

# Branding and Social Media Guide



One of the most profitable ways to use that brand to attract business in the legal marketplace is through social media. Your firm may already be active on LinkedIn or Twitter. Or perhaps you're simply considering using social media and wondering how to begin. In either case, to maximize your investment of time (and, in some cases, money), it pays to develop a strategy.

## In this guide, we'll explore:

- How to effectively develop your law firm's brand
- The unique marriage between social media and branding
- How to prevent your messages from getting lost in the crowd