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2. Social media is leveling the playing field and expanding access to a wider variety of law firms at a time when corporate clients are seeking alternatives to large firms.	10

3. Upheaval in the legal profession combined with the changing lawyer is accelerating lawyers' adoption of social media. 10
4. Social media facilitates the delivery of legal information and services through virtual law firms. 11
5. Social media helps lawyers do what they have always done best—educate the public and empower clients. 12

### **Chapter 3: Busting the Legal Profession's Ten Myths of Social Media 15**

1. There's no point in using social media in my practice because none of my target clients use it. 15
2. Social media is undignified for lawyers. 16
3. Social media is a waste of time—I don't want to learn about Joe's breakfast on Twitter or read about Jane's kids on Facebook. 17
4. My colleagues and clients will think that I have too much time on my hands if they see me blogging or tweeting all the time. 17
5. I've heard stories of clients trying to friend their lawyers on Facebook, or worse, writing negative reviews of them at client rating sites. I'd rather avoid that kind of thing altogether. 18
6. Social media is simply too time consuming for a busy lawyer like me. 19
7. I'm a gregarious person and prefer to meet others face-to-face. With social media, I'll be stuck behind a computer screen 24-7. 20
8. If I give away free advice through blogging or responding to questions at directory sites, why would anyone hire me? Plus, what's to prevent competitors from stealing my content? 21
9. I've thought about getting onboard with social media, but it seems that it's already dominated by people with thousands of followers. It's going to take too much time to play catch-up. 21
10. My teenager can teach me everything I need to know about social media. 22

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