

# How to Be Social Media Savvy During the Current Crisis



Presented by David Ackert and Stefanie Marrone

**David Ackert**  
**@DavidAckert**  
**[www.linkedin.com/in/davidackert](http://www.linkedin.com/in/davidackert)**  
**<https://www.ackertinc.com>**

**David Ackert, M.A., is the President of Ackert Inc. and its subsidiaries, and business development mentor to thousands of high-achieving professionals in the legal, corporate, finance, and accounting sectors.**

Over the past two decades, David has developed and implemented revenue acceleration programs for hundreds of firms around the globe, many hailing from the top of the Am Law list.

Widely recognized as a pioneer in business development innovation, David is the founder of several technology platforms including Practice Boomers (a business development e-learning program), Practice Pipeline (a leading sales pipeline management system), Practice Viewer (a business intelligence platform) and Practice Driver (a business plan management system). His online and offline programs have won “Your Honor Awards” in both the U.S. and Canada.



# Stefanie Marrone

@StefanieMarrone

[www.linkedin.com/in/stefaniemarrone](http://www.linkedin.com/in/stefaniemarrone)

<https://www.socialmediabutterflyblog.com>

**Stefanie Marrone helps law firms effectively tell their stories and find their unique voices.**

Stefanie has worked at some of the most prominent law firms in the world, as well as small- and mid-size firms, developing and executing revenue generating, business development, internal and external communications strategies, including media relations, branding and multi-channel content marketing campaigns. She has particular experience in helping law firms and their employees effectively utilize social media platforms for revenue generation and visibility.

Stefanie often speaks around the country on a wide range of communications, content marketing and social media topics. She is also a published author for JD Supra, The New York Law Journal and Attorney at Work.





# Today's program will cover how to...

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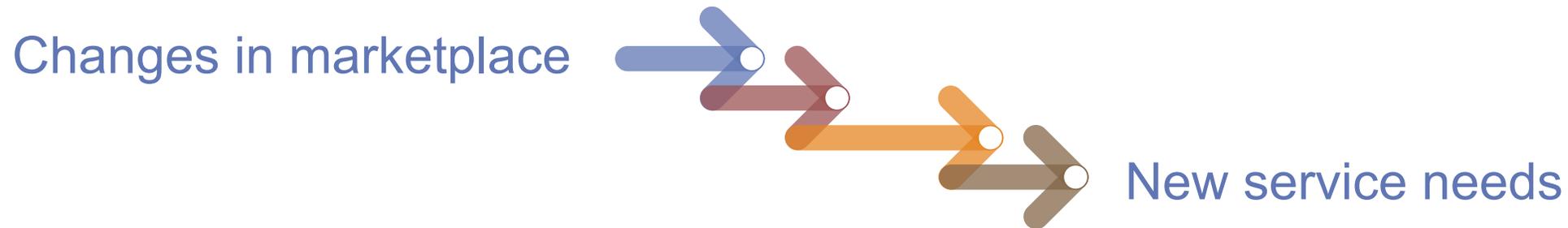
- How to strike an appropriate tone without seeming tone-deaf or insensitive
- How to effectively market yourself and your firm during a global crisis
- How to position yourself as a thought leader during a time when so much is unknown
- How to network effectively online and build your brand through LinkedIn

**How to strike an  
appropriate tone and  
effectively market  
yourself during a global  
crisis without seeming  
tone-deaf or insensitive**

# The Marketing Imperative

Now is an ideal time to get active on social media. Your clients, prospects, and referral sources are...

- seeking information
- seeking perspective
- navigating fundamental changes in their business



# TONE – Best practices

- This is not business as usual. Many of your clients and prospects are experiencing some of the most difficult challenges in their personal and professional lives.
- Tone should be concerned but reassuring
- Make it easy for your clients to be in communication with you, not necessarily contingent on a transaction
- Offer a specific value before you ask for anything or promote your services
- Seek to be useful, not just available

# Use social media to initiate a dialogue

Post information: one-way communication



Comment: two-way

Comment

- Ask a question
- Invite to a webinar
- Share a resource that requires downloading
- Collaborate with clients, prospects, or referral sources on programs

**How to position yourself  
as a thought leader during  
a time when so much is  
unknown**

# **Content marketing success tips:**

- **Add value.**
- **Be helpful.**
- **Publish consistently.**
- **Ensure your mailing lists are updated.**

