

# 3 Things Every Lawyer Should Know About Social Media

Have you ever listened to NPR for so long that the news broadcast is played a second time? I always change the channel, because A. I have already heard all of the news and B. it is just kind of annoying hearing the same voice, same tones, and same jokes over again. This past year I have been sharing the message of social media with all types of lawyers- from large law firms in the US to boutique firms in Australia. The funny thing is, they all the same doubts, the same reservations, and some of the same excitement. Hearing these same doubts over and over can get as annoying as a repeated NPR broadcast, but there is something that makes it all worth while. There is a moment when it finally clicks for professionals- where they no longer view social media as a toy or a novelty. It suddenly becomes real for them, a powerful device for engagement and communication. When they finally have this “aha” moment- that is something I really enjoy. If lawyers, or really any professionals are going to get to that point, they have to first overcome their doubts and fears.

Here are three powerful concepts that every lawyer must grasp before they can arrive at that “aha” moment. (These brief excerpts from [Social Media for Lawyers: The New Frontier](#) by Carolyn Elefant and Niki Black)

**ONE: SOCIAL MEDIA IS NOT A FAD OR A FRIVOLITY, BUT A PARADIGM SHIFT SWEEPING BOTH THE LEGAL PROFESSION AND SOCIETY AT LARGE.**

**TWO: A SOCIAL MEDIA PRESENCE IS A TOOL FOR ACHIEVING YOUR GOALS AND NOT, IN ITSELF, A GOAL.**

**THREE: USE OF SOCIAL MEDIA DOESN'T TRANSFORM OTHERWISE APPROPRIATE CONDUCT INTO SOMETHING UNETHICAL.**

While these seem like simple principles, they are barriers that keep the skeptics from appreciating the value of social media. Once a skeptical lawyer experiences the thrill of making a great connection- or receive a phone call from a major news publication as a result of their online activities, they won't ever want to give it up. How can we help those in our organization to get there?

This Friday morning at 10:00 AM EST, Carolyn Elefant, co-author of [Social Media for Lawyers: The New Frontier](#), will be joining us on the [Weekly Voir Dire](#) to discuss her new book and how you can help your firm or organization get started reaping the benefits of social media. [CLICK HERE to sign up for the free call](#). Spaces are limited, so be sure to call in at least 5 minutes early.