

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 partners 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

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

Talent can walk; firm-owned, branded content can't.



HARNESS WEB 2.0



HELLERMAN BARETZ COMMUNICATIONS

FOR IMMEDIATE RELEASE

November 24, 2008

Hellerman Baretz Starts A Press Release Revolution
Washington, D.C. - [Hellerman Baretz Communications](http://www.hellermanbaretz.com) today created a new news release that leverages existing and future Web 2.0 social networking platforms.

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.com>

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- 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

Law Firm Media Professionals (LFMP) / Hellerman Baretz Communications (HBC) Compensation Survey

2010

HELLERMAN BARETZ
COMMUNICATIONS



Original Product



Law Firm Media Professionals

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Law Firm Media Professionals (LFMP) is a national association of in-house and outside media and marketing professionals dedicated to improving how they deliver public relations and communications services to the outstanding law firms they serve.

LFMP was formed in New York City in 2002 by two in-house p.r. pros, Joshua M. Peck and Dara McQuillan, who observed that there was no steady place to meet with other specialists in legal media relations and discuss the issues and challenges unique to this area of legal marketing. The primary objective of the group is to provide members with a forum to exchange ideas, experiences and information on a wide variety of communications and media issues, sometimes with members of the press

News and Upcoming Events

**LFMP/HBC Compensation Survey Results
are now available!**

**Teaming up for this inaugural survey, LFMP and Hellerman
Baretz Communications proudly announce the release of their
Compensation Salary Survey results, available in full [here](#).**

Partner Website

HELLERMAN BARETZ
COMMUNICATIONS
Turning Expertise into Opportunity

Law Firm Media Professionals Salary Survey - The Results Are In!

We teamed with the Law Firm Media Professionals (LFMP) to conduct our first annual LFMP/HBC Salary Survey. So, how much do legal PR professionals make? Do they do better at firms that use outside PR agencies and firms that have budgeted for social media? Learn the answers to these and other questions from the [LFMP/HBC Salary Survey Available Now!](#)

Insights from the LMA Conference

How do you create a Chambers submission that will blow your competition out of the water? Find out in HBC's video interview with Chambers managing editor Catherine McGregor at last week's Legal Marketing Association conference in Denver. Also featured: award-winning marketer Ross Fishman discusses how "thinking like a lawyer" can help you be a better marketer. [Check out the videos here.](#)

Thanks for checking out this inaugural issue of Sound Bites, the newsletter. We hope you like our new website and that it becomes a useful resource for you.

Sincerely,

The HBC Team

FEATURES

HBC'S "RESULTS PRICING" MODEL



HOW MANY QUOTES DOES IT TAKE?



CHECK OUT HBC'S "COOL COACHING" SEMINAR



E-Newsletter

Third Party Blog

Martindale.com Blog
The Official Blog of Martindale-Hubbell

How Much Do Law Firm Media Professionals Make and What Social Networks Do They Use?

By MIKE MINTZ ON MAY 11, 2010 · 0 COMMENTS
in MARTINDALE-HUBBELL CONNECTED

Do any of these titles describe a position held by someone at your law firm?

- Public Relations
- Communications
- Media Relations

In a recent blog post by [Rob Ambrogio](#), he gives a [great overview of a survey](#) published by [Hellerman Baretz Communications](#), which analyzes [Law Firm Media Professionals \("LFMP"\) compensation and practices](#). The survey found some really interesting conclusions, and even weighed in on the importance of Martindale-Hubbell Connected.



twitter

Home Profile Find People Settings Help Sign out

The results are in for the 2010 LFMP/HBC salary survey for law firm media pros! Check it out <http://tinyurl.com/ybgupvp>

7:12 PM Mon 17th May 2010
Retweeted by 1 person

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How Much Do Law Firm Media Professionals Make? HBC's salary survey of LFMP gets great shout out by Martindale - <http://tinyurl.com/5799v4>
From: Mike Mintz May 10, 2010 @ 1:12pm

ABOUT HBC CAPABILITIES SERVICES KNOWLEDGE CONNECT SEARCH

KNOWLEDGE
SALARY SURVEY FOR LAW FIRM MEDIA PROS - RESULTS ARE IN

We teamed up with the Law Firm Media Professionals (LFMP) to conduct our first annual LFMP/HBC Salary Survey. So, how much do legal PR professionals make? Do they do better at firms that use outside PR agencies? What about at firms that have budgeted for social media? The answers to these and other questions are available now in the LFMP/HBC Salary Survey.

Among the highlights:

- The average salary among all respondents was \$117,300.55.
- 47% did not receive a year-end bonus.
- 44% believe their 2010 salary will be the same as 2009 salary.
- \$110,000 is the average salary for a respondent whose firm does not budget for social media, while \$108,857.14 is the average salary for a respondent whose firm does budget for social media.
- \$110,264 is the average salary for a respondent whose firm does not use an outside PR/communications firm, while \$121,100 is the average salary for a respondent whose firm does use an outside PR/communications firm.

Tags: Blogging, HBC, Law Firm Model, Marketing, Public Relations, Social Media, PR and Marketing Staff Training.

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www.hellermanbaretz.com

TAGS
Blogging HBC's Latest
How I Law Firm Model
Law Firm Media Professionals

PLAN AN END DISTRIBUTOR



Original Article



Blog



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.



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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."