# Showcase Your Expertise Through Special Online Resources (but Don't Name it the Coronavirus Resource Center)

EPSTEIN  
BECKER  
GREEN

HEALTH CARE &  
LIFE SCIENCES

EMPLOYMENT, LABOR  
& WORKFORCE  
MANAGEMENT

LITIG  
BUS

CORONAVIRUS RESOURCE CENTER

March 2020

### Coronavirus Resource Center

Share    

*shearman*  
SHEARMAN & STERLING

## COVID-19 RESOURCE CENTER

PEOPLE  
PRACTICES >



PEOPLE SERVICES INDUSTRIES INSIGHTS &

CORONAVIRUS RESOURCE CENTER

March 2020 |

### CORONAVIRUS RESOURCE CENTER

## Foley's Latest Thinking on the Most Pressing Business and Legal Issues

SIDLEY

PEOPLE

SERVICES

Home > Insights > COVID-19 R

SIDLEY RESOURCE

## COVID-19 Resource Center

MORRISON  
FOERSTER

## Coronavirus (COVID-19) Resource Center

GIBSON DUNN

LAWYERS PRACTICES INSIGHTS

Coronavirus (COVID-19) Resource Center

## Coronavirus Resource Center

crowell moring

Simpson  
Thacher

Client Services Our Team Your Career

Coronavirus (COVID-19) Resource Center



Coronavirus Resource Center

Professionals Pra

About Case Studies

Coronavirus Resource Center  
Professionals  
Contacts

Practices > Coronavirus Resource Center

Coronavirus Resource Center

## The invisible user trend:

**77 percent** of in-house counsel use social media in listen-only mode – while only **27 percent** are disseminating information and engaging with other users.

This may cause the number of likes on your pages to be low or for it to seem like no one is engaging with your content – but they are.



# The Content Bible

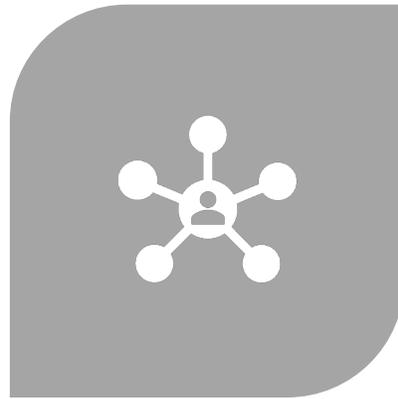
- The best way to get your content in front of target audiences is through a combination of email and social media
- Your content must be client-centric and written in their language
- It's not about quantity, it's about quality
- It's always about show vs. tell
- Reuse and repurpose
- Add visuals
- Compelling headlines and subject lines are key
- Your clients expect to hear from you, not your competition
- Create and distribute content while the topic is hot

**How to network  
effectively online and build  
your brand through  
LinkedIn**

# Three Essential Building Blocks of LinkedIn



**PROFILES** – WHO YOU ARE



**CONNECTIONS** – WHO YOU KNOW



**PARTICIPATION** – HOW YOU  
INTERACT WITH YOUR  
CONNECTIONS



# Hashtags re Coronavirus

- [#riskmanagement](#) (over 1.3 million followers)
- [#coronavirus](#) (76,915 followers)
- [#covid19](#) (22,708 followers) Note - the two coronavirus ones here have jumped almost 50 percent in followers in the past day.
- [#corporatecommunications](#) (12,731 followers)
- [#crisiscommunications](#) (9,770 followers)
- [#internalcommunications](#) (9,431 followers)
- [#crisismanagement](#) (6,528 followers)
- And if you work in the legal field add these hashtags:
  - [#lawfirms](#) (48,720 followers)
  - [#lawyers](#) (44,105 followers)
  - [#legalmarketing](#) (1673 followers)
  - Note – [#lmamkt](#) only has 96 followers (while this is a popular hashtag to use in the legal marketing industry, particularly on Twitter, it is not powerful on LinkedIn)

These hashtags are not worth including:

