

SOCIAL MEDIA FOR LAWYERS:

How Firms Compete and Win Online



The New Reality of Legal Marketing

For many lawyers, marketing once meant relying on referrals and networking at community events. While those traditional methods are still valuable, today's prospective clients spend more time searching for legal services online. And with nearly **73% of Americans using social media**¹ specifically, the potential audience for your firm's message is enormous.

Social media has become one of the most powerful tools for law firms to build their reputations, connect with clients, and grow their practices.

Whether you're a solo practitioner or part of a small firm, social media helps you compete with larger firms by leveling the playing field.

This guide will walk you through how small law firms can use social media to their advantage. You'll learn which platforms matter most, how to create a consistent and professional online presence, and how to turn posts and conversations into real leads. Along the way, you'll see how LegalFit's social media and content tools help firms simplify their strategy, so you can focus on practicing law while still growing your business.

1. SOAX, May 2025. "What percentage of Americans use social media?"

Why Social Media Matters for Lawyers and Law Firms

When someone searches for your firm online, they don't just find your website; they also see your social profiles. And those profiles often shape their first impression of your professionalism and credibility.

As Alexis Coulston, Legalfit's marketing services strategist, explains:

"You need to think of social media as a secondary website."

A dated or inactive social media profile can leave prospects wondering if your firm is still in business, while a vibrant, active one builds trust and signals that you're engaged and accessible. Using social media in your marketing strategy serves the three main purposes described next.

Visibility: Be Found

Your future clients are already scrolling. Whether it's a Facebook feed, a LinkedIn search, or an Instagram story, people are constantly consuming information, including recommendations for professional services. Social media allows your firm to appear in those spaces, boosting your visibility far beyond what your website can accomplish alone.

Credibility: Be Trusted

Social media helps lawyers build credibility and trust with potential clients. By sharing information like legal insights, case studies, or answers to frequently asked questions, you demonstrate expertise in a way that's visible, human, and credible.

You can also build trust by telling your firm's story, which includes your values, what your firm stands for, and what clients can expect when they work with you. Prospects simply want to get a sense of what your firm is like, so share your story authentically by highlighting successes, people, and moments that show how you make a difference.

Client Acquisition: Be Chosen

Beyond building visibility and credibility, social media directly facilitates client acquisition by creating multiple low-pressure ways for prospects to reach you and shortening the decision-making process.

A prospect can discover your firm through an ad, read testimonials, watch an educational video, and schedule a consultation all within minutes. This seamless journey from awareness to action is unique to digital platforms.



Choosing the Right Social Media Platforms for Lawyers

Not all social media platforms are created equally, and not all will make sense for your firm. The key is to choose platforms where your target audience spends the most time and where you can share content that aligns with your firm's personality, goals, and capacity.

Focus on one or two platforms you can maintain consistently, then expand as you're able to. Think quality over quantity: It's better to have two strong, active profiles than five inactive ones.

Below, we'll walk through the most relevant social media platforms for lawyers, the kinds of content that work best on each, and how to match the right one to your firm.

LinkedIn: The Go-To Platform for Professional Credibility

LinkedIn is where professionals go to connect, share expertise, and build credibility. For law firms, it functions as a thought leadership and reputation-building platform.

LinkedIn is designed for B2B connections, making it ideal for corporate law firms, employment attorneys, or tax law. Use your firm's LinkedIn page to:

- Share thought leadership articles, firm updates, and industry insights.
- Engage in conversations within professional groups related to your practice area.
- Highlight your attorneys' speaking engagements and community involvement.

PRO TIP

Encourage individual attorneys to share the firm's posts from their personal LinkedIn profiles. Personal amplification increases visibility and credibility in professional circles.

Facebook: Community Connection and Local Visibility

Facebook is a widely used platform, and it's an excellent space for consumer-facing law firms, especially those practicing family law, personal injury, criminal defense, or estate planning. It's where your potential clients spend time interacting with family, community groups, and local businesses.

