

# **Today's Most Significant MCLE Trends**

By:

Tim Baran  
Rocket Matter, LLC  
Boca Raton, Florida

Sandra R. Geller  
Practising Law Institute  
New York, New York

*Presented at:*  
ACLEA 47<sup>th</sup> Annual Meeting  
July 30 – August 2, 2011  
Boston, Massachusetts

**Tim Baran**  
Rocket Matter  
Boca Raton, FL

Tim Baran is the founder of BaranCLE.com, a continuing legal education services venture and resource hub. He's also the community manager at Rocket Matter, the leading web-based practice management and time and billing software for the legal services industry. Tim also served as director of library services and CLE at the law firm of Anderson Kin & Olick for ten years, and prior to that, Cardozo Law School and the Third Circuit Court of Appeals library. He can be found on Twitter @tim\_baran

**Sandra R. Geller**  
Practising Law Institute  
New York, NY

Sandy Geller is a graduate of Dowling College and Hofstra University School of Law. She practiced law in New York before joining PLI in 1978 as a Program Attorney. Ms. Geller was appointed Director of Programs in 1989 and was promoted to Associate Director in 1992. She currently serves as Executive Vice President. She is a frequent speaker for the Association for Continuing Legal Education and has served as a member of the American Law Institute - American Bar Association Committee on Continuing Professional Education.

## **Current Trends in Mandatory Continuing Legal Education**

This article will address current trends in three areas of Mandatory Continuing Legal Education (MCLE):

### **Application and Reporting Requirements**

#### **Costs, including Approved/Accredited Provider Status Fees, Application Fees and Reporting Fees**

#### **Credit for Pro Bono Activities**

No discussion about trends in mandatory continuing legal education would be complete without an update of those jurisdictions that have no mandatory continuing legal education requirements. (For the purposes of this article jurisdictions include the 50 states, the District of Columbia and Puerto Rico.) The jurisdictions without mandatory CLE are: Connecticut, the District of Columbia, Massachusetts, Maryland, Michigan and South Dakota. Connecticut and Maryland currently are considering whether to become mandatory jurisdictions.

In Canada, the provinces of Newfoundland and Prince Edward Island, as well as the territories of Nunavut and the Yukon, do not have Mandatory Continuing Professional Development (MCPD) requirements or study plans.

Since our organization is a national provider with attendees in every jurisdiction, we look to become approved or accredited providers wherever possible; the material set forth here is presented from that point of view. It should be noted at the outset that the requirements for those seeking to apply to accredit a single program in a particular jurisdiction may differ somewhat and fees may differ as well. However, our experience as a national provider may provide insights into trends not readily apparent to those who work in a single or only a few jurisdictions. It is also worth noting that the figures provided are based on the information available at the time. Definitions differ from state to state and we have attempted to be as accurate as possible.

### **TRENDS IN APPLICATION AND REPORTING REQUIREMENTS**

Applications are not required in every jurisdiction for every product type. The following is a list of product types and the number of jurisdictions that require applications for that type:

Live Programs – 33

Live Webcast – 27

Audio-Only Live Webcasts - 30

On-Demand Webcasts - 28

Audio-Only On-Demand Webcasts - 27

CDs - 11

DVDs - 11

MP3s – 6

Providers are required to submit their application in one of three ways: A hard copy delivered by the U.S. Postal Service, electronically on a CLE website or by e-mail. Among the MCLE jurisdictions, 11 request electronic submissions on their website, 13 request submissions by e-mail and eight via the U.S. Postal Service. The remaining 15 jurisdictions do not require applications from accredited providers. Overall, electronic submission in some form is the preferred method.

Alabama recently simplified its accreditation process by requesting that providers no longer submit course materials, and asked that each program be entered on the state's CLE website. This process is similar to that in Pennsylvania and New Jersey. About a year ago, Montana changed its accreditation process by eliminating the requirement for a paper application.

In British Columbia, the first Canadian province to adopt MCPD, approved providers post their offerings online. Applications to accredit individual courses may be submitted by both providers and attendees. The specific requirements for each province should be checked to insure compliance. Manitoba is considering a non-accreditation model.

