

# 6 Pointers For Attys To Build Trust, Credibility On Social Media

By **Marly Broudie** (February 23, 2024)

In our modern world, where information travels at the speed of light and digital footprints are constantly being created, lawyers face both new opportunities and new challenges when it comes to building trust and credibility.

These opportunities and challenges extend to attorneys' use of social media. Indeed, a recent article on Law.com International, titled "The Fast (and Strange) Rise of the Legal Influencer," notes that there is now an "established generation of big name lawfluencers" who use social media "to take control of their public profiles in the savagely competitive legal industry, [and] to build followings and kudos without relying on traditional press or directories." [1]



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In this article, we will delve deeper into the strategies that lawyers can employ to harness the full power of social media in building trust and credibility.

## 1. The Power of Personal Branding

In an age where personal branding reigns supreme, lawyers must establish themselves as trusted authorities in their respective fields. Personal branding is not just about showcasing legal expertise; it's also about presenting a relatable, authentic and trustworthy image online. Let's explore this further.

### ***Defining Your Niche***

Specialization is key. Within your specific practice area, pinpoint a particular issue or angle that ignites your passion.

For example, if you specialize in environmental law and hold a fervent interest in matters pertaining to renewable energy, consider carving out a niche for yourself in areas like renewable energy legislation, litigation and transactions. Focusing on a niche allows you to become an expert in that area, making it easier for potential clients to trust your expertise.

### ***Consistent Messaging***

Develop a consistent message that resonates with your target audience. Your social media profiles should reflect your values, mission and the unique benefits you bring to your clients.

Whether you're a corporate lawyer specializing in mergers and acquisitions or you're well versed in contract negotiations and corporate compliance, your messaging should reflect your expertise.

### ***Engaging Authentically***

Interact with your audience in a genuine and approachable way. Respond to comments, engage in conversations and show empathy toward their concerns and questions.

Authentic engagement helps in building trust, as it demonstrates that you genuinely care

about your clients and potential clients.

## **2. Content Creation and Sharing**

Content is king on social media, and lawyers must use it wisely to educate, inform and connect with their audience. Effective content strategies are vital in achieving this goal.

### ***Educational Posts***

Share informative content that simplifies complex legal concepts for your audience. Break down recent legal developments and explain how they may affect your followers.

When you can take complex legal jargon and make it accessible to the average person, you position yourself as a valuable resource.

Consider sharing "know your rights" posts or articles that explain common legal issues in simple terms.

### ***Case Studies and Success Stories***

Highlight your successes by sharing case studies or success stories, while maintaining client confidentiality, of course. Showcasing real-life examples of your victories can boost your credibility.

For example, if you are a criminal defense attorney, sharing stories of clients who were acquitted or received reduced sentences under your representation can help potential clients see your track record.

### ***Thought Leadership***

Share your opinions on current legal topics, legislation or court decisions. Expressing your insights establishes you as an authoritative voice in your field.

Thought leadership can be demonstrated by providing unique perspectives on emerging legal issues. For instance, if you specialize in technology law, you can share your thoughts on the legal implications of advancements in artificial intelligence.

## **3. Building Trust Through Transparency**

Trust is a critical component of any lawyer-client relationship. Transparency on social media can go a long way in building and maintaining trust. Here's how.

### ***Sharing Behind the Scenes***

Offer glimpses into your daily life as a lawyer. Share photos or stories from your office, courtroom or even your pro bono work. This humanizes you and makes you more relatable.

Sharing your journey as a lawyer, including the challenges you've faced and the lessons you've learned, can also build a sense of trust and authenticity.

### ***Client Testimonials***

With the consent of your clients, share their testimonials or thank you messages. This

reinforces the trustworthiness of your services. Positive client testimonials serve as social proof of your competence and can reassure potential clients that they are making the right choice by seeking your legal assistance.

### ***Ethical Considerations***

Always adhere to ethical guidelines when discussing cases or clients online. Avoid sharing confidential information or making misleading claims. Ethical behavior is fundamental in maintaining trust and credibility. Lawyers should always prioritize client confidentiality and abide by the rules and regulations of their respective legal jurisdictions.

## **4. Utilizing Visual Content**

Lawyers can use visual elements to enhance their online presence.

### ***Infographics***

Create visually appealing infographics to simplify complex legal concepts or illustrate statistics related to your field. Infographics are highly shareable and can help you reach a broader audience.

For example, you can create infographics explaining the steps involved in a merger or acquisition, or the key elements of a business contract.

### ***Videos and Live Streams***

Utilize video content to engage with your audience. Live streams can be used for Q&A sessions, legal updates or discussions on trending legal topics. Video content is highly engaging and allows you to convey information in a more personal and dynamic manner.

Consider hosting live webinars where you discuss common legal issues or provide insight into recent legal developments.

### ***Professional Photography***

Invest in high-quality professional photos for your social media profiles. A polished image can significantly affect how potential clients perceive you.

Professional photography can provide not only your profile picture, but also images that showcase your expertise. For instance, if you specialize in personal injury law, professional photographs of you visiting accident scenes or consulting with clients can enhance your credibility.

## **5. Leveraging Social Media Advertising**

Paid advertising on social media platforms can be a strategic move to boost visibility and credibility. Here's how lawyers can effectively use social media advertising.

### ***Targeted Advertising***

Use social media ad targeting to reach potential clients based on demographics, interests and location. This level of targeting allows you to put your message in front of individuals who are most likely to require legal services in your specific area of expertise.

For example, if you are an immigration lawyer, you can target individuals within your region who have expressed an interest in immigration-related topics.

### ***Sponsored Content***

Promote your most valuable content through sponsored posts to ensure it reaches a broader audience. Sponsored content can include informative blog posts, videos or infographics that showcase your legal expertise. By boosting the visibility of your content, you can establish yourself as a thought leader in your field and gain the trust of potential clients.

## **6. Consistency and Analytics**

Consistency is crucial in maintaining an effective social media presence. Regularly posting and engaging with your audience keeps you top of mind. Additionally, analyzing your social media performance allows you to adjust your strategy as needed.

### ***Posting Schedule***

Determine the best times to post on each platform by analyzing when your audience is most active. Consistency in your posting schedule helps in building brand recognition and trust.

For instance, if you find that your audience is most active on LinkedIn during weekday mornings, you can schedule your posts accordingly to maximize engagement.

### ***Track Metrics***

Monitor key performance indicators, such as engagement rates, follower growth and website traffic. Use this data to refine your strategy over time.

Analyzing metrics provides valuable insights into what content resonates with your audience and helps you understand which social media platforms are most effective for reaching your target demographic.

## **Conclusion**

As social media and digital marketing continue to evolve, staying ahead of the curve will be essential for lawyers looking to thrive in this dynamic digital realm.

By carefully crafting their personal brand, creating valuable content, practicing transparency, utilizing visual elements, leveraging advertising and maintaining consistency, lawyers can connect with potential clients and establish themselves as trusted authorities in their respective fields.

In this era of information overload, building trust and credibility on social media is important for lawyers who aspire to succeed and make a meaningful impact in the legal profession.

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[1] <https://www.law.com/international-edition/2023/12/13/the-fast-and-strange-rise-of-the-legal-influencer/>.