

SOCIAL MEDIA PROMPTS FOR LEGAL PROFESSIONALS





We know that coming up with engaging ideas for social media posts can be really HARD, especially if you're doing it on your own.

We created this FREE guide to help legal professionals like yourself create educational & relatable captions for your social media platforms, using prompts we have used ourselves!

We hope you find this guide helpful!

If you're tired of creating your social media posts yourself, reach out to us - we'd love to take this off your hands so you can focus on what you do best - serve clients!

WELCOME



POSTS TO ENGAGE

- Create a poll & ask your audience to choose which fact they think is false/true about a certain topic
- Share behind the scenes photos of your practice
- Share tips & tricks that can help your audience
- Create a story inviting your audience to submit questions (*post the answers!*)
- Meet the team (include fun/relatable facts)
- Share client testimonials
- Celebrate a Holiday / support a cause (*show your audience you care!*)



POSTS TO EDUCATE

- Debunk a myth or misconception about lawyers
- Explain the purpose of a (*family, employment, criminal*) lawyer
- Outline important and/or new regulations
- Highlight a recent case decision (*relating to your area of law*)
- Explain situations where someone would need to hire a lawyer
- Simplify complicated legal terminology
- Explain the judicial process (*depending on your area of law*)



POSTS TO PROMOTE

- Promote a specific service you offer
- Promote the services of a local organization that can benefit your audience (*ex; Legal Aid / Pro Bono Services*)
- Showcase what you can offer - tell them how they can work with you
- Share details about an upcoming event/webinar
- Promote your website
- Create a reel to introduce your law firm
- Share a paper/article you've written or been a part of



POSTS TO ENTERTAIN

- Share relatable facts / behind the scenes
- Create a meme about lawyers
- Outline dos & don'ts (*ex; what not to wear to court*)
- Recreate a trending reel
- Share your journey to becoming a lawyer
- Hold a contest or giveaway (*ex; winner gets \$50 off their retainer*)
- Share your workspace or daily routine (*people love relatable content!*)