

LAW PRACTICE.news

New Member Spotlight



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In today's ever-changing and cutting-edge world, having a presence on social media sites is essential in any business—and the legal industry is no exception. Can you imagine a business without a Website? I can't. It is hard to imagine, but I do believe that in the far future, social media profiles will begin to replace websites.

At the ABA Law Firm Marketing Strategies Conference in November, Peter Shankman gave an insightful presentation on the future of social media. During this presentation, he explained to Conference attendees that Facebook profiles will soon outnumber the number of law firm Websites.

Social media profiles are used by potential clients, recruiters, experts, work colleagues and other professionals. Empirical data and Web statistics prove that people are using social media Websites to do their preliminary research on individuals and companies.

If you do not already have a profile on the basic social media sites, including Facebook, LinkedIn and Twitter, you need to take the time to establish one. You can review the existing profiles of your colleagues and clients and create your own (it is not difficult!) with little effort. Be sure to connect with the contacts that are in your address book, follow them and see how they are using social media sites to increase their presence on the Web. In time, you will be surprised to know that you are exploring new tactics to highlight yourself and the work that you do.

I joined LPM in order to network with other legal professionals in all facets of the business of law, to learn more about other areas of administration and management, for better access to changing laws related to legal marketing, and to help the attorneys that I work with to better understand the importance and relevance of legal marketing in developing their practices.