- [#corona](#) (695 followers)
- [#flattenthecurve](#) (458 followers)
- [#virus](#) (404 followers)
- [#covid\\_19](#) (334 followers)
- [#ncov2019](#) (267 followers)
- [#pandemic](#) (249 followers)
- [#lawfirmmarketing](#) (190 followers)
- [#socialdistancing](#) (182 followers)
- [#crisisresponse](#) (145 followers)
- [#coronavirus2020](#) (114 followers)
- [#crisiscomms](#) (88 followers)
- [#coronaviruspandemic](#) (49 followers)
- [#coronavirusnews](#) (39 followers)
- [#covid19outbreak](#) (29 followers)
- [#coronavirusawareness](#) (25 followers)
- [#crisisplanning](#) (21 followers)
- [#coronavirus2019](#) (15 followers)
- [#covid19](#) (6 followers)
- [#coronavirusimpact](#) (3 followers)

# Best Practice – Share at the Right Time



What's the point of creating content if no one is seeing it?



Share content when you will get maximum exposure



Content shared on LinkedIn between 10:45am and 4:30pm get far fewer clicks per share



Share in the morning or in the evening during commuting hours. Or when people just get to the office. *You have a captive audience!*



The best windows of time to share on LinkedIn are:

around 7:00am to 10am

between 12pm and 2pm

between 5:00pm and 7:30pm



Social sharing platforms let you choose scheduled times to post content



There is no “best day” of the week to send content



You may get lightly more engagement on Tuesday, Wednesday and Thursday and, unsurprisingly, a bit less on Monday morning and Friday afternoon



**SHOW vs TELL**

## The secret sauce to effective social media content



Use a combination of the following content tools:

- Reuse and repurpose
- Create once, publish everywhere (COPE)
- Visual content
- Show vs. tell
- Client-centric content
- Evergreen content
- Value-added content
- Effective hashtags

How to

**COPE**

Create Once, Publish Everywhere



{re}use & {re}purpose

# Putting it all Together

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# Recommended Actions

Set up Google alerts for your VIP contacts so you can keep abreast of significant news about them

Use LinkedIn to build your network and be in touch with VIP contacts

Set up more video conferences and virtual happy hours/get togethers

Reach out to someone on LinkedIn in some way every day – comment on a status, recommend an article, “like” someone’s post.

Buy and read *Never Eat Alone* by Keith Ferrazzi

Update your bio and LinkedIn profile. Update your representative matters

Create a killer LinkedIn headline and cover image

Pick at least one item and focus on it for the next few months

# Connect With Us (and a LinkedIn trick – QR codes)



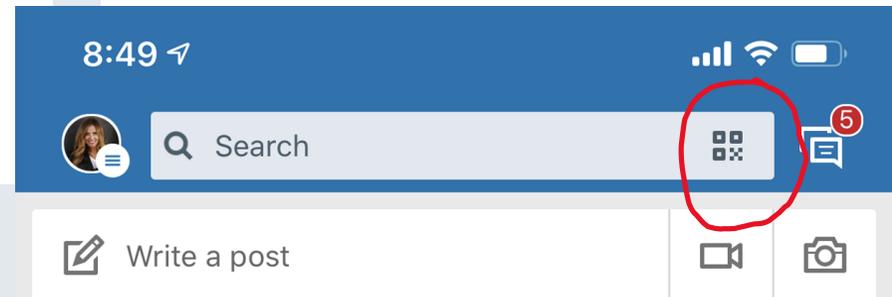
**David Ackert**

Business Development Mentor |  
Public Speaker | Techpreneur



**Stefanie Marrone**

Social Media Strategist | Business  
Development Trainer | Content Marketer | Re...



- Look for an email from Lindsey Martin with additional resources, the recording of today's program and our slide deck

- Additional programs from Stefanie Marrone Consulting

- Webinar: Marketing in the COVID-19 Environment: March 24 (Complimentary)

- Consulting and bespoke social media/branding training (remote)

- Additional programs from Ackert

- Webinar: How to Develop Business in a Remote Landscape: March 26 (Complimentary)

- Practice Boomers Business Development E-Learning

Legal Marketing  
in the Midst of the  
COVID-19 Crisis

Tuesday, March 24  
at 1:00 p.m. ET

PRESENTED BY:  
Jay Harrington  
and Stefanie Marrone

LIMITED TO 100 REGISTRANTS



How to Develop  
Business in a  
Virtual  
Landscape

with David Ackert  
& Lindsay Hamilton  
March 26 at 10am PST/1pm EST

# Q & A