The Law Society of Great Britain has recommended significant changes to its Continuing Professional Development (CPD) Rules, which will go into effect on January 1, 2013. The Law Society will be following a non-accreditation model. Under the new system, new barristers must complete 24 hours of CPD each year of which 12 hours must be verifiable. (Nine hours must be in advocacy and three in ethics training during their first three years post admission.) Established barristers must complete 24 credits each year, a minimum of 12 of which must be verifiable. Rather than make a distinction between accredited and non-accredited CPD, the new rules distinguish between verifiable and non-verifiable CPD. Verifiable hours are earned through participation in live courses, online courses where participation can be tracked, teaching a program, writing for publication or through the development of personal or practical skills by attending a course on practice management skills. Non-verifiable hours are those not capable of being independently tracked. CDs, DVDs, MP3s would fall into this category, as would any self-study program.

The UK is placing the responsibility for reporting on the shoulders of the practitioners. It has eliminated accredited provider status, applications and reporting by providers.

In the US, we see jurisdictions that require self-reporting by the practitioner, reporting by the sponsor, or reporting by either the sponsor or the practitioner. Here is the breakdown:

Self-Reporting: 17

Sponsor Reporting 20

Sponsor or Self-Reporting 5

Some large states, including New York and California, have no reporting requirements. Others, such as New Jersey, Texas and Illinois, require self-reporting online. There appears to be no clear preference when it comes to reporting.

## **TRENDS IN COSTS**

### **Accreditation as an Approved Provider**

Currently, 29 jurisdictions impose no fees to become an accredited provider. In states that have a fee requirement, the fee may be as little as \$100 for two years in Pennsylvania to \$6,000 per year in Illinois. Often, these fees depend upon how a CLE Board is funded. Self-funded Boards generally require higher fees. As many state governments are pressed for funds, it is entirely possible that we will see an increase in costs associated with becoming an accredited provider as well as higher application and reporting fees.

### **Costs for Applications**

Of the MCLE jurisdictions, 31 impose no application fee. Some of the states that impose fees do so for all product types, while others limit their fees to just a few product types. Kentucky has the lowest fees, at just \$20 per two-hour program. Florida has the highest fees, at \$150 per live program and \$225 per audio-only live webcast and audio-only on demand webcast. Florida charges a \$75 late fee if an application is received less than 30 days prior to a program. It is important to note that Florida imposes no fee for other product types; other jurisdiction may charge a fee for every product type although the content and materials are identical.

### **Costs for Reporting Fees**

At this time, 28 jurisdictions have reporting requirements, but 15 of them charge no fees to report attendance. The remaining 13 — Georgia, Hawaii, Illinois, Mississippi, Nebraska, New Mexico, North Carolina, Pennsylvania, Rhode Island, Tennessee, Texas, Utah and Washington — all impose an attendance reporting fee. Washington is at the low end with a fee of just \$1.00 per attendee, while Georgia charges \$5.00 times the total number of credits times the total number of Georgia attorneys for in-state programs. Hawaii charges \$10 per attendee.

## **TRENDS IN CREDIT FOR PRO BONO ACTIVITIES**

Of the 42 jurisdictions listed on the CLEreg website, 12 acknowledge pro bono service in some way. They are: Arkansas, Colorado, Delaware, Georgia, Maine, Minnesota, North Dakota, New York, Puerto Rico, Tennessee, Texas and Washington. Some grant credit for representation, others for service-approved committees, and still others for mentoring. In Georgia, CLE credit is not given for pro bono service. However, vouchers are given to CLE seminars for such services.

## **PREDICTIONS**

Before beginning the research for this article, we thought we might see some clear trends in these areas. Unfortunately, we did not find much clarity, so we will offer some predictions:

