

# The Earley Examiner

*A Letter from Massachusetts Personal Injury Attorney Chris Earley*

**June 2023**

Social Media 101 for Lawyers



Social media does not appear to be going anywhere anytime soon. This relatively new and exciting medium provides a unique opportunity for you to market your legal services to both former clients, as well as potential new clients alike. The explosive growth of platforms such as Facebook, Tiktok, and Instagram should all be fully utilized consistently by your law firm. Failure to do this means you are losing ground to your competitors who are taking advantage of this marketing opportunity. In order for lawyers to leverage social media channels to their fullest, it is vitally important to know what to post, and what not to post. Here are some tips to keep in mind when it comes to effectively using social media to market your law firm.

Don't ever, ever be boring. I see far too many lawyers misuse social media by posting boring and boastful lawyer content that no one cares about. Too many lawyers post about how aggressive they are, or the results they have obtained for their clients, or how many years of experience they have, etc. People do not find that content interesting and they won't engage with it. What they do find interesting and engage with is when you educate them on the law.

Content such as how to not get taken advantage of by an insurance company after an accident, or what to do if you are ever arrested, or why getting an estate plan is important, helps people because this type of content educates them. By providing content that educates and informs people about the law, you are making your social media content not about you, but rather, you are making it all about your audience by providing them with value.

Always be authentic and don't be afraid to be vulnerable. This is what people connect to. Show them your human side. One of my most popular social media posts is one in which I talk about my unique childhood in which I personally witnessed my father's alcohol addiction and resulting homelessness, and the unique perspective it gave me. Share your story and

what makes you unique. Of course, it's ok to sprinkle in posts about your practice and the cases you handle once in a while, but the majority of posts should not be promotional. Bonus tip: If you have a post that performs well, then put some money behind it and run it as an add on Facebook and Instagram.

Social media is all about being social, so be social and interact with your audience. Have fun with it. Connect with your clients as well as fellow attorneys and comment on their content. Keep the conversation going. Too many lawyers miss the mark by posting content that performs poorly on social media. That means vital opportunities to connect with your audience are wasted.

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### **Thank You for Your Personal Injury Referrals!**

Your trust in us to handle your car accident, slip and fall, workers' compensation, and Social Security referrals is incredibly appreciated not only by myself, but by my entire team. Anyone you refer to us receives our signature 5-star client service called *The Earley Experience* which has led us to amass 544 Google reviews.

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### **Let's Connect**

I would love to grab coffee or jump on a Zoom with you. We can chat about practicing law, marketing, managing and scaling a practice, hiring/firing, referrals, etc. Call my cell at 617 956 2501 or email me at [cearley@earleylawgroup.com](mailto:cearley@earleylawgroup.com) so we can talk and help one another!

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### **Check Out My Most Recent ABA Article Attached**

This month's topic is all about how to run better meetings.

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### **Quote of the Month**

"Coming together is a beginning; keeping together is progress; working together is success." - Henry Ford