

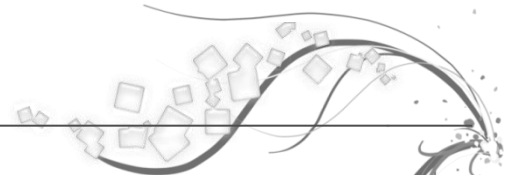
Social Media For Law Firms

Considerations and Recommendations

(Based on the SRA Handbook and the Law Society practice notes)

January 2013





Introduction

Social Media in the Legal Industry

The last year (2012) has seen many more firms from the legal sector embracing social media. However, reluctance and lack of knowledge is still preventing firms from growth and increased profits even when their services are in demand.

There are clear benefits to using online marketing in terms of social networks for business, yet firms in the legal sector are still hesitating from the exposure and possible conflicts with the industry policies and practices.

We aim to clarify the real returns of using social media for business and provide a detailed explanation of how we implement solutions which help eliminate the risk factor.

In this document, we refer to the [SRA Handbook](#), specifically referring to the Principles and the Code of Conduct. We also refer to the [practice notes](#) issued by the [Law Society](#). We aim to eliminate grey areas by referring to the guidelines and to the actual operation and features of online platforms.

You can find related information in other documents:

- [The True Value of Social Media for Law Firms](#)
- [A Social Media Strategy for Law Firms](#)

Let us start by clarifying the elements of the SRA that are relevant to social media activities.

The main SRA Principles to consider and in accordance with the Law Society are:

Principle 2 – You must act with integrity

Principle 3 – You must not allow your independence to be compromised

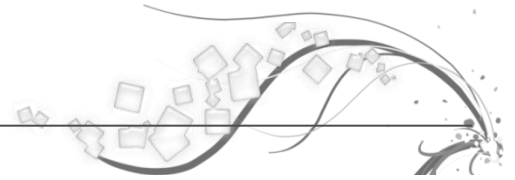
Principle 6 – You must behave in a way that maintains the trust the public places in you and in the provision of legal services.

This paper will examine the above in order to provide some further clarity on the use of social media both for the firm and any individuals associated with it.

The method by which the market searches for legal services is changing and expects information to be available immediately.

The demand for legal services can be very personal and in some cases unavoidable, therefore the requirement for such services cannot cease to exist. However, the method by which the market searches for legal services is changing and expects information to be available immediately and on the internet to help select the provider. Yet, many law firms insist on remaining listed as one of many on a directory of competitors, be it using the Yellow Pages or a Google search.

We will have a look at elements worth considering when implementing a social media strategy and our recommendations – all of which are based on the SRA and practice notes from the Law Society.



CONSIDERATIONS

With or Without You

We have had clients that are solicitors for larger firms that independently wish to use social media. Many of these solicitors feel left behind and believe that the Partners would not be interested in using social media for the business. For this reason, they take it upon themselves to privately obtain consulting services in the social media field.

Whilst it is true that many solicitors need to build their own client portfolio (hence they attend networking events) and their social media activities provide a return, there is a very big opportunity missed by both the solicitors and the firm at large.

When solicitors take it upon themselves to use social media, they are limited to offering only their own speciality and miss the backing of a brand and the firm's capabilities on the whole. On the other hand, the firm loses out on opportunities as they are not really visible for all the services that they can provide.

When solicitors take it upon themselves to use social media, they are limited to offering only their own practices, not their firms' offering.

Through cross selling colleagues' practices and the firms' brand, solicitors and partners of the firm can gain much more exposure. A firm on the whole can come across equipped for more than just the initial enquiry into the solicitor's services. Often a client will have or will know of another issue needing professional legal help but will not necessarily think of the same solicitor based on the practice. A firm on the other hand can deal with more than just one solicitor's speciality and therefore the offering is much larger.

