


Connect, Relate, Grow:  
Marketing Your Practice Through Social Media



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Peacemaking

As a much broader concept than settlement and inclusive of mediation and Collaborative Family Law, peacemaking seeks to not only offer a way to resolve disputes, but to do so in such a manner as to leave the participants better off than how they entered the process. In peacemaking, not only have matters been settled, but the participants get along better than before and have learned or internalized skills to mitigate future conflict or at least resolve future conflict should it arise, more reasonably.

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"With social media you control the distribution channel, timing and content of posts. As much as that can help grow your brand, in the event of a crisis, you can reach your most important constituents fastest and most directly to manage the message." – Warren Weeks

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### Solving a Practice Problem?

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- Referrals for peacemaking practice
- Educating the public

Which comes first?  
Social Media allows both problems to be solved concurrently!

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### Old Versus New Media

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<p><b>Traditional Media:</b> TV Radio Newspaper</p> <ul style="list-style-type: none"> <li>• One-way communication</li> <li>• Limited control on accessibility</li> <li>• Challenging to change content</li> </ul>	<p><b>Web 1.0:</b> Websites</p> <ul style="list-style-type: none"> <li>• One-way communication</li> <li>• Always accessible</li> <li>• Can change content as necessary</li> </ul>	<p><b>Web 2.0:</b> Blogs Wikis YouTube Social Media Social Networks</p> <ul style="list-style-type: none"> <li>• Two-way and Multiple-way Communication</li> <li>• Can manage content in the moment</li> <li>• Engagement</li> <li>• Can be propagated</li> </ul>
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### Isn't all "Social" Social?

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<p style="text-align: center;"><b>Social Media</b></p> <ul style="list-style-type: none"> <li>• Relies on others to share and propagate</li> <li>• You don't interact with the content provider</li> <li>• Not necessarily dependent on a follower base</li> <li>• No control once let loose</li> </ul>	vs	<p style="text-align: center;"><b>Social Networks</b></p> <ul style="list-style-type: none"> <li>• Relies on content provider to share and propagate</li> <li>• Interaction with the content provider</li> <li>• More dependent on a follower base</li> <li>• People connect on a shared interest</li> <li>• Builds relationships – community</li> <li>• Control, but to a point</li> </ul>
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### Social Media vs Search Engine Optimization (SEO)

<p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>• Immediate</li> <li>• Targets emotion</li> <li>• Visual</li> <li>• Engages – Conversation</li> <li>• Viral potential</li> <li>• High maintenance</li> <li>• Minimal content</li> <li>• Control can vary</li> <li>• You are you</li> </ul>	<p><b>Website</b></p> <ul style="list-style-type: none"> <li>• Takes time</li> <li>• Targets intellect</li> <li>• Text driven</li> <li>• No engagement</li> <li>• Search engine driven</li> <li>• Low maintenance</li> <li>• Maximum content</li> <li>• Maximum control</li> <li>• You are what you say you are</li> </ul>
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(Can be inter-dependent with one driving the other)

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### Security Settings?

Depends on objectives!

Audience – open/closed  
Media vs network  
Engagement

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### Choices...

Linked In: My skills to do include...  
 Facebook: I do... How about you? What do you think?  
 YouTube : Look at my video of me doing...  
 Instagram: Here's of photo of me doing...  
 Twitter: A quick thought of me doing...



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Your Considerations

- Objectives
- Degree of Engagement
- Time Management
- Risk Profile
- Privacy
- Target Audience – Demographics
- B to C or B to B

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Content

Why by the cow when you get the milk for free?

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Feedback

I truly value that you share so much of your insight, points of view and suggestions for how to cope so freely with visitors to your page/website. Choosing a counselor can be overwhelming, and I would vastly prefer to work with someone whose competence, style and approach are somewhat familiar and known to choosing someone random whom I know nothing about based on a google search.

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Feedback

I enjoy your posts and regularly share them. The last one was about taking your teens out and connecting with them. I was thanked for sharing it because it touched people- when you spread goodness, people appreciate it. People appreciate your insight. It earns their trust in you and in your competency as a professional. In my opinion, this removes barriers for someone feeling intimidated about taking the first step towards counseling, as now it feels like they know you.

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Feedback

By sharing real information here, you are demonstrating that you understand the key issues for these families. Your posts are also empathetic to the struggle —it leaves readers with the sense that you might just “get” what these families go through and therefore be in a position to help.

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Crisis Management

Limiting content;  
 Removing comments;  
 Delete and ban;  
 Public apology.

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**Let's Do!**

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Facebook  
Linked In  
Twitter

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