

Social Media for the Busy Professional

By Jim Ries

Globally, 28% of the average online user's time is spent on social media, so it makes sense for busy professionals to join the crowd.

There are many reasons for this social media craze – it's cheap, it's easy, it's global, and it's scalable.

Professionals can use social media as a tool to network, stay informed, create and share content that demonstrates expertise, boost search engine optimisation, research prospects and recruits, and most of all to help build their reputation and their brand.

Here are some helpful hints for busy professionals to achieve some level of success engaging with social media:

1. Set your goals:
 - a. What do you want to accomplish?
 - b. Who are your audience?
 - c. What is relevant to your audience?
 - d. What problems are your audience dealing with and how can you solve them?
2. Build your strategy for implementation:
 - a. How does social media fit into your overall marketing plan?
 - b. What social media platforms will you use?
 - c. How much time will you allocate to your social media strategy?
3. Create a system and a calendar:
 - a. Subscribe to inbound news and articles.
 - b. Write original content that is relevant to your audience and to your personal brand.

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T: +1 410 209 6400

W: www.offitkurman.com

Jim Ries

E: jries@offitkurman.com

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As Director of Business Development, **Jim Ries** drives revenue growth for Offit Kurman by helping business leaders and families of wealth address some of their most difficult challenges. He also identifies and develops strategic

- c. Take photos when you attend events.
- d. Organise your posts in files for easy access.
- e. Create a schedule for your posts, following best practices for frequency and what days and times are best for posting.
- f. Consider using plugins and apps to help automate your tasks.
- g. Measure your results so you can focus on the strategies that are working.

Social media alone doesn't do everything, but it needs to be a part of an all-inclusive business development and marketing plan. Most professional services firms are using it with good



Jim Ries

partnerships and market opportunities. Jim has access to a deep network of attorneys in every practice area, and he is able to connect his clients to the right attorney who can resolve their legal disputes and protect their assets. Jim is a master networker, and his high-level connections call him for solutions when they don't know who to call. Let Jim be your Google.

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success, considering its broad reach and low cost. To grow and increase market share, you need to be where your clients, prospects, and referral sources are, and that includes social media. If you're not there, you can bet that your competitors are already there, so what are you waiting for?