
 - Thank you!
-

Presenter Contact Information

- Marina Sarmiento Feehan – msfeehan@usfca.edu
 - Lacie Marshall – lmmarshall@mwe.com
 - Brianne O’Leary – boleary@perkinscoie.com
 - Kim Yagelski – yagelski@mbhb.com
 - Check the NALP website for hand outs!
-