



A Social Media Self-Assessment for Lawyers

Set forth below are a few questions designed to serve as an informal self-assessment of your commitment to social media networking and building an effective presence online. The more “YES” answers, the better. There is no question that building your brand online requires commitment and time, but it can be done at reasonable expense (and with minimal technical expertise), and the potential benefits from a marketing and business development perspective are enormous.

	Yes	No
1. Do I have a website?	<input type="checkbox"/>	<input type="checkbox"/>
2. Has my website been redesigned within the last 10 years?	<input type="checkbox"/>	<input type="checkbox"/>
3. Does my website have a contact form where people can contact me?	<input type="checkbox"/>	<input type="checkbox"/>
4. Is my website optimized for viewing on smartphones and tablets?	<input type="checkbox"/>	<input type="checkbox"/>
5. Do I have a completed LinkedIn profile?	<input type="checkbox"/>	<input type="checkbox"/>
6. Do I have a Facebook page?	<input type="checkbox"/>	<input type="checkbox"/>
7. Do I have a Google+ page?	<input type="checkbox"/>	<input type="checkbox"/>
8. Do I have a Twitter account?	<input type="checkbox"/>	<input type="checkbox"/>
9. Do I have a blog?	<input type="checkbox"/>	<input type="checkbox"/>
10. Have I completed a profile on AVVO (and other free online attorney profile listings)?	<input type="checkbox"/>	<input type="checkbox"/>
11. Am I updating my blog at least weekly?	<input type="checkbox"/>	<input type="checkbox"/>
12. Am I utilizing photos, graphics, and video with my social media networking?	<input type="checkbox"/>	<input type="checkbox"/>
13. Am I posting original content that has been created by me (or my staff)?	<input type="checkbox"/>	<input type="checkbox"/>
14. Am I specifically allotting time in my weekly schedule for social media networking?	<input type="checkbox"/>	<input type="checkbox"/>
15. Am I circulating e-newsletters or client alerts on a regular basis?	<input type="checkbox"/>	<input type="checkbox"/>
16. Have I considered pay-per-click advertising or subscription-based attorney profile listings (e.g., lawyers.com, nolo.com)?	<input type="checkbox"/>	<input type="checkbox"/>
17. Do I respond to online inquiries in a timely fashion?	<input type="checkbox"/>	<input type="checkbox"/>
18. Am I carefully proofreading and editing the content I am posting online?	<input type="checkbox"/>	<input type="checkbox"/>
19. Am I posting seminar and workshop presentations online (e.g., YouTube, Slideshare, Medium)?	<input type="checkbox"/>	<input type="checkbox"/>
20. Am I incorporating a little personality, humor, etc. into my social media content?	<input type="checkbox"/>	<input type="checkbox"/>

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