Your firm's Facebook page serves as both a social hub and an informal extension of your website. You can use it to:

- Post legal tips and explainers in plain language.
- Share blog posts or FAQs from your website.
- Highlight community service, firm culture, or team milestones.
- Encourage reviews to enhance your reputation.

Facebook also offers an advertising platform. Paid ads can target users based on demographics, location, and interests, making it easy for you to reach people in your community who may need legal help.

For example, a personal injury attorney could run ads targeting local residents searching for accident-related information, while a family lawyer might reach people recently changing their relationship status within the Facebook platform.

PRO TIP

Use Facebook's event feature to promote webinars, community Q&As, or workshops. This drives engagement and positions your firm as approachable and client-focused.

Instagram: Show Your Firm's Personality

Instagram is a visual platform, and while it might not seem like an obvious fit for law firms, it's a surprisingly effective tool for humanizing your brand. Prospective clients want to know who they'll be working with, and Instagram provides an easy way to showcase your firm's personality and culture.

Instagram works particularly well for:

- Sharing behind-the-scenes photos of your team and office.
- Posting highlights from community events or volunteer work.
- Featuring client success stories (with permission) or testimonials.
- Using short videos or Reels to explain legal topics in everyday language.

PRO TIP

Keep your visuals cohesive. Use your firm's colors, fonts, and logo consistently across posts so that followers recognize your brand. Consistent branding improves memorability and builds trust.

X (formerly Twitter): Thought Leadership and Real-Time Engagement

X is the platform for quick, real-time communication. It's useful for lawyers who frequently comment on current events, share legal updates, or participate in public discourse.

While X isn't the best place to generate direct leads, it's powerful for staying visible among peers, journalists, and industry influencers. Constitutional law, criminal defense, or intellectual property can benefit from engaging in conversations about trending cases or policy debates. Use X to:

- Share short legal insights or "micro-tips."
- Link to longer blog posts or firm updates.
- Join trending conversations using relevant hashtags (e.g., #FamilyLaw, #EstatePlanning).
- Engage with local journalists and reporters who cover legal issues.

PRO TIP

Don't over-commit here. If you don't have time for regular posting or monitoring, it's fine to deprioritize X in favor of platforms that produce more direct engagement with potential clients.

YouTube: Educate and Build Long-Term Trust

YouTube is an underutilized yet high-impact tool for law firms. Video content engages viewers and supports your website's search engine optimization (SEO). It's perfect for firms willing to invest a bit more time in creating educational videos. YouTube works particularly well for:

- Explaining legal concepts through how-to videos, like "What to look for in a personal injury lawyer."
- Posting client testimonials that tell compelling success stories.
- Sharing recorded webinars or FAQ sessions.
- Introducing your firm and team members in a professional, yet personable way.

By embedding your YouTube videos on your website and sharing clips on other social media platforms, you maximize visibility and reinforce your authority across all channels.

PRO TIP

Keep videos short (under 3 minutes) and to the point. Add captions and clear titles with relevant keywords to improve SEO and accessibility.

Google Business Profile: A Must-Have for Local Visibility

While not a social network in the traditional sense, your Google Business Profile is one of the most important digital assets your firm can manage. When someone searches for your firm name or legal services in your area, this listing appears alongside your website and reviews.

Legalfit's marketing services help firms manage and optimize Google profiles, ensuring clients always see accurate and up-to-date information. Keeping your profile active, posting updates, and responding to reviews boosts your local SEO and strengthens your credibility.

PRO TIP

Treat your Google Business Profile as an extension of your social media presence. Post updates, photos, and event announcements regularly, just as you would on Facebook or LinkedIn.

A Note on Brand Consistency on Social Media

Your law firm's brand influences the impression people form about you. When your visual identity and messaging are cohesive and used consistently, your firm becomes recognizable, building credibility and trust. On the other hand, inconsistent logos, mismatched tones, or outdated photos can make your firm appear unprofessional.

