



Global Social Media Check Up

An audit of 110 law firms

LexisNexis® Martindale-Hubbell® commissioned Burson-Marsteller to compile an international audit of the use of social media networks by 110 law firms in 22 international cities during April and mid-May 2011.

The audit looked at the presence, levels of activity and community sizes on LinkedIn, Twitter, Facebook, YouTube and blogs, to quantify engagement levels. Qualitative research was also undertaken to examine the nature of activity on social media channels and how this differed by region.

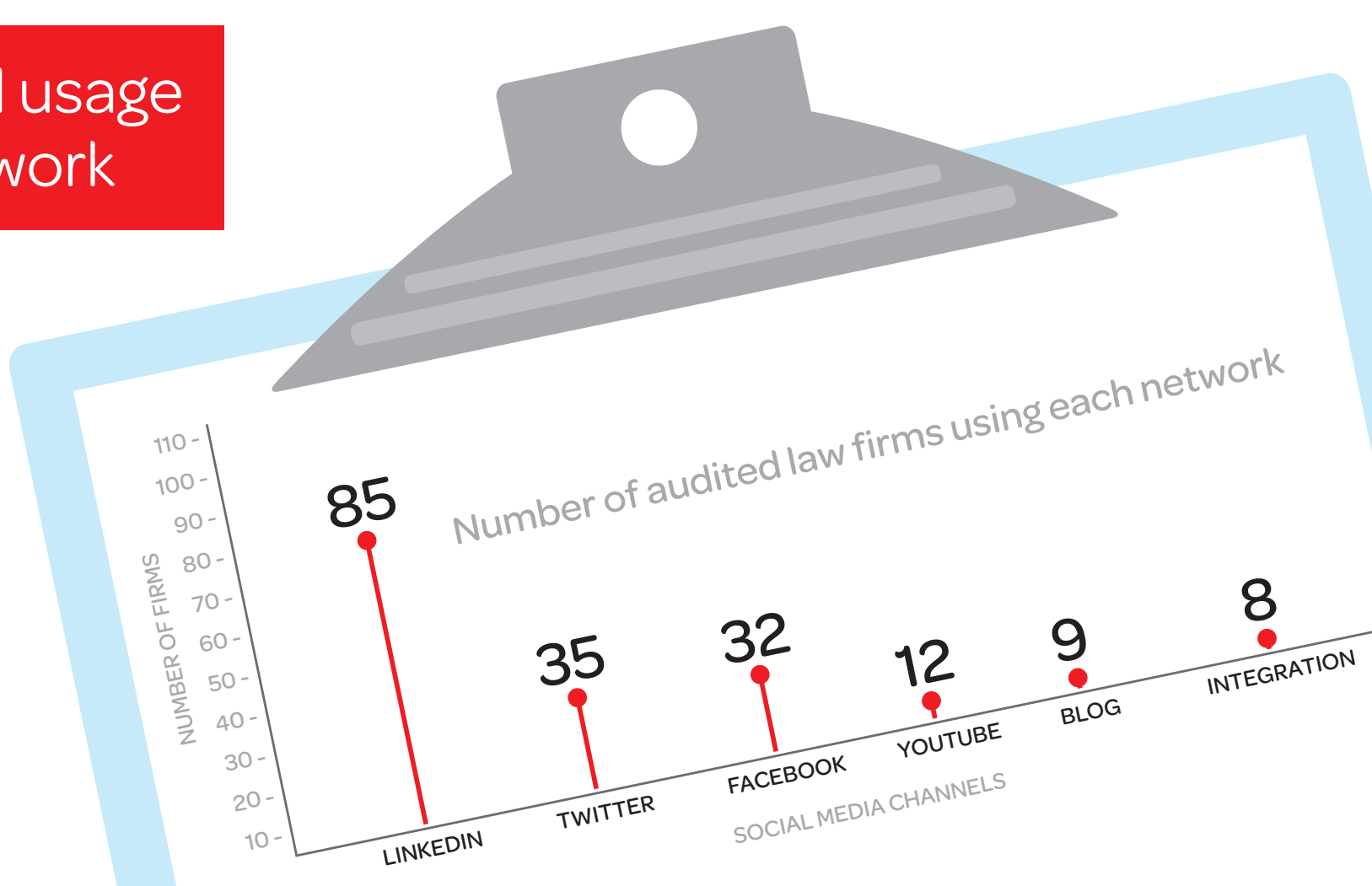
Download the full report: www.martindale-hubbell.co.uk/socialmedia

Overall usage of social media networks

Of the 110 law firms audited...



Overall usage by network



LinkedIn usage - of the 85 firms using LinkedIn...



85 Firms have a profile

27 Own a group

9 Have chatter on LinkedIn answers

Twitter usage - of the 35 firms using Twitter...



24 Broadcast

3 Interact

8 Parked domains

Facebook usage - engagement levels...



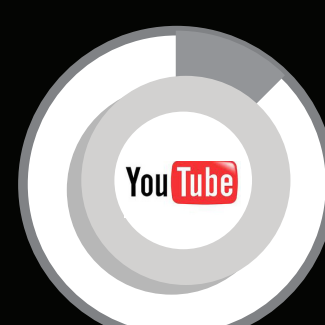
12 10 - 100 fans

10 100 - 500 fans

1 1,000 plus fans

9 Parked domains

YouTube usage - Usage appears to be low...

