

# EFFECTIVE USE OF SOCIAL MEDIA FOR TRIAL LAWYERS



Hosted by Jenna Communications

# OVERVIEW

What is Social Media And Why Should We Use It?  
How Can Social Media Help Brand Your Business?  
Why You Should Create a Facebook Page  
What to Post  
What Not to Post  
Email Marketing  
Law Cases Impacted by Social Media  
Social Media and Beyond  
Social Media Analysis



HI! FROM US AT JENNA COMMUNICATIONS



# WHAT IS SOCIAL MEDIA AND WHY SHOULD WE USE IT?

- It is the fastest growing communications tool
- According to the Pew Foundation, 65% of all U.S. adults use social media and 13 hours of video are uploaded to YouTube every minute
- The most popular social media sites are YouTube, Facebook, Twitter and LinkedIn
- Social media allows you to deliver an unfiltered message to your target audience
- You can get a broader reach by participating in social media
- Social media stimulates relationships
- Social media is democratic
- Be transparent with who you are and who your organization is



# WHAT IS SOCIAL MEDIA AND WHY SHOULD WE USE IT?

## RAW VIDEO: Paterno's Son -- Joe Has Not Been Asked To Resign

wgaltv 6,503 videos



- Scott Paterno, son of Joe Paterno, tells media outlets to follow him on Twitter and check for updates as he has no way of targeting multiple people at once. This is a perfect example of why social media is key in a time of crisis.
- [Scott Paterno to Media- "Follow me on Twitter"](#)



# HOW CAN SOCIAL MEDIA HELP BRAND YOUR BUSINESS?

- Keeps you updated in a technology-driven world
- Fast, efficient, easy-to-use
- Everyone is using it
- Building client list
- Alternative to emails or phone calls
- Create a large following and keep each person updated
- Effective way to post events, photos, videos, and statuses
- NETWORKING!



# WHY YOU SHOULD CREATE A FACEBOOK FAN PAGE

- Give your brand a personality, on more than just the website
- Quick, real-time posts that will be shown on newsfeeds
- Consumers can message you, or write on your wall
- Multiple users can administer the fan page
- Post photos, events, or interesting statuses that will interest followers
- Contests, campaigns, special events
- Very personal and easy to manage
- Can create a large following of brand loyal consumers



# WHAT TO POST

- Be yourself, be honest
- Again- be transparent with who you are and who your organization is
- If you use it for business- post your clients, your news clippings, post company updates
- Job openings





# WHAT NOT TO POST

- Your risky behavior
- Inappropriate photographs
- Profile listed in public searches
- Pertinent trial information
- See Huffington Post`s full article: [http://www.huffingtonpost.com/2010/11/01/what-not-to-post-on-facebook\\_n\\_764338.html#s157112&title=Your\\_Birth\\_Date](http://www.huffingtonpost.com/2010/11/01/what-not-to-post-on-facebook_n_764338.html#s157112&title=Your_Birth_Date)



# EMAIL MARKETING

Use an email marketing system to:

- Promote your upcoming events
- Promote new clients or partners
- Show sponsorships or work with charitable events



# LAW CASES IMPACTED BY SOCIAL MEDIA: CASEY ANTHONY

- Facebook posts - ten per second
- 325,823 Twitter posts
- The hashtags #caseyanthonyverdict and #notguilty shot to the top of the Twitter`s “trending” list
- Kim Kardashian, whose father represented O.J. Simpson, tweeted “WHAT???!!! CASEY ANTHONY FOUND NOT GUILTY!!! I am speechless!”



