USING SOCIAL MEDIA TO CREATE, INFLUENCE, AND MAINTAIN LUCRATIVE RELATIONSHIPS

Presentation by:

John Hellerman
Hellerman Baretz Communications



THE BRANDING PROCESS

A law firm becomes branded by the reputation and performance of its <u>partners</u> over time.

The more lawyers with credible reputations within your firm, the better.



THE PRISM

Talent is the Product

A Law Firm is a Product Marketer

Help Your Firm Attract the Best Talent & Help Your Talent Win New Business (You'll Generate More of Both)



THE PURPOSE

Use uncontrolled, and therefore credible, participatory channels to create, influence, and maintain LUCRATIVE RELATIONSHIPS.

"To make my firm money"



THE APPROACH

STOP: "Doing" Public Relations

START: "Using" Public Relations

This is not about creating clips for clips' sake. Ask yourself: How is what I'm doing going to help my firm create, influence, or maintain a lucrative relationship?

If it won't help, tell your firm you're going to save money by spending its resources elsewhere.



THE STRATEGIES

PR-Fueled Business Development & SMART PR



PR-FUELED BUSINESS DEVELOPMENT



- 1. Create Content
- 2. Reprint Content
 - 3. Share Content



SMART PR

Strategic Messages at Relevant Targets Produce Relationships

What makes it **SMART**?

- Credible sources
- Useful information
- Valuable networks



THINK IN CAMPAIGNS

- Focus on narrow, niche issues
- Position your talent as "experts"
- Create blogs, white papers, webinars, podcasts, etc. around an issue

Benefits:

- Strategic
- Easy to Measure & Manage
- Relevant to Management
- Attracts Clients
- Material for Reprinting and Distributing (PR- Fueled Biz Dev)



DEVELOP BRANDED CONTENT



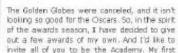
"that's what she said"

a ford & harrison blog by julie elgar about the popular television series "the office"



Awards Season

January 18th, 2088 by Julia Eiger



category is "Best Plaintiff in an Employment-Based Lawsuit," which honors the Dundar Miffin employee who has been most agregiously wronged by the Company. And the nominees are:

Kevin is nominated for his experience in having to admit that he has enail fissures in a room of his coworkers during Season Two's "Health Care."

Oscar: Oscar is nominated for having been marked and ridiculed for his sexual orientation and then, upon his return from stress leave, having a "wekome back" party with a theme based solely on his Maxican-American haritage.

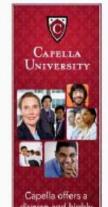
Kelly: Kelly is nominated for having her heritage moded by Michael during diversity training and again in a meeting called to specifically discuss her religious beliefs. Kelly's dain will be especially strong in light of Michael's decision to mode the diversity training program and sign his acknowledgment of the training with the pseudonym "Daffy Duck."



Pages

* About HR Hero Blogs





Bringing expertise to the market is made safer when firms do it through branded and strategic content.

Talent can walk; firmowned, branded content can't.

HARNESS WEB 2.0

HELLERMAN BARETZ



FOR IMMEDIATE RELEASE

November 24, 2008

Hellerman Baretz Starts A Press Release Revolution Washington, D.C. - <u>Hellerman Baretz Communications</u> today created a new news release that leverages existing and future Web 2.0 social networking platforms.

Logo

Company Information Center

ExpertSource

Add to My Companies

Sharing

SP Diag

del icio.us

Newsvine
Reddit

G Google Bookmark

Yahoo! Bookmark

Permalink

Email This Release

Key Points:

The release can include pictures and videos

The release should contain links.

The release is interactive and appears like a webpage.

Quotes:

John Hellerman, co-founder of HBC:

"Web 2.0 technologies enhance a press release making it a much more valuable relationship building tool."

"Although they look complicated, Web 2.0 press releases are easy to create and very effective marketing tools."

