



THE MATTE PAD

MARKETING KNOW-HOW FOR
THE LEGAL PROFESSION

Looking To The Future: 5 Social Media Trends in 2012



Social media is going to continue to grow in 2012 in some interesting ways.

As you may have already figured out, I'm pretty enamored with social media. This is not only because it is a fun and fast medium, but also because, if done right, it can really take a law firm's marketing to the next level and help them reach their growth goals. So when I saw this [article](#) talking about what to expect from social media in 2012, I wanted to share the changes that may most effect your law firm's social media strategy and activities. And even if it doesn't, it's fun stuff either way!

Social TV convergence: I imagine many of you already view most of your television online rather than through traditional cable or satellite options. Many of us do, at least part of the time. But expect this industry to be even further turned on its head in 2012. The lines between television and computer will become even more blurred. Top this off with the rumor that [Apple may be introducing a television set with Siri built in](#), and I think we are about to see some serious change in how we are entertained.

Social becomes default: The debate is over in 2012. Social media is here to stay and will finally be taken seriously by both individuals and businesses. Expect to see more in-house and outsourced social media departments and a great expansion of its use in the next 12 months. Also, expect to see a lot more real social commerce rather than simply fun, branded pages. Companies are going to expect to turn fans into consumers in 2012. So if you aren't on board yet, it's time you make the leap.

Huge search improvements: Can I get an amen? While social media has been on the forefront of communication, social search has lagged far behind. Well, it looks like I'm not the only one who finds this frustrating. Google started making improvements with the +1 button and Google+. Twitter recently acquired a search start-up company, so expect some changes from them too. Facebook is still an unknown, but if everyone else is making it easier to search, they will have to pony up just to stay competitive. I can't wait to see what is in store and will keep you up-to-date too!

Acceleration of print to tablet swap: This Christmas may just be the year of the tablet. Ever since Apple introduced the iPad, others have been entering the market, some at very reasonable prices. What does this mean? More problems for print media. Many people have completely given up buying paper books and are downloading them to their tablet instead. Most mainstream magazines now have apps that allow subscribers to get the magazines there too. Those that don't follow this trend may just get left in the cold.

Facebook continues to shine: Whether you like it or not, Facebook isn't going anywhere. And with it slotted to pass a billion users and go public in 2012, it looks like it will continue to dominate



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the landscape. Will it become “the default social operating system that powers the web” as the [author](#) says? I’m not sure, but I wouldn’t bet against it.

What do you see on the forefront for 2012? What are your law firm’s social media plans for the year?



Welcome to The Matte Pad! Here you'll find tips, trends and tools to help the busy legal marketing professional. I hope you'll find this content valuable and practical. Information on the latest social media trends, creative ideas and marketing strategies that you can use at your law firm or in your legal marketing department.