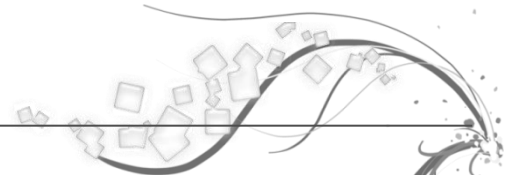
Having a collaborative approach will increase returns and also address the concerns about the **personal v professional** aspect. More information is provided about this on page 4.

Location issues

The guidelines issued by the Law Society suggests that your presence online "*may inadvertently impact on your professional obligations toward your clients*". To explain, the guidelines provide an example showing how you can mistakenly disclose that you are working with a particular client (based on location) and as a result, breach the outcome 4.1 which states you must "*keep the affairs of clients confidential unless disclosure is required or permitted by law or the client consents*".

Many people do not know of all the applications on devices that show their location – even if their tweet doesn't.

This refers to using features that allow you to post a message online with a location. An example is a tweet with a location or a Facebook "check-in". However, many people do not know of all of the applications on devices that show your location – even if your tweet doesn't. Google latitude, fitness applications such as Map My Run and many others are examples of this. Your personal and business devices have their own settings. A professional social media company or agency can help you to adjust all settings on all devices to avoid any confusion.



Best practice would be to ensure that you tweet or post your message after the event. This is recommended as a general guideline for security purposes also - which is unrelated to the SRA code of conduct or the Law Society.

Most firms and individuals are advised to either:

- a) Understand the controls and set them accordingly with the firm's policy and your own safety.
- b) To disable any location sending on all devices and applications to prevent location disclosure. This is a good option purely from a safety and security perspective but also eliminates any possibility of disclosure of information by mistake.

Features such as "check-in" are usually used for businesses with premises where visitors are encouraged to use an online "check-in" in some applications such as Facebook and Google. The purpose is free advertising: each click results in exposure to the network of the person checking in. This is a great feature for most businesses but not appropriate for all legal firms. The method in which a businesses use this is by displaying signs encouraging visitors to check-in, for example "Check-In on Facebook to see our special offers".

The Check-In feature allows each click to result in exposure to the network of the person checking-in. The purpose: free advertising.

Law firms wishing to use similar features can do so simply by displaying signs of applications they are using online. Put simply, a LinkedIn and Facebook sign will bring your online activity to the attention of visitors with the aim of allowing visitors to view, subscribe or even disclose their own location by checking-in only if they themselves are happy to. The use of a disclaimer with the signage can remind the visitors that they are disclosing their location. The actions of the visitors will be of their own accord rather than initiated by the firm.

This may sound a little cheeky; however, you should understand that "check-ins" may be happening already – if so, your unofficial Facebook Page for the firm is already getting hits. We have helped several clients deal with such situations and hence we encourage taking control of the use of your name on several online platforms.

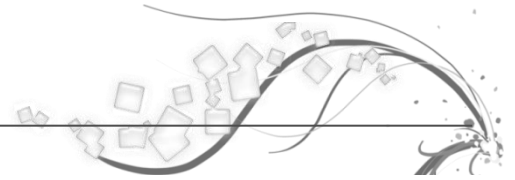
Connections and Friends

There is much debate where the Law Society questions the possibility of breach when you become "**connections**" (a LinkedIn term) or "**friends**" (a Facebook term) with your clients.

The Law Society asks you to consider the Confidentiality aspect in terms of whether the action of (or act of) "**connecting**" (or becoming "**friends**") is the same as disclosing your client's identity.

Connecting on LinkedIn = disclosure? We have yet to come across a member of LinkedIn that connects only with clients.

If you are known to only "**connect**" with clients and restrict this by not connecting to any others, which is highly unlikely given it is a networking environment; you may need to think about this. We have yet to come across a LinkedIn identity that connects only with clients. Further, if the client has initiated the "connection", the question remains: did the client give consent to such a disclosure? It is our understanding that an online "**connection**" or "**friend**" does not represent any specific type of relationship.