About Hellerman Baretz Communications:

http://www.hellermanbaretz.con

Media Contact:

John Hellerman 202-274-4764

- Make getting the info easy.
- Give reporters options.
- Don't hold back information they are going to get in time anyway.
- Recognize the credentialing power of your prospects' social networks; a reprint from an unknown media outlet referred by a "friend" can be more powerful than one from the Wall Street Journal he finds on his own.

LEVERAGE SUCCESS



These aren't just nice placements. They are excuses to connect with people. Use them as valuable selling tools that create, influence, and maintain lucrative relationships.



(Create only what is worth reprinting and sharing.)

SOCIAL PLATFORMS "ROCKETS"

















SOCIAL MEDIA MODEL

The whole idea of social media is not so much to promote yourself, per se, but to:

PROMOTE THE IDEAS THAT ARE VALUABLE TO WHAT YOU DO.

Question, therefore, is: how do you become part of OTHER social networkers' stories? (i.e., the online dialog that swirls around news and events)

Do that by identifying those who are relevant to the audience you want to influence and by enabling them with content that is **EASY TO SHARE**.

And relax, because that's fundamentally still what you do best-developing relationships by pitching worthwhile and interesting stories that are **EASY TO TELL**.

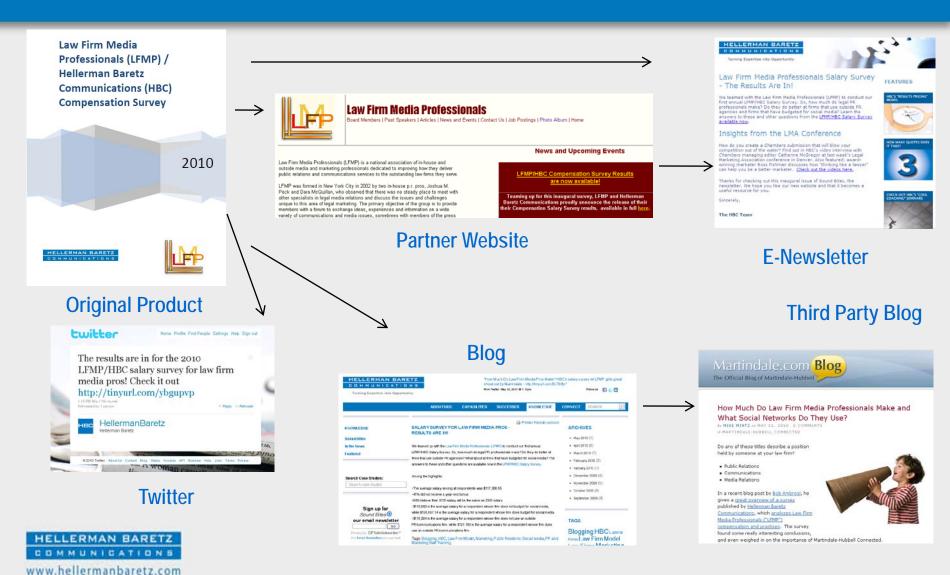


SOCIAL MEDIA HOW TO

- Consider the Opportunity: The web has radically transformed the way we get our news, and every day, more and more people are relying on alternate online sources (websites, blogs, social networking sites, etc.) to obtain information.
- Target Properly: If you're going to use social media, use it correctly and be strategic, or you'll sell yourself short. Target the right bloggers, Twitter users, and other outlets that are relevant to your purpose.
- Package it Up: Give bloggers and others a rich array of information by offering other experts to speak to, as well as links to other compelling websites, articles, and related graphics, etc.
- Pitch it: Contact your targets and share the credible, compelling creative content you've put together.
- **Push it:** This is the key. Once the story appears, what do you do with it? Share it with other bloggers and other outlets. Get them to pull it apart and re-report it.
- Circle Back: Make contact with the original outlet, and let them know everything you did to promote their work. By showing the value you added, they'll want to work with you again.