Remember these elements of a consistent brand:

- **Visual branding:** Use your logo, colors, and photography style consistently across social platforms.
- **Tone of voice:** Write as if you're talking with a client face-to-face. It keeps your tone natural and client focused.
- **Messaging:** Define a few key themes that align with your firm's brand and weave them into your social content.

How to Develop Social Media Content That Converts

Many lawyers struggle to post consistently on social media because they don't know what to share or how to say it. The truth is, you don't need to spend hours writing posts. A great social media content strategy is about knowing your audience, sharing helpful information with them, and showing your firm's human side.

Below, we'll break down how to create a thoughtful content strategy that connects with your audience and aligns with your firm's goals.

1 Start with a Clear Understanding of Your Audience

Before you create a single post, define who you're trying to reach. Different audiences care about different things, and knowing your ideal client will shape the tone, style, and content you produce.

Ask yourself:

- What are the most common questions or concerns my clients have?
- What misconceptions do people have about my area of law?
- What life events typically cause people to need my services?

For example, if you're a family law attorney, your followers may want information about custody arrangements, divorce timelines, or child support. A business law firm's audience, on the other hand, might want guidance on contracts, compliance, or mergers.

2 Create a Variety of Content Types

EDUCATIONAL CONTENT

Educational content is one of the most effective ways for lawyers to stand out online. It showcases your expertise without sounding salesy and helps prospective clients understand their legal issues and how you can help.

Examples of educational content that work well for law firms:

- “How-to” or “What to expect” posts (e.g., “What to Expect During a Divorce Consultation”)
- FAQ videos or graphics addressing common questions
- Legal myth-busting posts (“No, a will doesn’t automatically avoid probate”)
- Short video explainers about legal processes or recent law changes

PRO TIP

Keep your educational content conversational. Avoid legal jargon and write as if you’re explaining something to a friend or family member. The easier it is to understand, the more people will engage and share.

CLIENT TESTIMONIALS AND SUCCESS STORIES

There’s no better way to build credibility than to let your clients tell your story for you. With their permission, sharing client testimonials and success stories demonstrates the real-world impact of your work, helping prospects visualize what it’s like to have you on their side.

Here’s how to use testimonials effectively:

- Turn quotes from satisfied clients into branded graphics for social media.
- Record short video testimonials that can be shared on Facebook, LinkedIn, and YouTube.
- Create a “Client Spotlight” series highlighting a successful outcome (always with client permission or anonymity if required).
- Pair success stories with a call to action, such as “If you’re facing a similar issue, contact us to discuss your case.”

BEHIND-THE-SCENES CONTENT

People enjoy seeing the human side of a law firm. Behind-the-scenes content shows that your team is approachable, community-minded, and genuinely passionate about helping others. When prospects feel they know you, they're more likely to trust you and choose you. Ideas include:

- Photos from community events or charity fundraisers.
- "Meet the Team" introductions for attorneys and staff.
- Office celebrations, firm milestones, or professional achievements.
- Day-in-the-life snippets or short reels showing what it's like to work with your firm.

PRO TIP

To make posting easier, set up a shared photo folder and encourage team members to upload pictures from firm events.

INTERACTIVE CONTENT

Social media is a two-way street. The more you invite engagement, the stronger your relationships with followers become. A few easy ways to boost engagement:

- **Polls and surveys:** Ask followers to weigh in on legal myths or everyday dilemmas.
- **Live Q&A sessions:** Host short sessions on Facebook, Instagram, or LinkedIn to answer common legal questions.
- **Story features and quizzes:** Use Instagram Stories or LinkedIn polls to gather quick feedback.
- **Comment prompts:** End your posts with questions like "What's the biggest legal misconception you've heard?" or "What topic would you like us to cover next?"

3 Post Regularly

Consistency is what separates firms that see real results from those that post occasionally and give up. You don't have to post on social media every day, but you should create a realistic schedule and stick to it.

