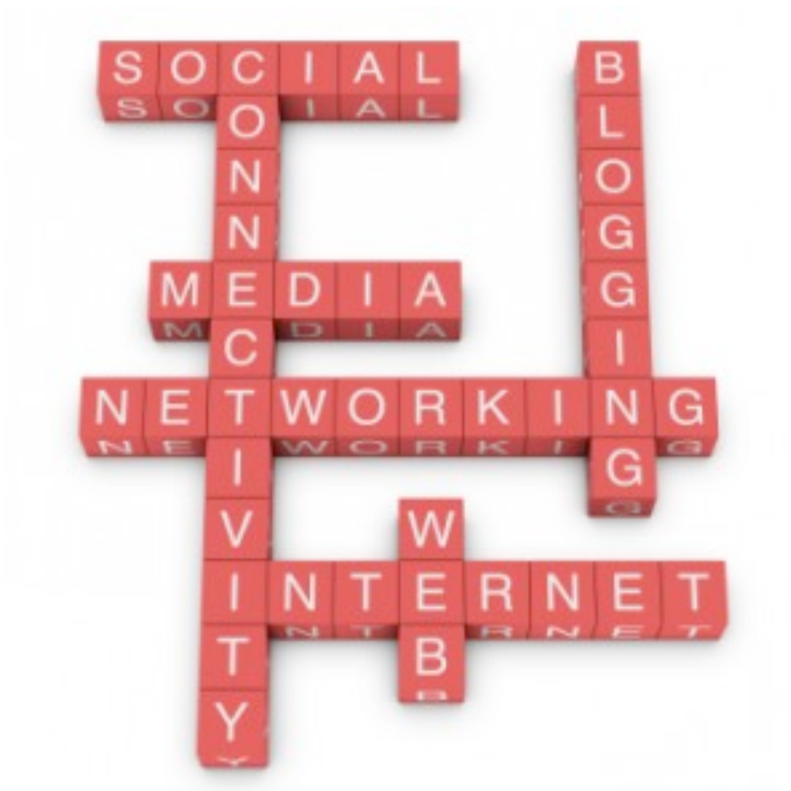
Blog and Use Social Media to Let Your Target Market Know About Changes

By Cordell Parvin on July 9th, 2015

As you may recall, a large national law firm marketing department asked me to go across country and make presentations and coach lawyers in four of their offices on the how and why of blogging and social media.

I had to give the marketing professionals the ammunition to explain the how and the why of blogging and social media. My strategy was to compare senior lawyers' current reaction to blogging and social media to senior lawyers' initial reaction to law firm websites and email in the 90s.



I remember years ago reading Seth Godin's 2000 *Fast Company* article Unleash Your Ideavirus.

I was busy practicing law then and, I focused my client development efforts in identifying changes impacting my transportation construction companies and providing guidance before any other lawyer. If you can picture, one way I kept up with regulation changes was to subscribe to the *Federal Register* and skim each daily edition.

If there was a Notice of Proposed Rule Making (NPRM), I wrote a draft guide or summary and then the day the rule became final, I edited it to incorporate any changes and mailed my guide to 100s in the construction industry.

You can imagine my delight when the *Federal Register* went on line and I could search for relevant proposed rule changes and the day when I could email my thoughts to the 100s in the construction industry.

The first time I remember emailing my guidance was in February of 1999. After several years the USDOT finally made final new rules on Disadvantaged Business Enterprises. I had three pieces of guidance ready to go that very day. I emailed those to construction associations in most states and asked the executive directors to alert their members.

As you know, it is much easier for you to stay on top of changes today, and you are able to reach a more clients and potential clients and industry influencers.

Suppose a regulation that impacts your clients and potential clients becomes final today. You can post a blog about the change.

Then you can use a tool like Buffer or Hootsuite to in one action post your blog and various social media pages like LinkedIn, Twitter and Google Plus. If you started a LinkedIn group, or if you or your firm created a Facebook page, like my Facebook Coaching page, you could post your blog on the change there as well.

If you thought it would be valuable, you could create a presentation and have someone shoot video and record it. Then you could put the slides on Slideshare.net, put the video on Youtube, and take the audio and make it into a podcast that you put on iTunes.

So, let’s suppose there is a proposed rule making that will become final sometime soon. Here is a list of what you can do to reach the audience who needs to know about the changes

- Let your clients know that you do not wish to inundate them with email and instead, they can connect with you on LinkedIn, join a LinkedIn group if you have created one, join your page, or your firm’s page on Facebook, follow you on Twitter and they can subscribe to your podcast. You can actually put social media buttons in your email signature.
- If your clients are impacted by federal, state or municipal regulation changes, monitor what is being proposed.
- As soon as a new regulation is proposed, prepare an analysis or guide for your clients.
- The day the new rule becomes final, post a blog about it and link to your blog on all of your business social media accounts.
- Let industry association executives know of the change and provide a link to your blog and podcast.
- Invite blog readers to ask questions.
- If your analysis is long, don’t put the entire analysis in your blog. Instead either upload a link to it or invite blog readers to send you an email to get the complete analysis. I prefer uploading the link.
- Make sure to have the usual disclaimers to avoid problems any hint you are giving legal advice or creating lawyer-client relationship with the reader.

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Cordell M. Parvin built a national construction practice during his 35 years practicing law. At Jenkens & Gilchrist, Mr. Parvin was the Construction Law Practice Group Leader and was also responsible for the firm’s attorney development practice. While there he taught client development and created a coaching program for junior partners. In 2005, Mr. Parvin left the firm and started Cordell Parvin LLC. He now works with lawyers and law firms on career development and planning and client development. He is the co-author of ***Say Ciao to Chow Mein: Conquering Career Burnout*** and other books for lawyers. To learn more visit his Web site, www.cordellparvin.com or contact him at cparvin@cordellparvin.com.