



Day Three Resources & Homework

Articles

[*Demographics of Social Media Users and Adoption in the United States*](#) by Pew Research Center

[*Social Media Use in 2021*](#) by Pew Research Center

[*Social Media Network Demographics: What Brands Need to Know*](#) by Erin Perkins

[*2020 Websites & Marketing*](#) by Allison C. Shields Johs

[*20 Examples of Social Proof in Action in 2021*](#) by Sophia Bernazzi

[*Client Testimonials on Attorney Websites: How to Solicit Testimonials or Reviews*](#) by The Modern Firm

[*Can Lawyers Ethically Solicit Online Client Reviews? - 2Civility*](#) by Mark C. Palmer

[*Investigative Report on the Efficacy of Peer Review Logos | Bigger Law Firm Magazine*](#) by Dipal Parmer

Your “to-do” items from today:

1. Select ONE social media platform, develop/update your presence on that one platform, and ENGAGE for the next 30-90 days.
 - a. Review the demographic and use research linked above
 - b. Decide which platform to select and optimize your engagement
 - c. Develop or update your presence on that platform
 - d. Commit to post and or engage **DAILY** for the next 30-90 days
 - e. Watch for increased engagement statistics
 - f. Track potential client leads as well as website analytics for “click thru” rates
 - g. Remember the GOAL is to attract traffic and potential leads to your website where you can capture contact information

2. Select 1-3 review/recommendation platform(s)
 - a. Take inventory of the current state of your reviews/ recommendations to determine where you want to focus efforts
 - b. Draft review/testimonial request language to send to clients (see examples linked in the article above)
 - c. Draft recommendation request language to send to peers
 - d. Solicit reviews & recommendations (or endorsements)
 - e. Reply to all reviewers (includes ones from the past, if you’ve not) and ENGAGE in a positive fashion regardless of the review

3. **EXTRA CREDIT:** Join the Modern Juris [LIKE-MINDED IN THE LAW](#) Facebook Group!

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Contact

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