The Law Society also asks you to think about Client Care and whether contact with a client via social media may affect your obligations to provide a proper standard of service. As with all industry and business sectors, we encourage the thought that anything you write in a tweet, an update, a post or a blog (basically anything in writing anywhere) should be treated with care.

As with email, individuals must assume that these messages can be forwarded, read and published by anyone and at any time. Therefore, what you put in writing must be thought through and written only if you are able to openly state the same message to contacts, clients and colleagues in person.

As with email, anything you write can be forwarded, read and published by anyone at any time. Online messages are no different from email.

Personal v Professional

This section has proved somewhat confusing for many due to the view that the boundaries of the personal and professional communications are unclear. The Law Society has clearly stated that there is difficulty in distinguishing formal and informal communications, yet the section also highlights the importance that the personal and professional uses are not to be confused.

As per the guidelines provided by the Law Society:

“the same ethical obligations that you adhere to professionally also apply to your conduct in an online environment”.

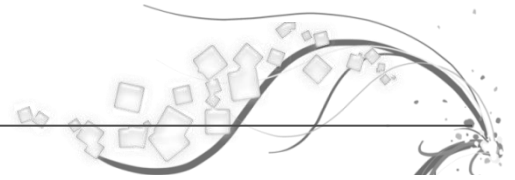
Namely: the requirement to act with integrity; to not allow one's independence to be compromised; and to behave in a way that maintains the trust the public places in you and in the provision of legal services.

The guidance notes go further and refer to issues relating to defamation, confidentiality and control over information.

Your online environment is like an extension of your workplace and your “public profile” for personal and professional purposes. Our understanding is that the above statement is referring to an individual's behaviour. As suggested by the Law Society, the line between personal and professional profiles is blurred. Based on this, you should always keep in mind that whatever you write on your online profiles will be seen by colleagues, clients, suppliers and contacts and may therefore reflect on your work “persona”.

What you write on your online profiles will be seen by colleagues, clients, suppliers and contacts. Unless you use Protected Tweets on Twitter.

This is made true further by the fact that you cannot always control who is connected to you in the sense that people can follow anyone they wish to on Twitter. Although there are features blocking this, particularly if you have protected tweets, the feature of “connecting” on LinkedIn and Facebook is a two way agreement, whereas on Twitter it is not. Unless you have an advanced social media strategy implemented inside and outside of the firm, it is very unlikely that you will implement “protected tweets” as this would defeat the purpose of using Twitter publicly.



A good strategy would be to inform and educate staff about the use of “protected tweets” so that they can still have an online community that is not open to the public in general.

Finally, as is implemented in any good social media strategy, there will be keyword search options that would notify you of any mention of chosen keywords online. In the same way, a contact of yours may have set up alerts for any mention of keywords they wish. These keywords could possibly include the name of your firm or names of individuals. Being knowledgeable about such features will help you avoid situations in which problems can occur.

Client Confidentiality

The main question we come across in terms of client confidentiality is the question of posting or tweeting about a client.

As per the SRA: “*you must keep the affairs of your clients confidential unless they agree otherwise*”.

Based on this, posting or tweeting anything which could result in disclosing the identity of the client or their matter would result in breach – unless agreed with the client beforehand. This includes any posts or tweets that reveal your location that may help identify the client or their matter.

As per the section on Location issues, many tweets reflect how a meeting has gone which is not a breach by itself. But messages that have a location attached could potentially reveal the client you are working with - which is what leads to a breach.

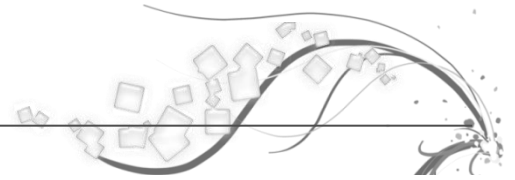
The fact that it is not absolutely clear who the client is (no exact address or any names mentioned) is where the confusion is for many people using social media. As with any conversation, should you speak about the client’s matter which may be public knowledge, you are then disclosing your relationship to the client. Should you mention the client’s location, which the “listener” may know of, you are again disclosing your relationship by implication. The same applies to an online conversation and more so simply because there are more “listeners” that can jump in to confirm who you are speaking about.

