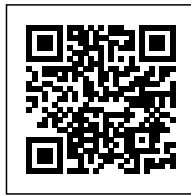


# FOLLOW THE LAW

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**Almost everyone is on social media and that is just a fact. Facebook, LinkedIn and Instagram, among other networks, rule our lives and show how to live it. Law firms use them to reinforce their image and to find potential clients. But how does that work?**

People find work, love, friends, food or money in it and new generations just emerged in this

universe and now find it hard to live outside of it. But it is also a fact that some social tools can be very helpful when building a professional image. Law firms already know that and Twitter and LinkedIn profiles are almost mandatory for them. Facebook is not a vital tool anymore. For instance, the big names in Portugal like Morais Leitão, PLMJ, VdA Advogados or Abreu do not use it.

These platforms represent multiple opportunities for law firms to communicate with potential clients and others interested in the law market. But social networks are not just for selling a service. Knowledge, sharing, and proximity are just some of the things that entities offer and gain through these means. Major Portuguese firms have a presence in social media and they use them frequently.



PRA Advogados joined the social media world 10 years ago and its goal remains the same, as they say. "PRA has been present in social media since 2010 and we were one of the first law firms to use it. The purpose was, and still is, to be closer to our clients in a different way than in the traditional ones, and to create an authentic connection through regular and solid content", said Sofia Godinho, head of Marketing. Also, CCA Law has presence in social networks and they use it as "a great opportunity to reinforce the brand", says Andreia Vicente, CCA Law marketing director, who also confirms that social media is "a great

opportunity to reinforce the brand". There is a common desire in the market to bring these firms closer to their followers and clients by sharing useful information about legal matters. The Communication Department in PRA works daily to achieve that goal. "We mainly want to create a more informal relationship with our team and with our clients. We want to share useful information for those who follow us and let them know a little bit more about PRA through content related to the firm's daily life."

### **DIFFERENT MEDIA, DIFFERENT APPROACH**

Usually, the same content is not shared in the same way on every network. In the case of LinkedIn and Twitter, these are networks with a more corporate character, useful to share institutional issues, legal advances in big cases or changes in the firms that matter to clients. Facebook and Instagram have a more personal approach and a younger audience so it's important to differentiate them.

In PRA, they try to understand their followers. "We know that the target generation on Facebook is not the one who uses Instagram or LinkedIn and we try to adapt our contents to each one of them. Cooperating and working with generations X, Y and Z make impossible not to be globally connected through social media. The coexistence of all these new generations and the emergence of so many social networks imply, for us, a process of constant evolution and analysis to see in which ones we can be relevant without losing our essence", they say.

CCA has LinkedIn, Twitter, Youtube, Instagram and Facebook and each one has a different approach "always knowing the audience", they say. For example, on Twitter and LinkedIn they share institutional content like "awards, CCA news, interviews of associates or workshops". Instagram is used to share "the activities of CCA Culture, CCA Sports or parties".

### **THE FUTURE? MAYBE WHATSAPP**

Nowadays, Whatsapp is used as the main channel of communication between people and has

played a major role in some countries. For instance, in Brazil, the Jair Bolsonaro's campaign in Whatsapp was the vehicle to his win to become President. In the law market, it's used as a tool in the client/firm relation, CCA explains. "In a time where people want fast answers, this is an important channel for clients and lawyers".

## **MOST POPULAR SOCIAL MEDIA FOR LAW FIRMS**

### **LINKEDIN**

The social media everyone has. LinkedIn is used to be in contact with clients and other firms, with content that can be considered more institutional but without forgetting the firm's identity. This social media it's also a great way to recruit. If you are in this business, having an updated profile is very important, as firms can reach you easily. In Portugal, Morais Leitão has more than 22 thousand followers and VdA Advogados around 14 thousand. These are the big names on LinkedIn. PLMJ, Abreu Advogados, PRA and CCA Law also have it.

### **FACEBOOK**

Facebook is not what it once was. It is somehow in the middle of a very professional approach, as LinkedIn and a personal one, like Instagram. That's why most of the firms do not have a company page. PRA Advogados was one of the first firms to use it, back in 2010, and still, does it to share different content like interviews, news about clients or deals and motivation quotes. CCA does not have its page but shares information through Startinnovation Team.

### **TWITTER**

Twitter offers fast, quick and simple information. People are getting more addicted to that, so law firms use to share their news that can be explained in 160 characters. Twitter it's not explored in Portugal. PLMJ, Abreu Advogados and CCA Law have it and use it but with few followers, less than 500 in all three cases. There is room to grow here.

### **INSTAGRAM**

On Instagram, everything is possible. From posting live content to stories, to daily posts or IGTV, Instagram has become number one social media platform in the world for brands. But Portuguese law firms are not there yet. CCA Law, PLMJ and Abreu Advogados have a profile on Instagram but none of these firms have more than one thousand followers. PLMJ has 966 and it's the highest number.

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