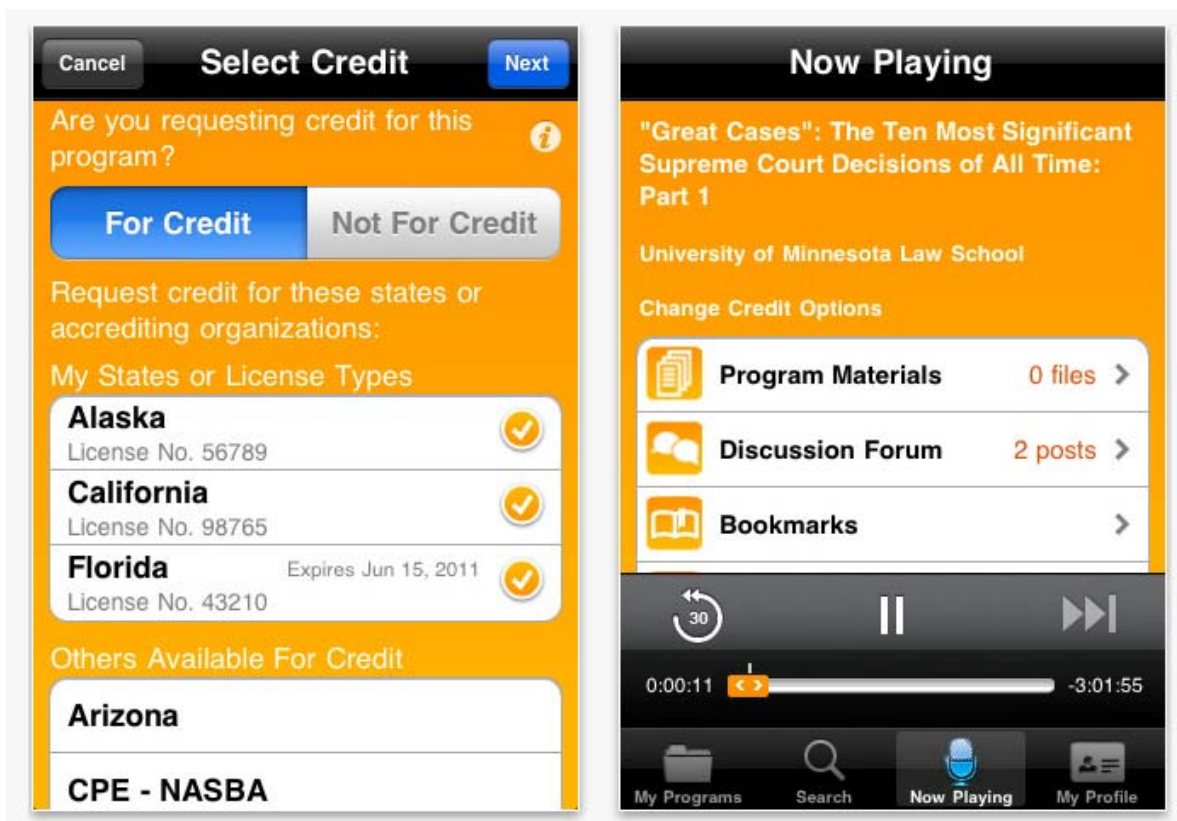
1. While cost of developing or adopting software to permit online applications and reporting may be substantial, more states are likely to move to online applications and reporting as they are likely to prove less expensive in the long run.
2. As strains on state budgets continue, we may see increases in fees for accredited provider status, applications and credit reporting.
3. More responsibility is likely to be placed on individual attorneys to report credits.

## TRENDS IN TECHNOLOGY

### Mobile

The adoption of mobile technology by attorneys is growing rapidly. CLE Mobile from West LegalEdCenter and Lawline.com's mobile site are leading the charge.

*CLE Mobile - West LegalEdCenter mobile app*



CLE got a lot more convenient with CLE Mobile, the new mobile application from West LegalEdCenter. The iPhone app allows users to listen to more than 2,000 CLE courses. Audio programs available for download to the CLE Mobile app are identified as "Mobile Compatible" on westlegaledcenter.com.

CLE Mobile received ACLEA's Best Award for Outstanding Achievement in Technology in 2010.

*Lawline.com's mobile site*



Launching a first of its kind mobile CLE website, Lawline.com's 300+ on-demand video CLE programs are now fully compatible with all major mobile and smartphone devices.

With the launch of the mobile website, Lawline.com aims to set a new industry standard for technology and convenience by allowing CLE credit to be more suitable to today's active and time-strapped lawyers.

"The goal is to make the attorney's life simpler," says Lawline.com CEO David Schnurman. "Today's professional is time-stressed and constantly on the move. Our new site allows lawyers to complete their CLE requirements and learn from high-quality streaming video courses, from anywhere and at anytime."

## QR Codes



Quick Response Codes, also known as QR codes, are starting to appear on the Web sites

of law firms, as well as business cards of lawyers. QR codes are two dimensional bar codes that can be read by cameras on a smartphone. The codes contain information in electronic format that the firm wants to convey to a target audience.