The SRA Principles do cover “protecting the client” and so it should be understood that anything that risks client confidentiality is not worth the tweet (or post of any type online). Such tweets and posts are not essential to your social media efforts and so can be omitted from the strategy without any negative impact.

Tweets and posts that you feel unsure about are not essential to your social media efforts anyway.

Lack of knowledge – on platforms

Whichever platform your firm decides to use online, LinkedIn, Twitter, Facebook, YouTube, Pinterest etc. a training needs analysis must be carried out to ensure those that will be using these tools are aware of the settings and the potential unwanted publicity.



Lack of knowledge is instrumental in creating difficult situations resulting in negative impact. Yet this can be so easily avoided.

Lack of knowledge is instrumental in creating difficult situations which have had a negative impact on businesses. This is unfortunate, as it could so easily have been avoided.

An example of this is where a social network continuously asks you to enter your email address to find “people you know”. The actual result of doing this is usually an automatic invitation to “connect” to your entire address book – all with a click of one button.

Knowing about such features is all you need to avoid these mistakes. Now that you have read it here, are you still going to add your email address in when the application asks you to? Probably not.

Best Practice

Any posts or tweets which may bring the profession into disrepute would result in breach of the SRA in accordance with the Code of Conduct 2007. It is worth noting that this includes forwarding of updates by way of “Like”, “share” or “Retweeting” tweets coming from others.

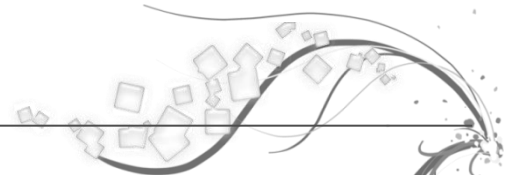
Actions such as “Like”, “Share” or “Retweet” all have the impact of re-publicising the actual message from your own account or the company account should you be using the company profile. The message is displayed with the source visible, but is shown from the account you are using.

Such features are what provide us with the opportunity to obtain continuous and real time recommendations by implication. These features should not be viewed negatively.

It would be best practice to ensure that your own posts and those that you Like, Share or Retweet are not of a sensitive nature, thus avoiding breach.

It is always worth remembering that your social media activity is there to help promote your expertise and the firm’s services. Anything that would put into question the level of service you provide, your integrity and commitment to the SRA will be damaging to the business overall. Social media should be used to aid the firm; the firm should not be tailored around the possible use of social media.

Social media should be used to aid the firm; the firm should not be tailored to aid the use of social media.



RECOMMENDATIONS

The Firm's Social Media Policy & Guidelines for staff

The Law Society suggests that it may be more practical to use a personal email address when setting up a personal profile on LinkedIn unless you are using it to promote the firms services.

The use of more than one email address can easily cause confusion for the individual, the firm and those that wish to engage with the individual. It is not practical to use a personal or a work email address only on LinkedIn. LinkedIn will duplicate profiles if more than one email address is used separately. For instance, if you have used your personal email address to create your LinkedIn profile and then receive an invitation to connect to your work email address – accepting the new connection will create a duplicate profile. This not only causes confusion for the individual, but it will confuse various aspects of the firm's visibility.

It is NOT practical to use either and only a personal or a work email address on LinkedIn. The result is very messy.

Such actions (accepting an invitation to connect) happen extremely quickly and are very common. Hence we have created online video tutorials to help resolve this issue for the general public as this is a common problem in many business sectors. Typically, when this type of situation occurs, LinkedIn asks the individual about their place of work and once this is entered, there will be two duplicate profiles attached to the company profile. The result is very messy.

