



5 Tips To Help Attorneys Produce Content To Fuel Social Media Marketing

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Do you find it difficult to get attorneys to write articles and blog posts? Do you wish you didn't have to rely on them for content? The bad news is you can't take them out of the process completely because they are the subject matter experts. The good news is you can use various tactics to motivate and help them to produce good content. And good content is at the heart of good social media marketing.

1. Let them give you content in any format. Maybe they want to be interviewed or they can record themselves speaking. If they prefer to write it down, then let them provide outlines, bullets, run-on sentences, typos, etc. The point is that so long as you have the core information needed, you can put it into an acceptable format. The great thing is that this works really well with social media. Blog posts are meant to be shorter and can accommodate lots of formats including checklists, tips, and short pieces. So you don't need or want content that reads like a law review article or court brief.

2. Remind them of their audience. Lawyers tend to write for other lawyers. But the audience they want to attract may be a nonlawyer. In some ways that can make it harder to write because it doesn't feel natural. On the other hand, they don't have to go into minutia or footnote everything. They can simplify and speak more generally about a topic, keeping in mind that the purpose of the content is to raise issues that the reader will then want to discuss with an attorney.

3. Repurpose existing content. Review any existing content from attorneys, such as client memos, briefs, presentations, articles, and old blog posts and think about how they can be repurposed. Every piece of content should be repackaged for multiple social media and digital marketing outlets. Longer formats can be shortened and made into 1 or more blog posts. Lengthen shorter pieces or combine them with related content and make it an article or whitepaper. Recreate it as an outline, checklist or PowerPoint. Turn presentations into webinars or video clips. Develop other visuals like charts and infographics to highlight takeaways or statistics. Update an older piece with any changes in the law. In each case, you're

giving new life to the content without starting from scratch. Plus you also get the added benefits of extending the promotional value and reach of your content. As you post these different formats on your website and push them out via social media and email, you'll be attracting more people over a longer period of time.

4. Curate content. Attorneys can still provide useful content without writing it all themselves. Sharing other people's content can be a great way to stay top of mind and provide something of value to an audience. There are content curation and social listening tools and even google alerts to help curate information on a particular subject area. LinkedIn is also great for this. Attorneys can follow Pulse channels and companies and join relevant groups to find interesting material to share. Of course, attorneys should still provide some commentary and insight on the material they are sharing, but that's a lot easier than writing an article or post by themselves. Remember also that these services can help with coming up with topics, keeping abreast of new developments and finding out what your target audience is talking about online.

5. Get other people involved. Do attorneys need help coming up with ideas? With writing? With research? With social media? Draw on internal resources and have individuals in the firm work together. For example, someone great at brainstorming ideas paired with a researcher who can fill in the details. A writer paired with a speaker who can come up with great presentations. A marketer, paralegal or associate can interview a more senior member and write up the interview. If all else fails, think about outside help. Writers and editors can transform ideas into great content. They are a worthwhile investment to ensure your content pipeline is high-quality and consistently maintained.

Interested in more tips to get attorneys to write, see [No one wants to write. Now what?](#)

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