

ILTA Social Media Channels



Twitter

- ILTA Organization on Twitter..... @ILTANet
- ILTA Conference on Twitter @ILTAConf
- ILTACON Conference Hashtag..... #ILTACON



ILTA Conference Blog..... bit.ly/ILTABlog



Facebook

- ILTACON Event Page bit.ly/ILTA15FB
- ILTA Main Page bit.ly/ILTA_FB



ILTA Connected Community

- Main Page bit.ly/ILTACC
- ILTACON 2015 Community bit.ly/ILTACON15CC



ILTA LinkedIn

- LinkedIn Group (*members only*)..... bit.ly/ILTALink
- ILTA Company Page bit.ly/ILTALICO



ILTA Google+ Page bit.ly/ILTAGP

Subscribe to InsideLegal.com to receive legal market and marketing information and coverage of ILTACON.



Social Media Tools

Keeping track of various social media channels, streams and conversations quickly becomes overwhelming. The practical, proven tools below will help you get a handle on your social media presence.

Twitter Dashboard - **HootSuite** is a favorite service that lets you compose tweets; monitor different channels; and schedule tweets ahead of time.

Search Tools

- Twitter's search service - <http://search.twitter.com>
- **Topsy.com's Tweet search** - Gives specs for tweet history including timeline, most active accounts, etc.
- **Google's Blog search option** – When typing in a search term at Google, click on the More option and select "Blogs"
- **Twilert.com** (*fee*) – Setup search terms and Twilert will email you every day with any relevant content

Analytics/Archive

- HootSuite (*fee*) – With pro accounts, you can archive search term activity within HootSuite
- **TweetArchivist.com** (*fee*) – Setup search terms (hashtags or topics) and it will keep an archive of all messages related to that term
- **Google Alerts** – Setup Google Alerts for your company name, application area, competitors, etc.

ILTA Tools

- **ILTA Conference App** –Allows you to tweet directly & automatically adds hashtags (*launching in August*)

Linking

You can save a lot of time by signing up to link your social media accounts which will allow you to automatically send a tweet when you publish a new blog post or update your LinkedIn status from Facebook and vice versa.

- **bit.ly** – URL shortener (to fit within tweets) that provides tracking
- Others – HootSuite, **Google URL shortener**, **Owl.ly**, **TinyURL**

InsideLegal's Tips

- Attach hashtags to your messages to connect them to the ILTA conversation - #ILTACON (and your session hashtag if applicable)
- Don't post from multiple accounts when using hashtags
- Stay in the right lane – If you are in your booth, work it. If you are at a social event, be social (no sales). If you are in a session, be a peer.
- Tweet out pertinent facts, stats and metrics
- Submit posts for inclusion in the **ILTA Conference Blog**
- Make it easy – include the details (where, when) when inviting
- *Exhibitors:* It's very important to have a balance of promotional and non-promotional tweets to be taken seriously
- Monitor Twitter feeds to help you decide which sessions are the best fit/most interesting to you
- *Exhibitors:* Utilize your social media channels to reinforce your PR activities
- Use your content and social media connections to pitch articles to legal/technology publications
- Sign up to follow the **ILTA Conference Blog** via RSS Feed or email updates
- *Exhibitors:* 80+% of all post-event follow-up to prospects never happens ... so, pre-plan post conference social media follow-up
- Social media is always about quality, not quantity
- "What happens in Vegas, stays in Vegas" does NOT apply to social media posts ... use common sense and judgment when engaging



Next Steps...

- Setup your social media programs and accounts now (including your tablet & phone)
- *Exhibitors:* Select a social media contact/team for your company/firm
- Read through all ILTA Conference E-News and emails
- Utilize the ILTA Conference App (when launched in August)
- *Exhibitors:* Brainstorm ideas for promotions/announcements
- Update your media/thought leader database
- Make sure your social media links are on your website and in your LinkedIn profile
- Subscribe to InsideLegal.com
- *Exhibitors:* RSVP for ILTA Vendor Program to **JF@InsideLegal.com**

Legal SM Experts Weigh In...

I tweet from HootSuite because it shows multiple 'streams'. Set it up to show home, mentions and sent tweets and, at conferences add a stream for the hashtag. Having all the streams in a single browser tab facilitates monitoring an active Twitter discussion.

Ron Friedmann, Fireman & Company, @RonFriedmann

Attribute the comment you are tweeting to the specific speaker. Also make tweets count and use discretion. Not all your followers are at ILTA.

Donna Payne, PayneGroup, @Donna_Payne

A picture is worth a 1,000 words. Timely stats & industry metrics are worth nearly as much. Make it a point to tweet out informative visuals such as links to infographics, charts/stats, etc.

Jobst Elster, InsideLegal.com, @InsideLegal