

Social Media & Law:

You don't need to dance, but you can profit a lot from TikToks and Reels

In the past, being specialized in an area was the highest achievement a professional could make. But in 2023, crossing expertises can be the real deal breaker.

Even though there's still a lot of reluctance against the usage of social media, the reality we face, especially after COVID19, is one: we need to integrate better our work with the tools available on internet. Here are some reasons and how to start!

Why use Social Media?

1. Gen Z is all about social media

For Gen Z, TikTok Is the New Search Engine



Survey: 51% of Gen Z women prefer TikTok, not Google, for search



2. Networking

After social media was created, networking has never been easier! LinkedIn is the most traditional and known form of networking through social media, but there are many other forms on how to create your own network without having to publish all your accomplishments all the time. Be creative and think of other forms of reaching people!

3. Free Marketing

Using social media is free (for now). Don't let it go to waste and put yourself out there!

Look at this example.



How to use Social Media?

1. Who and What?

Defining your audience and your type of content must be your first step. Who are you trying to reach? How do you want to pass on the message? What kind of content do you like to consume? Answering these questions will make it easier to define what to talk about and how to generate the content.

2. Quality > Quantity

When it comes to content and followers, remember, quality is much more important than quantity. It doesn't matter if you have 2 million followers but none of them interact with your content. Two thousand posts won't prove you know what you are talking about. Actually attracting engaged followers and producing content with useful information is the key to grow and establish yourself.

3. Invest in Social Media

Hiring a social media manager, investing in people on the marketing field, giving the opportunity for those who like social media, like to learn, and embrace your dream is what really matters. This is a new area, there is no such thing as years of experience. Look for people that want you to grow as much as you do.

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