“Expect to see the number of law firms using QR codes expand dramatically during 2011 as the technology continues to evolve and savvy law firms recognize the benefits”

<http://bit.ly/jKZwac>

See *Appendix A* for a discussion of how the DC Bar is using QR Codes to Speed Up CLE Course Registration.

## **FREE CLE TRENDING**

There are websites, Twitter feeds and Facebook Pages devoted to curating free CLE offerings. State and local bars tout their free and low cost courses.

Although free live, in-person events do exist, the conversation revolves around online CLE.

### **The Future of Online CLE is Free**

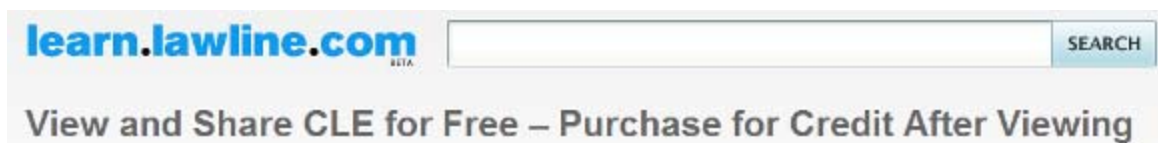
In her blog post, Alli Gerkman points out that the biggest trend in high quality online education seems to be its price—or, rather, its lack of one.

- Videos on Ted.com. High quality ones by some impressive speakers.
- Classes on iTunes University. Sometimes even a full semester of a class, complete with a syllabus to work from. From schools like Stanford, Harvard and Yale.
- And when someone I know recently needed a refresher in math and physics I referred him to Khan Academy.

If big players are making education freely accessible by anyone who can access the internet, where does that leave those of us still charging for online CLE?

See *Appendix B* for the full discussion.

### **The future is now**



Earlier this year, [learn.lawline.com](http://learn.lawline.com) was launched, providing free access to Lawline’s entire library of videos

“I made it free for everyone because it just felt right. Today the power of education is making it more accessible not locking it behind a pay wall. MIT is a great example you can

watch any class online for free but if you want to earn credit and get a diploma it will cost you \$180,000.”, said Lawline.com’s president, David Schnurman

Will the trend extend to free CLE for credit?

## **TRENDS IN SOCIAL MEDIA**

Facebook is hurtling towards 1 billion users. YouTube is the #2 search engine behind Google. And Twitter is becoming the primary news and information source for many.

Lawyers and CLE providers are increasingly engaging online. And though regulators are loathe to accredit a social media course, the platforms are being used to effectively promote products and services and build community.

### **Nurturing online community**



Twitter feeds. Facebook Pages. LinkedIn Groups are proliferating with CLE organizations and professional among them.

Facebook Pages by the Numbers (*Appendix D*) discusses the kind of engagement that a CLE Page can have on this platform.

Facebook offers a more personal rather than business environment. Sure, anyone can “like” a Facebook Page but only via a personal account, making it arguably, more of a commitment than simply following a Twitter account.

Our Facebook Page received more than twice the number of comments than the blog over the past three months. The platform facilitates loyalty as many come back again and again to add their voice.

LinkedIn Groups offer similar levels of engagement, building a focused community along with brand awareness.

### **Marketing courses online**



#### American Law Institute - American Bar Association (ALI-ABA)

Deal of the Day? Explore the Practical Issues and Ethical Concerns Surrounding Attorney-Client Privilege on June 29 for only \$74. See the rest of ALI-ABA's Daily Deals here: [bit.ly/hs5pI2](http://bit.ly/hs5pI2)



#### ALI-ABA Daily Deals

[ali-aba.org](http://ali-aba.org)

The Art of Lease Negotiation Telephone Seminar Was \$199.00, now only \$99.00 Order Now

ALI-ABA does a great job advertising promotions on their Facebook Page (<https://www.facebook.com/ALIABACLE>) which has grown to over 2,500 fans and on Twitter ([https://twitter.com/ALI\\_ABA](https://twitter.com/ALI_ABA)) with over 1,000 followers.

### CLE Social Media Resources:

Facebook, Twitter, LinkedIn and YouTube CLE Directories <http://bit.ly/k0oBo8>

### Can Lawyers Earn Continuing Legal Education Credit by Blogging?

Not yet. See *Appendix C* for a discussion on this with extended commentary online.