FLOOD CHANNELS



PLAN AN END DISTRIBUTOR





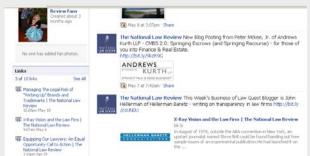


Twitter





Facebook





Third Party Media

SAMPLE SOCIAL MEDIA POLICY

USE OF EMAIL

a. Personal Email

The firm makes email available to partners and employees for business purposes through the firm's computer systems and networks. The firm's email addresses are not intended for personal use. For personal communications, you should use an independently hosted email account such as Hotmail, Gmail, and Yahoo. All emails sent or received on the firm's email system belong to the firm and you should have no expectation of privacy in relation to emails you send or receive using your dl.com email account or any other account accessed through the firm's computer system. Accordingly, you should work on the basis that emails you send and receive may be read by others, particularly by people who work closely with you (including temporary secretaries). You should not include in your emails anything which would offend or embarrass any such reader or which would embarrass the firm if it found its way into the public domain. You should warn any third parties who communicate with you in a personal capacity using a dl.com email address or a personal email address if used on the firm's computer system that emails are subject to monitoring.

- b. Communications Protected by Attorney-Client Privilege
- c. Filing of Emails
- d. Solicitations
- e. Security
- f. Unknown Email Attachments



SAMPLE SOCIAL MEDIA POLICY

PROHIBITED USES OF EMAIL

Firm email and computer systems must not be used for the following activities:

- (a) To create, view display, transmit or download discriminatory, obscene, offensive, sexually explicit, threatening or harassing language or images. Further, firm email is not be used for creating, displaying (including screen savers or "wallpaper") or transmitting any material related to race, color, national origin, religion, sex, age, disability, veteran status, alienage or citizenship status, marital status, sexual orientation, gender identity or any other characteristics protected by law in violation of firm policy or any applicable state or federal law;
- (b) To copy and/or transmit any documents, software or other information protected by copyright laws or licensing agreements except in a manner that is consistent with the license and/or intellectual property laws governing such materials;
- (c) To engage in communications that transmit nonpublic personally identifiable information of REDACTED employees without authorization;
- (d) To conduct unauthorized business or to purport to represent the firm or its interests without express authorization;
- (e) To view, transmit or download obscene or pornographic materials or materials that violate or encourage others to violate the law:
- (f) To engage in any activity in violation of local, state or federal law, such as gambling;
- (g) To engage in blogs or other similar for a in violation of Section 4.1.C.3;
- (h) To download entertainment-related software or games (or to play games against opponents over the Internet); or
- (i) To install any software on the firm's computer system that has not been expressly approved by the Chief Information Officer.



ABOUT JOHN HELLERMAN

John Hellerman, Partner/Co-Founder

"John Hellerman has carved a niche for himself as a mastermind behind strategic communications campaigns for some of the world's top law firms. Providing advice to attorneys on how to manage their high-stakes litigation PR needs, Hellerman's contributions in the area of legal marketing have sealed his reputation as a superstar in this arena."

- PR News, November 10, 2008

Named 2008 Agency Executive of the Year by *PR News*, John Hellerman is a well-respected thought-leader, and he helps his clients own their markets by consistently providing new ideas and superior strategic advice. Dubbed a "PR whiz" and "top media relations pro" by both *Law Practice Management* and *PRWeek* magazines, Hellerman has placed stories in nearly every major media outlet including the *New York Times*, *Wall Street Journal*, *Financial Times*, 60 Minutes, and Nightline, as well as dozens of key business trade publications.



jhellerman@hellermanbaretz.com (202) 274-4762 www.linkedin.com/in/johnhellerman www.twitter.com/jhellerman



ABOUT HBC

Hellerman Baretz Communications is an award-winning strategic communications agency representing many of the world's leading law firms, consulting firms, and financial services companies. Recently, the firm was named as Bulldog Reporter's "Best Boutique Specialty PR Agency of the Year," one of PRWeek's "Top Five Boutique PR Agencies of the Year," and as the Legal Times' "Best PR Firm in DC," a "Top 3" Crisis Communications firm in DC, and "Best Social Media Consultancy in DC."

