

firm will want to have a more traditional website to anchor its web presence, and one or more individual blogs to highlight specific practice areas.

How do you make your blog more popular? Post relevant and timely content that is interesting and helpful for people. Updating a blog two to three times per week is reasonable in most cases, unless big news or events are taking place. To lighten the demands of creating new content, recycle and repurpose existing content.

## Newsletters aren't old-fashioned

Are newsletters old-fashioned? Perhaps, but if your clients like and want them, they are worth the effort. Can a blog replace a newsletter? It depends. For people who are social-network-savvy and know how to set up an RSS feed, a blog is the better way to go. And you can use Google's Feedburner to convert your blog's RSS feed into an email message for those who don't know how or want to use an RSS feed.

For those who like the newsletter format, services such as ConstantContact ([www.constantcontact.com](http://www.constantcontact.com)) and Industry Mailout ([www.IndustryMailout.com](http://www.IndustryMailout.com)) allow law firms to easily create and publish professional looking electronic newsletters.

## Podcasts

Podcasts are another option for marketing yourself online. Podcasts are audio or multimedia (audio and video) content distributed

via the Internet to computers or portable media such as iPods. The key advantage is that they allow people to listen or watch when and where they want. Podcasts often feature an interview or banter between two people. They can be cost-effective relative to in-person visits, and they can make more of an impression than brochures or simple websites, but they are time-consuming and expensive to produce. Law firms that produce podcasts will typically do one per month that is 15-20 minutes long.

## Video messaging and news

Thanks to faster download speeds and new technologies that will allow better quality audio and video, Internet video will be the "next big thing" in online marketing. Over the next few years you can expect video-based blogs and web-based programming similar to television programs. This content will up the ante on what prospective clients will look for and expect from their lawyers. They will make the YouTube videos we watch today look as dated as Super 8 film clips from the 1960s.

The world of marketing legal services has changed. Don't get left behind – start using social media tools to market your firm and practice.

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# Social media at work



## LAWPRO's new electronic communication initiatives

Three new e-newsletters get more information to you more quickly and cost-effectively

LAWPRO has introduced three new electronic newsletters to communicate with you more quickly, effectively – and economically.

- *LAWPRO Alert* will be used for urgent messages, such as imminent deadlines, a fraud scheme that has just come to our attention or other breaking information that we want to communicate to you as quickly as possible.
- *LAWPRO Insurance News* will be used to communicate information about upcoming filing deadlines and the insurance program.

- *LAWPRO Webzine* is our new electronic newsletter. Its focus is on bringing to your desktop the most current risk and practice management information from practicePRO. It will also serve as the electronic version of LAWPRO Magazine. The Webzine uses an easy-to-scan format of article headlines and one-sentence summaries. Each headline is linked to the corresponding full article in PDF format on the LAWPRO website ([www.lawpro.ca](http://www.lawpro.ca)).

(Note: For the time being, the printed version of LAWPRO Magazine will continue to be distributed to each lawyer. Later in 2010 we will

survey all lawyers to ask you if you prefer to receive the electronic or print version of the magazine).

## Why the move to more online communication?

For two reasons:

- **Timeliness:** Communicating time-sensitive information to more than 22,000 lawyers is no easy feat. Electronic communication makes that possible – and in a cost-effective way. It allows us to not only jog your memory when critical filing deadlines are coming up, but also to get into your hands breaking information that could help you avoid a claim. We encourage you to open your LAWPRO e-newsletter as soon as you receive it.
- **Cost reduction:** Online communication is also more economical. For a fraction of the cost of printing and mailing a reminder letter or a printed version of the magazine, we can get the same information to you more quickly. Our ultimate goal is to significantly reduce our printing and mailing costs.

## Easy-to-skim format

All three e-newsletters use a simple two-column design to enable you to rapidly skim for the information that is relevant to you.

The main message appears in the left column, usually in the form of headlines and one-sentence summaries with links to longer

## Please whitelist LAWPRO e-newsletters

LAWPRO's e-newsletters are designed to communicate with you quickly and economically.

But law firm firewalls and spam filters may inadvertently block our e-newsletters and prevent critical and time-sensitive information from reaching your inbox.

To ensure that you receive LAWPRO e-newsletters, ask your email administrator to **whitelist [service@lawpro.ca](mailto:service@lawpro.ca) and [mail@senderauthenticated.com](mailto:mail@senderauthenticated.com) in your spam filter.**

articles, although the full text of shorter messages may appear in LAWPRO Alert and LAWPRO Insurance News.

The right column features bullet-point links grouped under three headings: Key Dates, Quick Links, and Hot Topics. The links take you to the relevant sections of the LAWPRO website. Under Quick Links, for example, you will find links to File online, Address changes, Report a claim, and Order materials

Mobile versions of the e-newsletters enable you to automatically read them on your Blackberry or other hand-held device.

# New practicePRO Avoid A Claim blog



Getting you immediate and practical information to help you avoid a claim: That's the goal of yet another new online communication initiative from LAWPRO's practicePRO program.

The new Avoid A Claim blog, launched in early November, features timely information, tips, and tools drawn from many sources to help lawyers and their

staff practise more effectively and reduce the risk of a claim. Avoid A Claim complements the practicePRO website ([www.practicepro.ca](http://www.practicepro.ca)), which also provides a range of risk management, claims prevention and law practice management information.

practicePRO Director Dan Pinnington will draw on his own expertise in risk management – and on other leaders in the fields of claims prevention and law practice management – to bring lawyers the latest in claims avoidance information. If you have suggestions for topics you'd like Dan to address, send him an email at [dan.pinnington@lawpro.ca](mailto:dan.pinnington@lawpro.ca).

Check out the blog at: [www.avoidclaim.com](http://www.avoidclaim.com). You can subscribe to receive Avoid A Claim updates by email at <http://feedburner.google.com/fb/a/mailverify?uri=avoidclaim>.

To subscribe to an RSS feed go to: [http://feedburner.google.com/fb/a/mailverify?uri=avoidclaim&loc=en\\_US](http://feedburner.google.com/fb/a/mailverify?uri=avoidclaim&loc=en_US).

## LAWPRO is on twitter

Upcoming filing deadlines. Links to hot stories we're following. Tips on practice resources. These are but some of the topics we've tweeted about recently on Twitter. To see more go to: [twitter.com/lawpro](http://twitter.com/lawpro).

