

Should Your Law Firm Have an Instagram Business Profile?

It doesn't matter what type of law you practice, how long your firm has been around, or whether you are a member of a major firm with global operations or it's just you working out of a broom closet.

You ignore Instagram's 500 million daily active users at your own peril.

I know, I know. Many law firms have only just warmed to maintaining an active presence on Facebook, Twitter or LinkedIn. The mere suggestion of adding Instagram to the mix immediately earns raised eyebrows and stern frowns.

But hear me out. Instagram is not just a viable part of an effective law firm social media marketing strategy; it's also an incredibly valuable one. Keep reading and I'll explain why. I'll also show how law firms are building followers and earning engagement on Instagram right now.

Instagram Users are Highly Engaged

Instagram is such a valuable resource because Instagram users are much more actively engaged compared to those on other platforms. And on social media, engagement is everything.

Over [60%](#) of Instagram users log in daily. Across all industries, the median [engagement rate](#) on Instagram posts is 1.73%. That doesn't seem all that impressive until you compare it with the engagement rates of virtual wastelands Facebook at 0.16% and Twitter at 0.046%.

And Instagram users aren't just engaging with friends and family. Most users (80%) follow [at least one business on Instagram](#), and more than 200 million people visit at least one business profile every day. A third of the most viewed Instagram Stories are posted by businesses. And 60% of Instagram users say they've discovered [at least one new product](#) on Instagram.

That kind of engagement builds relationships. Instagram is an image-first relationship-building platform on which your law firm should be posting photos, images, images with text, video clips, and longer videos.

But what should your posts be about? What goals can you achieve?

Visual Branding

Instagram is a powerful visual branding tool. Use it to differentiate your firm by putting on full display the two things no other firm has: Your personality and your passion.

Show your pleasant, smiling face or display your best we're-gonna-get-em snarl. Building relationships through Instagram starts with you being YOU. Instagram is the place to let clients, potential clients, and colleagues get to know the real you on a more personal level.

For example, it's impossible not to feel like you already know immigration attorney Taymoor Pilehvar after spending a few minutes on his Instagram account at [@pilehvarlaw](#). His posts include personal and client stories, warnings about changes in the law, and helpful advice on when to seek legal help.

Pilehvar also shares "attorney-client adventures" with 1,100+ followers, and they regularly engage on posts of him "rapping, cracking jokes, and having fun with my clients."

Don't worry about appearing too fun or too "you" on Instagram. Pilehvar says in one post "No matter how much my clients love my personality, they recommend me to others because of the work I put in behind the scenes."

Pilehvar's words and actions are authentic, and his use of Instagram as an up-close-and-personal visual branding tool allows that to come through loud and clear.

You certainly get a taste of what life with Pilehvar would be like. And that aspect of Instagram also makes it useful for meeting another important law firm need: recruiting Millennial talent.

Recruit Millennial Talent

You are likely correct in one assumption: Instagram users are young. For law firms, that means Instagram gives them instant access to an important audience: the next generation of lawyers.

- Nearly [two out of every three adults aged 18-29](#) use Instagram.
- [34%](#) of Millennials who use Instagram log in daily.
- [71%](#) of Instagram users around the globe are under age 35.

Firms use Instagram to share photos and videos about daily firm life, activities at company events, after-hours get togethers, fun lunches – literally anything that demonstrates what it's like to work with you or at your firm.

Instagram is also an excellent platform to demonstrate your commitment to activities that are known to increase the value of your firm in the eyes of young people today: corporate social responsibility and support for social causes.

Display Community Involvement and Support for Social Causes

Law firms use Instagram to display their commitment to their communities, their involvement in charitable activities, and other instances of corporate social responsibility. Done well, it can be the kind of feel-good content that wins fans and followers.

DLA Piper ([@dlapiper](#)), a large firm with global operations, uses Instagram to share photos, stories, and videos related to charitable events, social causes, and community involvement. This strategy has earned the firm over 4,500 followers. Their posts consistently receive hundreds of likes and include images and stories on topics such as:

- The Luxembourg office hosting a Dress for Success graduation ceremony.
- A congratulatory post to their St. Petersburg team for completing the city's 2019 Legal Run and raising over \$16,000 for charity.
- Attorneys in Armenia delivering human rights and soft skills legal training to lawyers working with refugees.

DLA Piper does well by making the cause or people they're supporting the focus of the post, not the firm itself. And by including hashtags like #running, #humanrights, and #integration, DLA Piper significantly increases the reach of its posts.

Increase Your Reach with Hashtags

With over 100 million videos and photos uploaded every single day, something must be done to organize them. And so, hashtags were born. Hashtags are like road signs for the public. They consist of specific words or phrases that categorize the post and link it with other content on the same topic.

Each post includes an area to add a caption, a brief story or written details, and hashtags. Use hashtags correctly, and you increase your firm's exposure to new audiences. Use them incorrectly, and you just look like a desperate spammer.

Here are a few tips to use hashtags successfully:

- Include general hashtags such as #WomenInTech or #MondayMotivation to increase your exposure to new audiences.
- Use geographic hashtags like #NYCAttorney #NYCpersonalinjury to earn more local engagement.
- Also tap into local and current events by including related hashtags.
- Create your own branded hashtag that includes your firm's name, your name, and/or practice areas.

While it is common practice to include more hashtags on Instagram posts than on other platforms, you still want to be judicial in deciding which to add. You're permitted to include up to 30, though it's not recommended. According to an analysis performed by TrackMaven, posts that include [9-10 hashtags](#), and hashtags that are 21 to 24 characters long, earn the most engagement.

Ready to Start Your Law Firm's Instagram Business Profile?

As you can see, the highly visual nature of Instagram makes it ideal for law firms to share posts that attract Millennial talent, display their commitment to social causes, and show off their unique brand. Solos, midsize, and large firms benefit from Instagram's high user engagement rates. You may have arched your eyebrows and frowned earlier. But plenty of lawyers are smiling on Instagram today.