# **APPENDIX A**

## **Use QR Codes for Seminar Marketing and Registration**

*by Tim Baran on March 23, 2011*

Talk of QR codes have proliferated recently, including how [law firms can use them effectively](#). Even continuing legal education is getting in on the action with the [DC Bar using QR Codes to Speed Up CLE Course Registration](#).

We'll take a look at the District of Columbia Bar's use of the codes, but first a brief background.

### **What the heck are QR codes?**

A blank stare is a likely response to this question, especially in the legal profession, notorious laggards when it comes to adopting new technology.

Quick Response (QR) codes are black-and-white images that function like barcodes on steroids with the ability to hold much more data like URL, product information or even an entire set of course materials.

To get a QR code, use one of the free online programs. I used [Kaywa](#) to create the QR code above for this blog URL. Then download a QR reader for your smartphone. I have an iPhone and downloaded TapReader but there are many other free applications. Turn the camera on and point at the QR code and it will prompt you to access this website.

### **How can QR codes be used for CLE courses?**

I caught up with Tanisha Santos, Associate Marketing & Program Specialist of Continuing Legal Education at the District of Columbia Bar:

#### **Exactly how are you using the QR codes?**

We are currently using the QR codes on our quarterly course catalog, which is our main print marketing piece that gets mailed to over 30,000 people. We also began to use it on our course flyers which get distributed at our programs and in addition with the course catalog the flyers are displayed in our reception area and conference center.

### **What benefit does it provide for you and potential registrants?**

- Using QR codes allows us to expand in the way that we communicate with our customers while at the same time remaining current with the technology.
- Having the QR code on our catalog has become a nice surprise for our customers who now have another option of how they receive information and register for our courses.
- The number of people using smart phones is growing, so we want to be sure we have a presence with them by using this interactive technology. I think our customers will not only appreciate our efforts in keeping up with the technology but also how we are trying to use different mediums to get our message across
- The best thing about using QR codes is that it becomes a great conversation piece which has resulted in a lot of interest in our program and hopefully potential sales!

### **How do you plan to continue or expand this feature?**

Right now QR codes are being used for plane tickets, t-shirts, and even different types of merchandise so the potential is great. However, since we just started integrating QR codes we want to get some customer feedback before we continue to expand, so for right now we will continue using it on our course catalogs and other print pieces.

Eventually, I would like to use the QR codes to link to things like Facebook and twitter that way we can expand our presence in the online community.

The possibilities are exciting. I'll check back with the District of Columbia Bar to see how it's going. Are there other examples of the use of QR codes in CLE courses? Or suggestions of how to use it?

(Cite: <http://www.barancle.com/2011/03/qr-codes-cle-marketing-registration/>)

# **APPENDIX B**

## **The Future of Online CLE Is Free**

*by Alli Gerkman on January 13, 2011*

If you believed everything you read, you might think the [death of the live CLE program](#) is imminent. Maybe you think it's the fault of legacy organizations that are drowning in tradition. Maybe you think it's a good thing because you're an online provider and you think online CLE is the future and that you are poised to dominate.

Maybe I think you're wrong. Or, at least, kind of wrong.

Now, anyone who reads this blog knows that I think [live CLE needs to do better](#). And by the way, my job title actually has the words "online content" in it and my organization produces tons of it, so it's not a stretch to call me an advocate for online education.

But I'm also not blind. And you know what I've been noticing over the last couple of years?

- Videos on [Ted.com](#). High quality ones by some impressive speakers. On topics I can search easily or stumble upon by happy coincidence.
- Classes on [iTunes University](#). Sometimes even a full semester of a class, complete with a syllabus to work from. From schools like [Stanford](#), [Harvard](#) and [Yale](#).
- And when someone I know recently needed a refresher in math and physics I referred him to [Khan Academy](#).

There's no shortage of online education, but what do these examples all have in common? They're all free. Internet connection aside, you don't have to pay a penny to watch them.

The biggest trend in high quality online education seems to be its price—or, rather, its lack of one.

If big players are making education freely accessible by anyone who can access the internet, where does that leave those of us still charging for online CLE? What if lawyers just created their own online CLE?

Good providers bring a lot to the table, but when it comes down to the educational value of

the programming, we're still only as good as the volunteer lawyers who speak for us. So, what if some of our best speakers took things online on their own? Not necessarily to compete with us—maybe they just enjoy it. Just like some lawyers enjoy blogging. They even do it for free. After all, it's as easy to produce video today as it was to blog eight years ago. And it gets easier all the time.