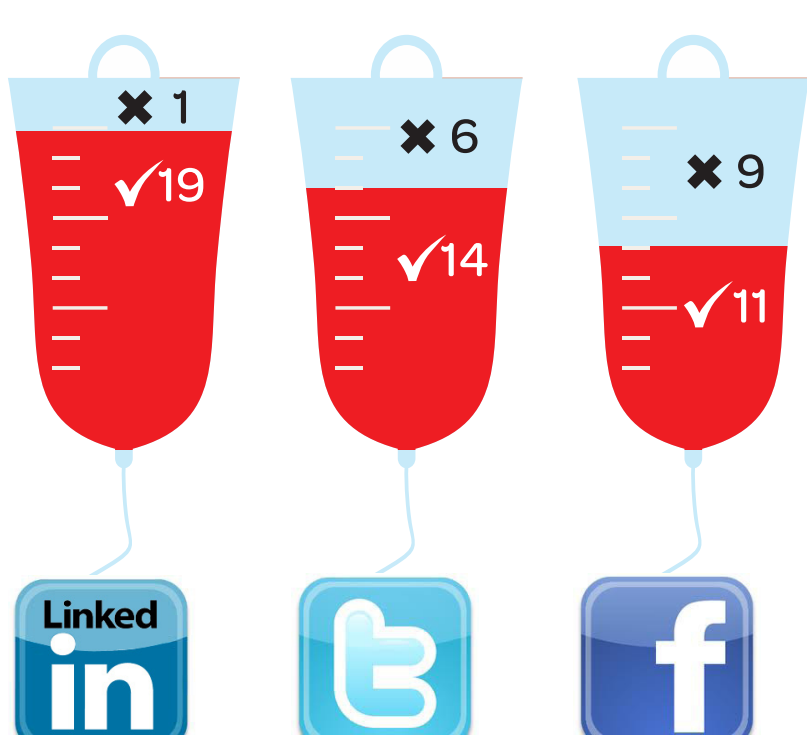


12 Firms have their own channel

Number of firms using social media by region

✘ Do not use network ✓ Do use network

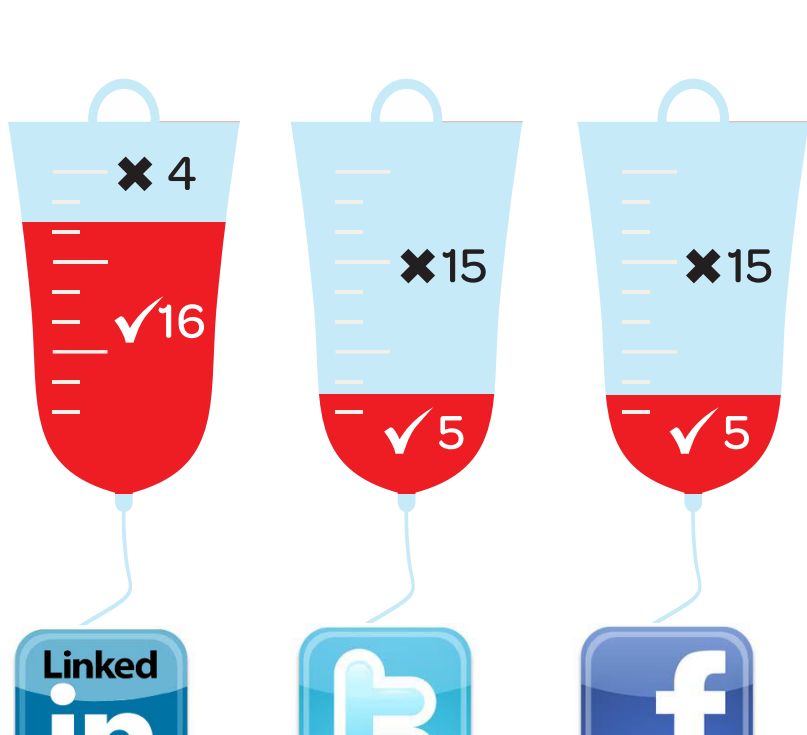
North America & Latin America



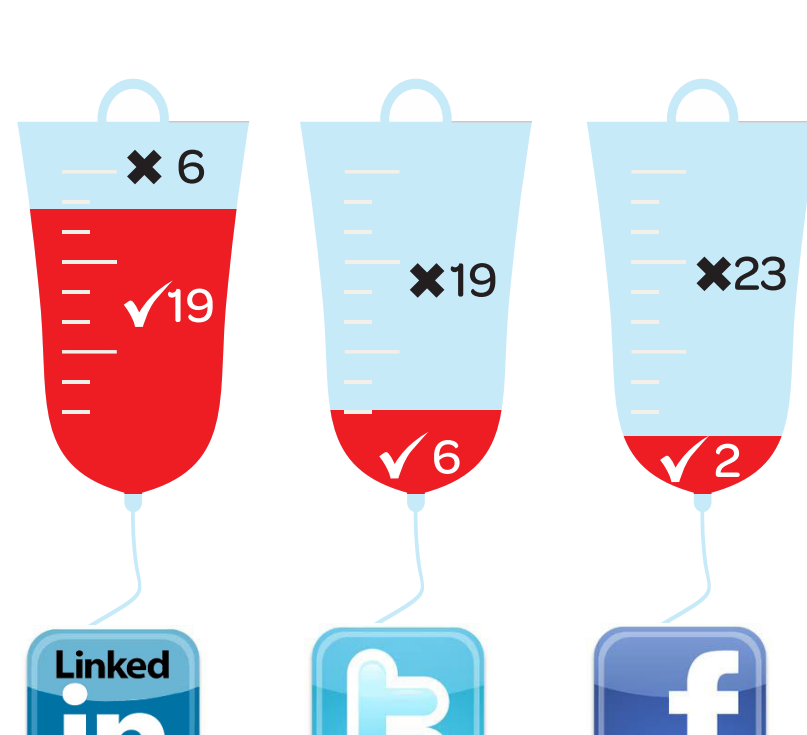
Western & Eastern Europe



Middle East & Africa



Asia Pacific



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