Here's a simple formula:

- Aim for one to two posts per week per platform.
- Use a content calendar to plan topics and visuals ahead of time.
- Repurpose strong content: a blog post can become multiple social snippets.
- Monitor analytics monthly to see what's resonating and adjust as needed.

4 Turn Content into Leads

When used strategically, platforms like Facebook, LinkedIn, and Instagram can help you attract people who need your services right now and move them toward becoming clients. Here's how:

CREATE COMPELLING CALLS TO ACTION (CTAS)

Every post you share should move your audience one step closer to working with you. A call to action (CTA) tells people what you want them to do next, whether that's reading your blog, booking a consultation, or asking a question.

Examples of strong CTAs for law firms:

- "Schedule a free consultation today to learn more about your options."
- "Download our estate planning checklist to learn more."
- "Have a question about your rights? Send us a message."

CTAs work best when paired with educational or emotional value. After sharing a post about the importance of creating a will, end with: "Not sure where to start? Contact our team for a quick consultation and we'll walk you through your options."

OFFER LEAD MAGNETS AND FREE RESOURCES

One of the most effective ways to attract potential clients is with a lead magnet. This is a free, high-value resource useful enough that people are willing to share their name and email to access it.

Examples for law firms include:

- Free guides: “What to Do After a Car Accident”
- Checklists: “5 Steps to Protect Your Business from Liability”
- Recorded webinars or Q&A sessions
- Legal templates or FAQ sheets

These resources position your firm as a trusted authority while growing your email list, which is a crucial asset for future marketing. You can promote these lead magnets through organic social media posts, Facebook ads, or even your LinkedIn company page.

PRO TIP

Repurpose existing materials. That webinar or blog post you already created can easily be turned into a downloadable checklist or short video to promote as a lead magnet on social media.

USE PAID ADS TO AMPLIFY REACH

While organic social media builds long-term trust, paid social media advertising helps you reach more people faster. Paid campaigns on Facebook, LinkedIn, or Instagram let you target audiences based on location, interests, demographics, and even behavior, ensuring your message reaches the people who most likely need your services.

Legalfit clients who use paid social media ads typically see a **98% increase in traffic and leads**. That's because paid ads boost visibility and drive action.

You can choose between two main ad types:

- **Pay-Per-Click (PPC)** campaigns: You're charged when someone clicks on your ad and visits your website. Ideal for raising awareness and increasing traffic.
- **Lead Form Ads**: Prospects fill out a contact form directly on the platform, and you're charged per completed form. Perfect for quick conversions.

PRO TIP

Pair paid ads with strong landing pages on your website that explain your services clearly and make it easy to contact you. When users click on your ad and arrive on this type of page, they're more likely to convert into a client.

Why Reputation Management Matters for Law Firms

When people look for an attorney, they're looking for proof of reliability and professionalism. Our product insights show that online reviews and listings are often the first stop for any new client, before even visiting a law firm's website.

Through strategic reputation management, you can actively shape the narrative around your firm by highlighting positive stories and managing feedback constructively.

Respond Promptly and Professionally

Timely responses show that your firm cares about your clients and community. Whether a comment is positive or critical, acknowledging it quickly sends a message that you're attentive and professional.

If a client leaves a positive review:

- Thank them sincerely.
- Use their first name if appropriate, e.g., "Thank you, Sarah! We appreciate your trust in our team."
- Reinforce the message: "We're always here to help families navigate tough situations."

If you receive a negative review:

- Respond promptly, but never defensively.
- Thank the person for their feedback.
- Offer to take the conversation offline to resolve the issue privately.

Escalate to Private Communication When Needed

Some issues are best handled privately. If a reviewer raises a serious concern, invite them to continue the conversation by phone or email rather than discussing details publicly. Once the issue is resolved, you can politely ask the client to update their review if appropriate.