# LAW CASES IMPACTED BY SOCIAL MEDIA: AMANDA KNOX



# SOCIAL MEDIA AND BEYOND

## Blog Comments

- Be careful in responding to a comment on your blog
- If you respond, you may be providing unauthorized use of law
- It`s not enough to claim that the visitor is not a client
- The visitor may be a prospective client and this could be an issue



# SOCIAL MEDIA AND BEYOND

## Publicly connecting to a client

- Can be troublesome
- Disclose consequences of making information public if your practice is within a sensitive area
- Connecting via these networks may not protect the client`s confidentiality



# SOCIAL MEDIA AND BEYOND

## Prospective Client Communication

- If you receive a prospective client`s email via Facebook, a blog, or LinkedIn, does that constitute engagement?
- To be safe, send a letter stating that the email does not constitute engagement for services with the client
- Be careful. If you are representing the other side in the dispute, does the attorney have to treat this information as confidential?  
Thoughts?



# TRIAL STRATEGY USING SOCIAL MEDIA ANALYTICS

- Trial Consultants, Inc. followed the Casey Anthony Trial's every post, tweet and blog
- Gained insight into social media analytics as an innovative strategy
- Used social media to make suggestions to the defense team
- Example: after social media users started seeing negative comments about George Anthony, they advised the defense team to start asking him tough questions to deflect attention on Casey Anthony and focus the negative on George





# FACE TO FACE FOCUS GROUPS VS. ONLINE FOCUS GROUPS VS. SOCIAL MEDIA ANALYSIS

HOW DO EACH COMPARE?

WHAT ARE THE ADVANTAGES OF EACH?

	F2F	Online	Social Media Analysis
<b>Information</b>	Qualitative	Quantitative	Quantitative
<b>Participants</b>	Pre-screened	Random quota sample	Random quota sample based on topic
<b>Interaction</b>	Controlled	Uncontrolled	Medium Control
<b>Moderation</b>	Moderated	Little or no moderator interaction	Can moderate depending on cyber network
<b>Place and Time</b>	Limited	Unlimited	Unlimited
<b>Attorney Interaction</b>	YES	NO	YES
<b>Interaction between participants</b>	YES	NO	YES
<b>Visual Stimuli</b>	YES	YES	YES
<b>Monitoring of Non-verbal Cues</b>	YES	NO	NO
<b>Statistical Analysis</b>	NO	NO	YES
<b>Rationale</b>	When you want to see real time reactions of participants who can meet at a specific time and location. Allows you to change direction or focus at any point and test different approaches.	When you want multiple opinions and reactions of participants who cannot meet at a specific time and location. Allows you to get candid opinions of participants who are comfortable in their own environment.	When you want multiple opinions of participants who cannot meet at a specific time and location. Allows you to change direction or focus at any point and test different approaches.
<b>First Started</b>	In the 1950's	Widespread in mid to late 1990's	2011
<b>Acceptance of Methodology</b>	Almost 100% accepted, often seen as a preferred method.	Mostly used in high-tech applications. Acceptance is growing.	Too early to judge.



# QUESTIONS?

You can also contact Jennifer Sherlock at  
[jsherlock@jennacommunications.com](mailto:jsherlock@jennacommunications.com)  
609 369 3482  
[www.jennacommunications.com](http://www.jennacommunications.com)



## PLEASE JOIN US

The team at Jenna Communications as well as Philadelphia lawyer Frank X. Taney Jr. are putting together a social media class that will take place over a four-week period.

The classes will all take place from 6:30 P.M.-8:30 P.M., starting on Thursday, December 1. The classes will continue on Thursday, December 8; Wednesday, January 11 and Wednesday, January 18. It will take place on the 32nd floor of Two Liberty Place on 16th Street between Market and Chestnut Street.

The four classes will include topics on learning the basics of social media and email marketing, boosting your fan page, using social media to brand your company as well as to increase business and the ethical side of using social media.

The package will cost \$80 per person for all four classes. Those who are interested in attending, but can't make it to all four classes will receive information from the classes that they missed. Seating is limited and pre-registration is required so don't miss out, register now! <http://jennacommunicationssocialmediaclass.eventbrite.com/>



## Sources Sited:

Pew Foundation: Slide 4

AllFacebook.com: Slide 11

Social Media Analytics Firm Crimson Hexagon: Slide 11

Trial Consultants Inc: Slides 15 & 16