There are ways to handle several email addresses with a single LinkedIn profile, avoiding duplication and incorrect Company Profile data. This would also eliminate the concern of losing your LinkedIn account upon your move to another firm as mentioned in the practice notes from the Law Society.

You may want to provide staff with text to use in their LinkedIn Profiles. Not to take ownership, but to protect the firms' name.

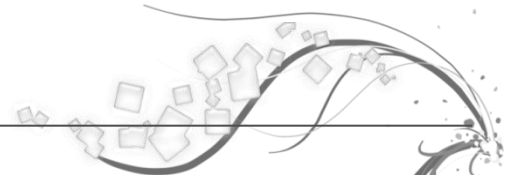
Further, the guidelines for all staff should include a section to ensure that individual profiles connect to the single, approved company profile.

Depending on the firm, the guidelines can sometimes include text to use in the Summary or Position section of the profile for each individual. However, this is not used to take ownership of the individual profiles, but rather to protect the firms' name and its use.

Team allocation

It is recommended that internal resources be utilised even if the firm are outsourcing the social media activity. We recommend allocation of specific staff for various communications who can also commit time to working alongside the recruited social media company.

Should the firm have an internal marketing team and wish to keep the social media operation in-house, consultants from the social media company can help identify a structure to implement and manage the social media strategy and operation. The social media company should also help identify any training needs the marketing team has and provide this either on a one-to-one or group session.



SRA Guidelines and the Legal Services Act

To stay within the SRA Guidelines, a firm's social media activity should be treated like any other marketing material. Some parts would require Partner approval (such as a Company Profile) and other parts, careful consideration using internally issued guidelines.

If in doubt, contact your internal communications team or speak to a social media body that specialises in the field of law. Experts in the field of social media can also advise on any requirements for training internal staff.

The guidelines issued by the Law Society have been addressed throughout the Consideration section of this paper. Additional statements that have been highlighted by clients have been addressed below.

Posting Comments and Opinions

An example used in this section of the practice notes from the Law Society is that a posting intended for one person may accidentally be published to all connected to you on a social media site. This is an example of the potential mistakes that happen without training. Further, the setup can ensure separation of such posts by way of using internal communication systems (e.g. protected tweet accounts and closed LinkedIn Groups) in conjunction with public systems. However, for most firms this would require using a social media company to set up the system and provide training for all involved in the on-going management of the profiles. For those that still feel uncomfortable, they can simply outsource the social media function where a buffering process can be applied to posts that may need to be filtered prior to posting.

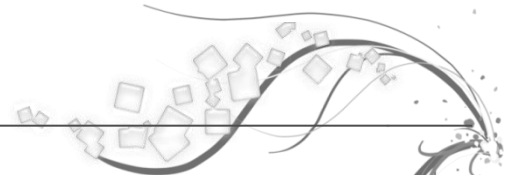
With reference to a possible breach of Principle 6, the practice notes use the example of individuals using anonymous identities to comment about a client or a case of a personal nature on a social media site. Anonymous postings are highly discouraged for any firm in any industry as there is little point and no benefit to such actions. Further, identities are not always anonymous even if intended to be – depending on the technology used to identify the anonymous account, the very least that can be identified is the location the post is coming from.

A good setup of a social media system can allow for “protected tweets”. These are used for internal purposes only.

Regular Review of content

The practice notes suggest that *“you should regularly review the content of your personal social media channels, which will enable you to remove any information that you feel could reflect negatively on you or you do not feel comfortable with”*.

It is worth noting that as in many other cases, what is said cannot be taken back and messages posted are very difficult to remove as the speed of such communications is too fast to have any impact by deletion of messages. Note that this is also the reason why social media is so powerful! The speed information is transferred at is seen as a positive feature by those that use the social media opportunity to their advantage rather than being put off by it.



An example of such a problem is when sports personalities such as football players that post tweets without any buffering system in place, causing the club embarrassment or damaging their own individual credibility.

