



## Embracing Social Media in Your Law Practice

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I am a lawyer, and counterintuitive to some, I manage an active LinkedIn profile, Twitter account and Facebook page. And, I contribute to my firm's Securities Litigation Blog. Although the use of social media is becoming more mainstream in the legal community, some lawyers and their firms remain hesitant to fully embrace the potential of social media. However, a smart social media plan is an essential and powerful tool to have as an attorney's overall marketing strategy. Social media enhances your online presence by increasing potential clients' ability to find you, and it establishes your credibility and thought leadership by building a brand identity.

This article explores the key features of today's most popular social media platforms, introduces blogging, and examines the challenges and ethical considerations unique to lawyers. To read more, [click here](#).