For example: "We're sorry to hear about your experience. Please reach out to us directly at [email address] so we can discuss this further and make it right."

Encourage Positive Reviews and Testimonials

The best defense against negative reviews is a strong offense: proactively ask satisfied clients to share their positive experiences. Even a handful of genuine, five-star reviews can greatly outweigh a rare critical comment.

Legalfit's self-serve reputation management tools make this simple. You can automatically send review requests via text or email and respond to reviews from a single dashboard.

PRO TIP

Don't wait until the end of a case to ask for feedback. If a client expresses appreciation during the process, ask them to leave a review while their experience is fresh in mind.

Monitor Your Firm's Digital Presence Regularly

Your social media reputation also includes how people interact with your posts, what they say in the comments, and how often they tag or mention your firm. Keeping tabs on these interactions allows you to spot emerging issues early and engage meaningfully with your audience.

To maintain awareness of all feedback:

- Review your firm's mentions weekly.
- Monitor direct messages and comments daily.
- Set up Google Alerts for your firm's name or key attorneys.
- Use Legalfit's social dashboard to manage all reviews and comments in one view.

How to Measure the ROI of Your Social Media Marketing Efforts

Social media marketing can and should deliver measurable business results for your firm. But many lawyers struggle to connect the dots between likes and leads or between engagement and actual revenue. By tracking your results and assigning value to your efforts, you can prove that your social media strategy is driving real, profitable growth.

Understanding Social Media ROI

Return on investment (ROI) measures how much value your firm gets from the time and money you put into social media marketing.

In simple terms:

$$\text{ROI} = \frac{(\text{Revenue from Social Media} - \text{Cost of Social Media})}{\text{Cost of Social Media}}$$

If you spend \$500 on Facebook ads in a month and those ads generate \$2,000 in client revenue, your ROI is 300%.

This calculation helps you and your firm answer two important questions:

- 1 Which social platforms bring in the most valuable leads?
- 2 How can you optimize your efforts for better results?

Even if your firm isn't running paid campaigns, ROI still applies. Your "investment" could be the time you or your staff spend creating posts, responding to comments, or managing platforms. The "return" could be new consultations, referrals, or website traffic that ultimately converts into clients.

What to Track: Key Metrics That Matter

Measuring ROI starts with identifying the right metrics. These indicators show whether your efforts are leading to tangible outcomes and where you can make improvements.

Here are the most important metrics for law firms to track:

CATEGORY	KEY METRICS	WHY IT MATTERS
Engagement	Likes, comments, shares, reactions	Indicates how well your audience connects with your content.
Traffic	Website visits from social media	Shows how effectively social media drives people to your website.
Leads	Form submissions, calls, direct messages	Measures how many prospective clients are reaching out.
Conversions	Consultations booked, cases signed	The ultimate indicator of business success.
Revenue Attribution	Revenue tied to social media leads	Connects your marketing directly to profit.

How to Assign Value to Leads

To measure ROI accurately, you need to estimate the average value of a new client. This figure helps translate your social metrics into financial terms.

Here's how to calculate it:

- 1 Determine the average case value (e.g., \$3,000).
- 2 Estimate your close rate, or how many inquiries become clients (say, 30%).
- 3 Multiply: $\$3,000 \times 0.30 = \900 average value per lead.

Once you understand your lead value, you can confidently budget for paid campaigns and know exactly how many conversions you need to break even or profit.

EXAMPLE SOCIAL MEDIA ROI CALCULATION

If you generate 20 qualified leads from social media in a month, what's your estimated ROI? Let's put the formulas for ROI and Average Lead Value to work.

Assumptions:

- Average lead value = \$900
- Marketing spend or time investment = \$2,000

$ROI = (\text{Revenue from social media} - \text{Cost of social media}) \div \text{Cost of social media}$

$ROI = [(20 \text{ leads} \times \$900 \text{ average lead value}) - \$2,000] \div \$2,000$

ROI = 800%

Even without precise revenue data, this exercise helps you benchmark performance and identify your most effective channels.