However, this statement from the Law Society can apply to the static information an individual can add to an online profile. For example, the summary section of an individual's LinkedIn profile which remains static until you change it.

Facebook, YouTube and Flickr

The Law Society has suggested that *“channels such as Facebook, YouTube and Flickr may only have limited business use as they are more widely recognised as channels for personal use”*.

Not long before the time the practice notes were issued, the use of the mentioned platforms changed by way of features and the type of demographic using these channels.

As mentioned in the document [“A Social Media Strategy for Law Firms”](#), the corporate video has become crucial to business and in the same way has a firm's YouTube channel. People have an even better experience being able to see who they are dealing with and naturally, a moving picture has a bigger impact than a still. YouTube is becoming the norm within regulated and non-regulated industries which has changed from the time the Law Society may have started their research.

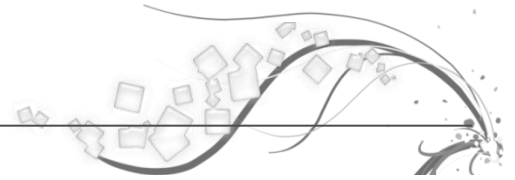
A corporate video has become crucial to business and in the same way, the popularity of a firm's own channel has grown become important.

Not incorporating Facebook into a strategy risks the name of the firm to be used incorrectly by mistake and also with malicious intent.

The same applies to Facebook; it is now a major player within the Business to Business and Business to Consumer market. In fact, not incorporating Facebook into a strategy risks the name of the firm being used incorrectly by mistake and also with malicious intent. An example of this has been talked about on Page 3 of this document with reference to the Facebook “Check-In” feature. Facebook provides domain name registration which protects the name and its use.

Firms are beginning to realise that there will always be a number of individuals at any firm that use Facebook on a personal basis. Upon innocently entering their place of work in a profile, they can create duplicate and incorrect entries for the company, resulting in a number of Company Pages by mistake. With a solid setup whether it is used for future marketing or not, the firm can rest assured that it is protecting its name by incorporating the Facebook platform into its social media strategy. By doing this, the firm has the additional benefit of monitoring mentions of the firm name.

From thereon, Partners, Solicitors and all other employees of the firm can take it upon themselves to declare their place of work on Facebook, but with the correct format, entry, and spelling of the name already fixed, there will be no duplicates and therefore no mistake.



Defamation and Disclosure

The practice notes refer to defamation and disclosure which may seem obvious but it is worth adding to the firm's guidelines that the online activity should be treated in the same way as email is treated. Items can be saved, forwarded, printed and used by parties to take legal action.

Basically, this is the same challenge as was presented by the introduction of email some years back. There is nothing new as such notes were presented with fear back then also, yet email is now the norm.

Engagement with clients

Many firms are questioning the statement "*There are no quantifiable benefits of engaging in social media activities*" (practice notes issued by the Law Society).

It is only recently that the real quantifiable results of using Social Media have been published by enough specialists, which the professional services industry has felt comfortable with. Hence this statement may seem harsh to those that have adopted social media activities early and reaped the rewards prior to the publishing of the practice notes.

The statement may have had justification at the time it was written purely due to lack of available published evidence at that time. However, now the situation is different as we see brands and social media firms publishing statistics and evidence of business development as a direct result of using social media.

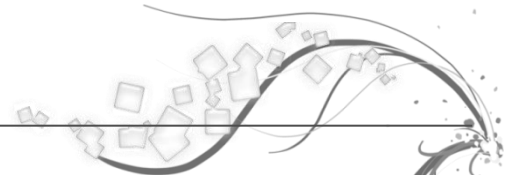
The statement quoted has resulted in further scepticism about the potential of business development using social media, however, mostly, this stems from firms that have not yet dipped their toe in the water or alternatively, those that have not used skilled services in the field. As firms begin to use social media companies, agencies and experts in the field, there is a new flux of confidence created as the business development performance begins to improve and understandable results are produced.