Which means that online CLE will be abundant but there's not necessarily the wide open market to charge for it that some predicted. So if your business model is to charge for online content (even if your plan was to [out-cheap the next provider](#)), you might want to redesign. There *are* ways for providers to build some value in curating and positioning the content. Attorneys don't always have time to search for the information they need, so there's opportunity if you can get the best piece in front of them when they don't even know they're looking for it, but that's another post. There are also surely sponsorship opportunities, though they might have to be reworked, as well, as [vendors find their own ways to access lawyers through online education](#).

But, in spite of the virtual pitchfork mobs that have been circling those of us who still do live programs, I can't help but think this could be our time. Two of the examples above—Ted and universities using iTunesU—are, after all, live event producers. Those of us with the infrastructure and drive to create lasting learning experiences using a blend of online and offline tools are in a pretty good position to write a new chapter for continuing legal education. If we're up to it.

(Cite: <http://blog.alligerkman.com/2011/01/the-future-of-online-cle-is-free/>)

# Lawyerist.com

## Can Lawyers Earn Continuing Legal Education Credit by Blogging?

by TIM BARAN on JUNE 17, 2011

### Email

Most of the 45 state that have a mandatory [continuing legal education](#) requirement for lawyers award credit for published legal works.

At least 35 states specifically lay out the qualifications for awarding writing credit. Each state has its own unique set of regulations which I'll broadly summarize and juxtapose a [blogging](#) platform as publisher.

### Article content

The articles content boils down to two broad requirements—that it contribute to the continuing legal education of the author and is addressed to attorneys.

The daily review and research of current materials and information necessary to compose on-point, meaningful blog posts certainly contributes to the author's education as it does to the lawyers that consume the content.

### Acceptable publishers

Many states require that the articles be published in law reviews, professional journals or an ABA publication. And books or chapters of books. Some consider non-published works

A few mention electronic or "other legal sources". Like blogging platforms? What about posts on ABA published blogs?

Nevada has a unique provision that articles published in a legal magazine must have a regular distribution to at least 200 attorneys. Online legal magazines (or blogs) reach thousands!

## **Length of post**

Some states specifically require up to 2,000-3,000 words in length. Some get specific, like Vermont which grants 2.5 hours for 1000 published words and five hours for 3000 published words.

Though the trend in today's quick paced world is for micro-everything including blog posts, most lawyers, given the opportunity will gladly comply with a verbose requirement. Some bloggers even now, eschew the popular short, frequent posts in favor of longer, substantive pieces.

## **Credit limit**

All states restrict the number of publication credits that a lawyer can earn per year, usually not more than 50% of the total number of hours required.

That takes care of any potential argument that lawyers need to access their continuing legal education through more traditional channels. They'll have to anyway.

As with all CLE approvals, there is a cumbersome, lengthy application process for getting publication credit. With a blog post, all you need is a URL.

The purpose of [mandatory CLE](#), defined in varying terms by each state, is for lawyers to maintain their professional competence – ensuring their knowledge of the law, to better serve their clients. And to improve the public image of the profession.

I would argue that consistent, substantive blog posts satisfy this and then some.

# **APPENDIX D**

## **Facebook Pages by the Numbers**

*by [Tim Baran](#) on February 9, 2011*

Earlier this week I added a link to our [MCLE Facebook Page](#) and wanted to give props to the author by linking the update to his Page. I sent a tweet asking if he had one. He didn't and asked if he should. My reply? A somewhat dismissive, "[Facebook](#) Page does bring traffic to site and provide forum for discussion. But I'm not a total evangelist...yet."

There are tons of surveys and studies about the ROI and effectiveness of Facebook Pages (they do go on) but although Facebook makes it annoyingly difficult to retrieve and compile statistics, I decided to gather some of my own numbers and experiences from the past three months.

### **How much time does it take?**

Setting up a [Facebook Page](#) takes a couple of hours. I spend an hour per month at most editing the page and doing administrative clean-up.

We had 94 status updates over the past three months which included mostly links to CLE related articles and all of our [blog posts](#). That averages out to one update a day which takes as much time as a status update on a personal Facebook account — less than a minute.

### **Generates website traffic**

Facebook.com was the number one referring site to our blog over the past three months. More than twitter.com, and [linkedin](#).com combined (These numbers do not take into account traffic from mobile applications). This, with only 158 Facebook fans contrasted with over 1,700 followers on Twitter and around 250 connections on LinkedIn.