Interpreting Performance and Improving Your ROI

Your ROI data is a roadmap that, when reviewed regularly, reveals what's working and where you can improve.

Here's how to make data-driven adjustments and boost your social media ROI:

- **Identify and reuse top-performing content.** Review which posts receive the most engagement, clicks, or shares. These are your benchmarks for the topics and formats your audience finds most valuable. Use your best-performing posts as templates for future content.
- **Focus ad spend on high-ROI platforms.** Identify which platforms garner the most leads and shift your marketing budget toward the ones that are working the best (e.g., Facebook for B2C, LinkedIn for B2B).
- **A/B test landing pages.** If many people click on a link in a social post and land on a web page, but few convert from there, run A/B tests on your landing pages to determine improvements. For example, test different headlines, contact forms, and CTAs to see what performs best.
- **Analyze timing and frequency.** If certain days or times yield more engagement, adjust your posting schedule to match when your audience is most active on social media.

Beyond Numbers: Measuring Intangible ROI

Not every benefit of social media can be easily quantified, and that's okay. Some of the most important returns are intangible but vital to your firm's long-term success, such as:

- Brand visibility and recognition within your community.
- Trust and credibility earned through consistent, authentic engagement.
- Recruiting advantages from showcasing your firm culture.

Client retention and referrals fueled by positive interactions.

These factors all contribute to growth and profitability, even if they're harder to assign a dollar amount to. Over time, they amplify the effectiveness of your measurable marketing efforts.

The Bottom Line

Measuring social media ROI is about understanding what drives your firm's business. When you track engagement, leads, conversions, and revenue consistently, you can:

- Identify which strategies deliver the best results.
- Justify marketing investments to firm leadership.
- Continuously improve your approach for greater profitability.

Your Next Steps: 3 Things to Do This Week

You don't need a massive strategy to improve your social media presence. Here are three concrete actions you can take this week:

1 Optimize Your Profiles

Visit every social media platform where your firm has a presence. If you're not on any platforms, pick the one that makes the most sense for your practice area. Update or add your:

- Profile photo (use your logo or a professional headshot)
- Bio (clear description of who you help and how)
- Contact information (phone, email, website)
- Business hours and location

2 Post One Piece of Educational Content

Answer a question your clients frequently ask. Keep it simple:

- Write 3-5 sentences in plain language
- Add a relevant photo or graphic
- Include a call-to-action: "Have questions? Contact us for a free consultation."
- Post it on your primary platform.

3 Set Up a Review Request System

Choose a method to ask satisfied clients for reviews:

- Manual: Send a personalized text or email after successful case outcomes
- Automated: Use a tool like Legalfit's Reputation Management to schedule requests automatically

Then, commit to checking for new reviews weekly and responding within 24 hours.

Once you've completed these three actions, you've built the foundation for social media success.

From here:

- Post 1-2 times per week consistently. Creating a content calendar will help you stay on track and take the guesswork out of what to post each week.
- Spend 10 minutes every day engaging with your audience by replying to comments and answering questions.
- Review your analytics monthly to see what resonates with your audience. Adjust your content calendar as needed to post more of what your audience likes.

Ready to Grow Your Firm's Social Media Presence?

Legalfit is built exclusively for law firms, so we understand your unique challenges: compliance requirements, ethical advertising rules, and the need to balance marketing with practicing law.

What makes us different

- All-in-one platform: Manage your social media, reputation, content, and analytics from a single dashboard
- Legal industry expertise: We know what works for law firms because it's all we do
- Transparent ROI tracking: See exactly how your marketing efforts translate into leads and revenue

Whether you need help managing your social profiles, running targeted ad campaigns, or building a comprehensive digital marketing strategy, our team is here to support your growth.

Schedule a consultation today to learn how Legalfit can help your firm attract more clients online.

legalfit.com/contact

888-807-6406