Now the situation is different as we see brands and social media firms publishing evidence of business development as a direct result of social media efforts.

"Some clients may use social media channels, rather than email, as their main method of communication".

The same section of the practice notes refers to the need to adopt social media as "*some clients may use social media channels, rather than email, as their main method of communication*". This highlights the need to adopt social media in the firm, however, if firms are forced to fulfil a need only, they risk using online platforms without the knowledge and skill to ensure compliance.

The cost of such an implementation would remain a cost rather than an investment in the growth of the business. This is unless a full strategy is implemented to deal with the need, the potential benefits and elimination of risks as outlined earlier in this document.



Right to be forgotten

This section helps to understand how you can remove yourself from a social network. Although a link is provided, it is worth mentioning that accidental logging into an account that you have previously deactivated will activate the same account.

For example, if you deactivate your Facebook account and later decide to open a new account using the same email address. Your previous account will become activated again and the same “friends” would appear as before.

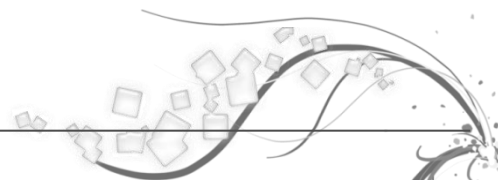
Control over information

The practice notes refer to the Control over information:

“The speed at which information can be circulated, and the proliferation of that information, is something over which your practice will have little control”.

This is indeed correct and although may initially cause you to feel uncomfortable, it is worth noting that the speed is indeed the reason for social media being as powerful as it is. This is something that your practice should use to its advantage. Particularly as this industry is a key influencer in personal and private matters in most people’s lives at some point in time.

The speed is indeed the reason that social media is as powerful as it is. Take advantage of this.



EXPLANATION OF TERMS USED

Twitter

Twitter is a micro-blogging site allowing for short messages to be published providing instant news, updates, questions and answers.

On twitter, a user can follow other users and gain followers to their own account. Following is like subscribing to the updates of an account. Users can create several accounts and follow anyone using the platform. The only time a follower is prevented from following is if they are intentionally blocked by whoever they are attempting to follow or if a user is using protected tweets.

Twitter is used as a business to business and business to consumer marketing tool and for keyword monitoring.

LinkedIn

This is a professional networking site representing individuals (Personal Profiles), firms, practices, businesses (Company Profiles) and forums called “groups” for discussion.

Individuals with a personal profile representing themselves are linked to the “Company Profile” when used correctly. The Company Profile is populated automatically by LinkedIn and by data entered into the Personal Profiles.

The platform uses the 3 degrees of separation model to aid networking. People connecting on this platform are referred to as “**Connections**”. Connecting with another individual requires agreement from both parties. Connections receive updates from their own connections and can also receive updates from Company Profiles by “following” a Company Profile. This acts like a subscription service to the company’s updates.

Facebook

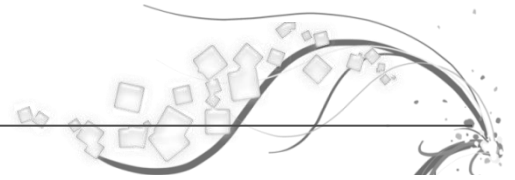
Facebook was initially known for its personal use and was populated with “Personal Profiles” to allow for sharing of information and images with “**Friends**”. Contacts that are linked to each other are referred to as “Friends” on this platform. Becoming a “**Friend**” requires agreement from both parties.

Facebook has changed incredibly over the years becoming one of the leading platforms for business to consumer, and now also business to business marketing. Businesses are represented using a business “Page”. Pages are subscribed to by other Pages and individual profiles using a feature called “Like”.

The high level of targeting made possible by features such as “tagging” and “Likes” has increased the need to use this platform in order to protect business names and brands.

