



The Law Society

CONSUMER CAMPAIGN SOCIAL MEDIA TOOLKIT



Use a professional. Use a solicitor.



@LawSocietyFAS



facebook.com/LawSocietyFAS

CAMPAIGN OVERVIEW

The Law Society's **'Use a professional. Use a solicitor'** consumer campaign encourages people to use a solicitor for legal advice, instead of unregulated providers.

The campaign reminds the public that highly qualified, professionally trained solicitors are the best people to speak to for legal advice. It directs people to the Find a Solicitor website where they can search a database of over 140,000 solicitors across England and Wales, as well as to the campaign section of the website for further information about key legal issues.

The campaign focuses on six areas of law:

- Conveyancing
- Personal injury
- Wills and probate
- Business law
- Family law
- Criminal law

Social media is a key aspect of this campaign and we'd love you to get involved.

Read on to find out how you can help.

MAIN AIMS & OBJECTIVES

1

Raise the profile of solicitors among members of the public and SMEs

2

Educate consumers and SMEs about why they should use a professional and regulated solicitor

3

Drive people to the campaign section of the Law Society website and to the Find a Solicitor website

4

Increase engagement in **#SolicitorHour**



KEY SOCIAL MEDIA INFO

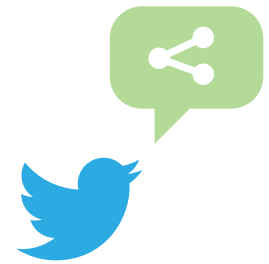
Main Twitter account: **@LawSocietyFAS**

Campaign hashtags: **#wills #family #divorce
#business #conveyancing #personalinjury
#criminal #solicitor #useaprofessional**

Solicitor Hour account: **@SolicitorHour**

Solicitor Hour hashtag: **#SolicitorHour**

Facebook account: **/LawSocietyFAS**



Find a Solicitor website: **<http://solicitors.lawsociety.org.uk>**

Campaign website: **www.useaprofessional.co.uk**

YouTube channel: **www.youtube.com/user/LawSocietyEW**



SOCIAL MEDIA CONTENT

As part of the campaign we've created some videos to highlight to consumers the importance of using a solicitor. You can use these in your own marketing activity to give your social media followers rich content about the issues they may be facing and how you, as a solicitor, can help them.

As well as the videos identified below, you'll also find a selection of case study videos used in phase 1 of the campaign at: **www.youtube.com/LawSocietyEW**

Over the coming months we'll be uploading more content so make sure you **subscribe to the channel** to receive regular updates of the new video content available.

WILLS ANIMATION

This animation highlights to consumers why they should make a will and the benefit using a professional solicitor can bring to the process.

You can share this animation with your clients on social media using this link:

<https://goo.gl/z4wffp>

Or you can embed this animation on your website using this embed code:

```
<iframe width="560" height="315"  
src="https://www.youtube.com/embed/GCfCywwSoJY" frameborder="0"  
allowfullscreen></iframe>
```

Remember, you only have 140 characters per tweet, so you might want to say something like:

Have you made a #will yet? If you think it's too soon or don't know why you should, watch this video for more info **<https://goo.gl/z4wffp>**



CONSUMER ADVERTS

These two 30-second adverts are being broadcast on ITV Player throughout May 2015 and highlight to consumers the positive outcomes of using a professional solicitor. The first advert covers criminal, conveyancing and business law, and the second advert covers wills, family and personal injury law.

You can share these adverts with your clients on social media using these links:

Advert 1: <https://goo.gl/JnvEZJ>

Advert 2: <https://goo.gl/vXACjS>

Or you can embed the adverts on your website using these embed codes:

Advert 1: `<iframe width="560" height="315" src="https://www.youtube.com/embed/E0EP-w0hX7c" frameborder="0" allowfullscreen></iframe>`

Advert 2: `<iframe width="560" height="315" src="https://www.youtube.com/embed/VZMzoPloQ9Q" frameborder="0" allowfullscreen></iframe>`

These links and embed codes will remain active throughout the whole of the campaign period, not just whilst the adverts are being broadcast on ITV Player.



#SOLICITORHOUR

#SolicitorHour is a dedicated Twitter hour for members of the legal profession to engage with members of the public – providing expert input, sharing knowledge and answering questions. **Join in every Thursday from 1-2pm**; it's a great way to reach new clients, increase credibility with existing clients and develop your brand.

Make sure you let your followers know about **#SolicitorHour** and that you'll be there to answer any questions.

HOW TO GET INVOLVED

Follow @LawSocietyFAS
and @SolicitorHour



Check out the
#SolicitorHour
theme in advance



Join in live or
contribute
afterwards



Watch the questions



Reply



Post using the **#SolicitorHour** hashtag



Keep the conversation going



PROBLEMS OR QUESTIONS?

Anything you're unsure of? Want links or embed codes for any of the other videos?

Contact DTW and speak to **Guy Bailey** or **Hannah Cheetham**.



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