

THE LOOK OUT

PROFESSIONAL RISKS NEWS



RISK MANAGEMENT FOR EFFECTIVE SOCIAL MEDIA USAGE



In This Issue...

Jim Brindley identifies key aspects to consider in business social media usage

Rachel Tombs, owner of Orion Legal Marketing and Links2Leads, speaks about the procedures that law firms should consider when using these platforms

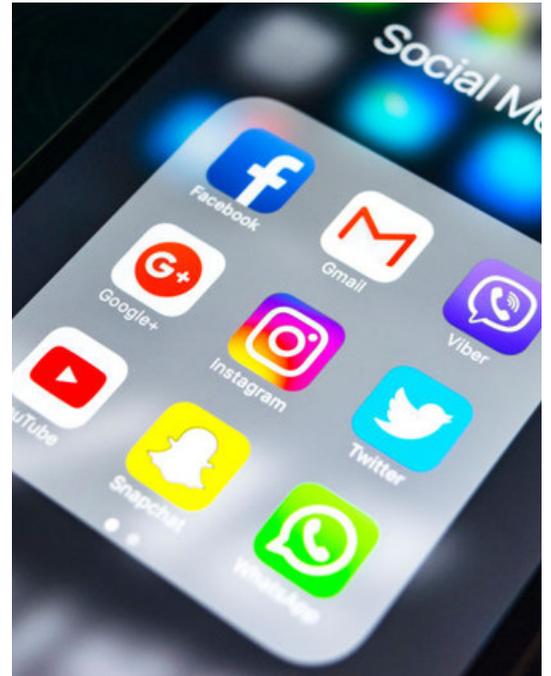
Many law firms are now using social media platforms such as Twitter, Facebook and LinkedIn to promote their business. It is a great opportunity to provide legal content, advise on impending changes to the legal system, share client feedback, and engage with new prospective clients. Using these platforms can certainly benefit a law firm in the marketing of their business, but if used incorrectly can have a detrimental and sometimes damaging effect on the law firm's reputation. I have seen a number of instances where a wrongly worded comment either by the firm or an employee has severely damaged a good reputation which the firm has taken years to build.



Jim Brindley
Account Executive
TLO Risk Services Ltd

Headlines in the press like...

“Law firm fired for posting gloating tweets”
“LinkedIn sexism row - Lawyer used platform like Tinder”

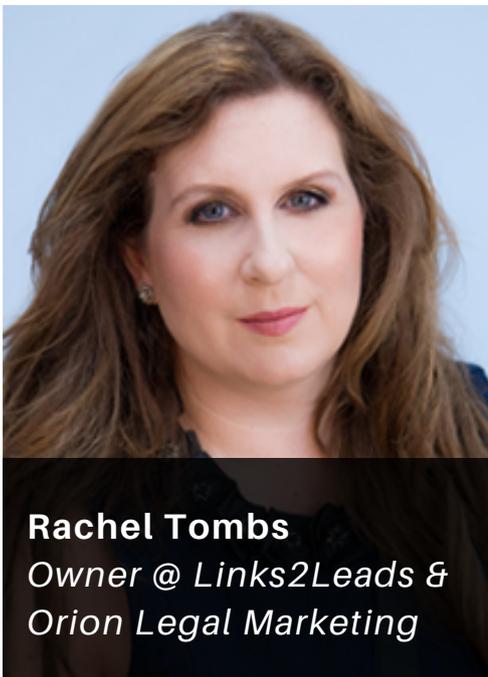


A law firm cannot rely on an insurance policy to cover them for loss of clients and business following a misguided tweet/comment. The use of social media needs to be identified as a potential risk to the business and procedures need to be in place for the use of social media. The Law Society’s accreditation mark, Lexcel stipulates that practices must have a social media policy, which must include:

- A) a procedure for participating in social media on behalf of the practice**
- B) the scope of permitted and prohibited content.**

They go on to say that procedures for social media use should be clear and updated regularly. Any new staff need to be made aware as part of the induction and relevant staff training should be undertaken on platform posting when using sites such as LinkedIn and only specific employees allowed to post on Twitter etc. A plan should also be in place in the event of a social media fall out.

Social media should be embraced by law firms but they should also proceed with caution!



Rachel Tombs
 Owner @ Links2Leads &
 Orion Legal Marketing

EFFECTIVE & PROTECTIVE LEGAL SOCIAL MEDIA MARKETING

Protecting your firm is one key aspect to consider. The other is how to make social media not just safe, but an effective marketing tool, as Rachel Tombs of Orion Legal Marketing explains.

Social media has rapidly evolved to become a part of our everyday lives. It affects the way we live, the way we work and the way we shop. LinkedIn, in particular, has had a real impact on the way people network for new jobs as well as new clients, including professions

such as legal and conveyancing services. When harnessed correctly, social media presents a real opportunity to raise awareness of your firm and encourage potential clients to approach you for their next requirements.

Like any form of marketing, to be effective social media needs to have a plan. Take time to identify who you are trying to target and where you will find them. Generally, LinkedIn is the most effective platform for professional services, though Facebook and Twitter can have a role too. Consider the messages you wish to portray; what you want to say, and how you will say it. Remember that everything you post on social media is in the public domain and sends out a message about your firm. Ensure it is the right one.



Use online tools to help you manage your social media activity. Websites like Hootsuite or Buffer allow you to schedule posts in advance; this means you can ensure your key messages are covered and devote the time you have to interact with others. Each social media platform has its own built-in analytics, so use these to investigate the posts which drive the biggest interest. Don't be afraid to try things to see if they work, or to ask for advice and help from social media specialists to inform your approach.

Make sure you have consulted the Law Society notes on the use of social media by legal professionals. These include guidance on best practice, as well as helpful case studies providing examples of how social media is currently being used.

Ultimately, the real benefit of social media is in building relationships. It can help people get to know you, like you and trust you. But the only way they can do this is by interacting with you. You wouldn't walk into a conference or networking meeting and not respond to others. Just because social media is online, the etiquette is still the same. It is through conversations with others that you can really develop social media as an effective referral channel for your firm.

If you are looking to review your insurance arrangements for 2018 and are interested in finding how TLO Risk Services can assist your firm, or wish to discuss the above matters, please contact James Brindley on **0121 2121 9090** or **james.brindley@tlorisk.com** for more information.

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