YouTube

YouTube is fast becoming the norm for business use in order to promote products and services by video. The platform allows for comments and reviews and subscription to channels of interest. Now, even the most formal of businesses that have only services to offer are also using this platform to showcase their experts, case studies and the real people behind the firm’s great service.



Flickr

Flickr is an image holding application rather like an image based networking platform.

Pinterest

This is a more visual network where images are used to network with others. This network is great for generating traffic for any business but is more popular with businesses that use images as their work, such as photographers and artists.

The huge amount of website traffic that can be generated using Pinterest is now resulting in interest and activity from the service industry.

Google+

This is Google's very own social network with Personal Profiles for individuals and Company Profiles for businesses.

The need to represent a firm on Google stems from the debated topic of Google's search algorithm. To appear in searches favourably, many businesses ensure they are at least visible on Google+ even if they are not active on this network.

Using Google Ads works favourably when a firm is already using Google+.

Post

A post is a message about an update usually consisting of something of interest to the person or the firm that is sending out the message. A post refers to the act of sending out the message and is used usually with platforms such as Facebook

Update

An update is the same thing as a "post" however; the term update is generally used when referring to the LinkedIn network.

Tweet

A tweet refers to the messages in the Twitter platform. Tweets are limited to 140 characters and often contain a few words of opinion, view or description with a link to the article one is referring to.

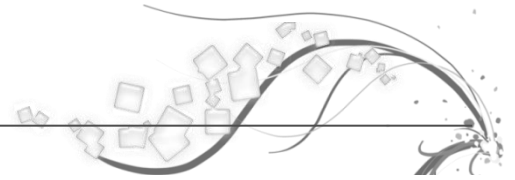
Twitter messages are public unless your setup uses the "protected tweets" feature or you are using direct messages to others on this platform.

Retweet

A retweet is the forwarding of another's tweet. The action of retweeting allows users to share others messages with their own readership but with credit to the originator of the tweet.

Like

Like is a feature initially used within Facebook and has spread to other platforms. To use the Like feature is the same as subscribing or recommending something to your own readership (connections, followers or friends).



Protected Tweets

Twitter accounts can be set to use “protected tweets” when used internally in a firm. This is a little like an instant messaging system used between colleagues only. This type of system is setup to work in conjunction with public twitter accounts that are open to the world.

Share

Share is a feature that will literally share the object with your own readership (connections, followers or friends). The share feature is heavily used in Facebook and has the same impact of recommending the shared item, but in real-time rather than a written testimonial that remains displayed.

Tag

Tagging is a feature that allows users and others to attach names to images, posts or updates. Used in Twitter during online conversations and in Facebook to promote, highlight or bring to the attention of the person or business tagged.

Tagging can be disabled by a user in Facebook, but the user will need to be registered on the platform to apply the setting.

For business development purposes, tagging provides additional free exposure in a very similar way to Likes and Shares.

Comment

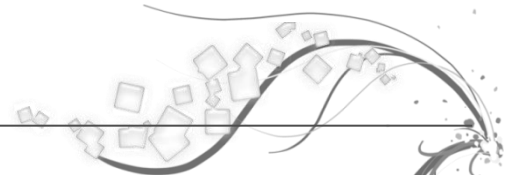
A comment is very much like an update or a post, except it is also used to refer to comments that are submitted in response to an initial post or update.

Profile and Pages

Profiles can be personal or business depending on the platform being used. Generally a Profile is referring to a personal account and a Page is referring to a Company identity.

Blog (or Blogging)

A blog is like an online journal consisting of articles of interest. Blogging allows you to publish your voice, your opinion on any subject matter you choose. An example of a blog relevant to the legal industry can be found using this link: <http://www.lxbn.com/>



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There are additional documents available on our website:

- [The True Value of Social Media](#) – specific to law firms and individuals within the practice.
- [A Social Media Strategy](#) – contains an example strategy specifically for law firms and items that you can use to ensure a smooth implementation and future measurement of the returns for your social media effort.

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