### **Intimate forum engenders community and loyalty**

Facebook offers a more personal rather than business environment. Sure, anyone can "like" a Facebook Page but only via a personal account, making it arguably, more of a commitment than simply following a Twitter account.

Although it's all about the numbers in social media — followers, likes, hits — it goes on forever, I prefer a smaller number if it means a more relevant, interested and involved community. I've actually told friends that it's OK to "unlike" my continuing legal education page after I got the requisite number of fans (25) to get a custom URL.

Our Facebook Page received more than twice the number of comments than the blog over the past three months. The platform facilitates loyalty as many come back again and again to add their voice.

Acknowledging that some of the administrative functions can be maddeningly unintuitive, perhaps I should evangelize about [using a Facebook Page](#). The numbers bear witness.

(Cite: <http://lawyerist.com/facebook-pages-by-the-numbers/>)

# Lawyerist.com

## Marketing Strategies: Facebook Interactions vs Blog Comments

by TIM BARAN on MAY 19, 2011

### Email

There's been increasing talk about [Facebook Pages replacing websites and blogs](#). This conversation does not add to that debate. It instead focuses on an important and coveted aspect in this increasingly socially networked world—interactions. The consistent engagement that builds community and credibility.

Why? Because people buy from those they know and trust.

### The narrative

I recently decided to ramp down my 3-year old CLE venture and explore other opportunities. I had piecemealed the information to a few friends and colleagues and decided to “announce” it with a blog post, [Twitter](#) notice and [Facebook](#) (personal and business page) updates, all with links to the blog post.

### Facebook vs the rest

Within 3 days of the blog post and status updates, I received 2 telephone calls, 7 emails, 14 Twitter conversations and... 80+ Facebook interactions. Facebook was by leaps and bounds the most responsive community, and among the conversations, were inquiries about possible working relationships.

### Creating and Building relationships

Aside from certain niche blogging, like blogs about blogging, politics or entertainment, meaningful comment exchange on blog posts is negligible. There are exceptions, like the occasional [promotional post](#) here on

Lawyerist, or talented writers who blog provocatively about relevant legal issues, like Scott Greenfield at [Simple Justice](#).

Twitter is great for creating, building and maintaining relationships, but it can quickly become an echo chamber. And too often, a self-serving one, resulting in a depth of engagement that's often shallow.

Emails and the telephone are still useful tools of engagement and speculations of their demise are premature. But the sharply declining numbers speak for themselves.

## **Facebook building community**

There's a whole other level of commitment when someone likes your Facebook Page. They're exposing their personal diary to you. It's a proactive "like" rather than a reactive Twitter follow-back.

Fans are privy to one or two meaningful posts each day, unlike the 23 status updates on Twitter, coalescing the attention and response of a budding community.

## **Getting to a meaningful level of engagement**

[1 million Facebook fans brings in an average of 826 likes and 309 comments per post](#). Yeah, but that only works out to one interaction per post per 1000 fans. And, for the average Facebook Page, it's difficult to even get to 1000 fans.

Here, I believe that smaller is better. Instead of pulling out all the stops to get Facebook fans or "likes", organically grow your fan base, one post at a time. One interaction at a time.

To illustrate, with only around 200 fans, my very niche CLE Facebook Page over the past month had 23 posts with 88 interactions for an average of 3.8 per posts. At 1000 fans, that would translate to 19 interactions per post, dramatically more than the current average of 1 per 1000 fans. Do I wish to grow beyond 200 fans? Sure, but only with those who are genuinely interested in what I and the community have to say.

## **Keep blogging**

I strongly advocate for [law firms and legal professionals to have a website and to keep blogging](#), but also to use social networks, like Twitter to create and build relationships, and Facebook to strengthen those relationships and engender community. They're both — blogging and social media — useful for content marketing, with social networks, like

Facebook Pages facilitating a more intimate brand awareness and strategic marketing opportunities.

Examples of law firm Facebook pages include two profiled by Jay Pinkert – [ELPO Law](#) and the [Law Office of David C. Wells, P.C.](#) If you know of vibrant law firm or legal services Facebook pages, please note in the comments below and perhaps we can use them as examples of how to create and maintain a meaningful Facebook Page.