
Viral Vibes: Spilling the Tea about Social Media



Amelia Yiu

LinkedIn



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Founder and Principal Lawyer at Elm Law Professional Corporation: Estate Litigation and Powers of Attorney disputes
Elm Law Professional Corporation · Queen's University
Greater Toronto Area, Canada
500+ connections

Open to Add section

Our Socials

TikTok



ElmLaw | Divorce & Est...



@elmlaw

143

Following

220K

Followers

2.8M

Likes

Edit profile

Share profile



Ontario Law Firm
Estate Litigation & Family Law
No Legal Advice

<https://linktr.ee/elmlaw>

TikTok Studio | Instagram | Supporting: Act to Chang

Instagram



elmlaw

750 posts

2,249 followers

1,620 following

Elm Law
Lawyer & Law Firm
Estate Litigation & Family Law

- Issues with Wills/Estates/POAs
- Divorce, Custody/Access, Child/Spousal Support
- Whitby, ON

linktr.ee/elmlaw and 1 more

X

Facebook

Youtube

Socials are not all the same

Social Networking Sites

- Focus on person to person conversations
- Examples
 - Facebook
 - LinkedIn
 - Twitter
 - Threads

Image-based sites

- Focus on images, illustrations, infographics
- Example: Instagram

Video sharing/streaming platforms

- Content is in the form of videos
- Examples
 - TikTok
 - YouTube
 - Twitch

Tip

Focus on the type of social media that fits you, your business and your sensibility

Who we are



- Boutique Law Firm in the Durham Region
- Offices in Whitby & Oshawa
- Focus on Estate Litigation & Family Law
- Women-led, family focused
- Interested in access to justice issues and in particular addressing the large number of self-represented parties in family courts

Firm culture → Marketing

How we want the public to view the firm?

- Approachable, friendly, modern, not your traditional law firm

How do we translate that feeling into visuals?

- Clean lines, non traditional colours and style

What type of social media aligns with our image?

- Video
- We decided against: blogs, written word focused media because we found we could make content faster if it was video or image based



Owners: Amelia & Stephanie

— Our socials team



Jacquelyn Eboh-Smith



Miranda Lall

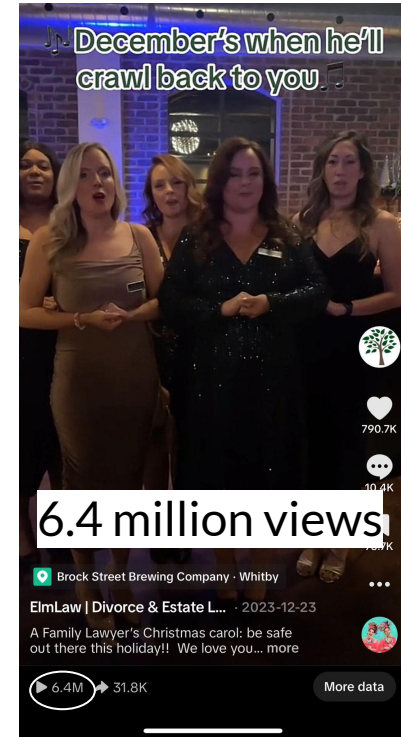
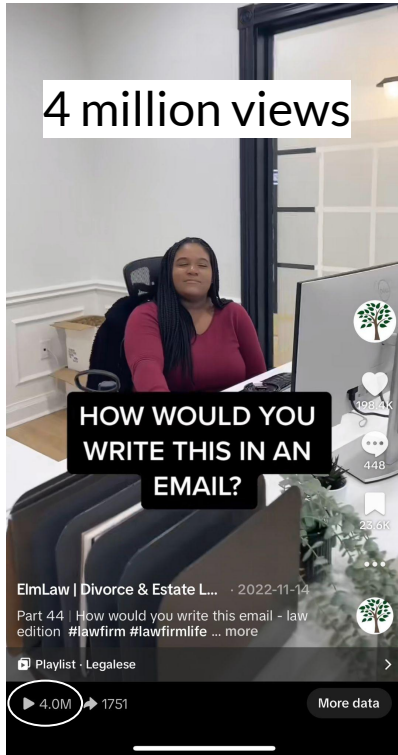


Brittany Blainey



Priyanka Bahl

Viral Vibes



How much time do you invest in social media?

- Lawyers are compensated by a percentage of their collected billings
- Percentage is higher where client is referred directly to them and referrals are tracked with each intake
- Being visible on social media is an individual choice, not firm policy
- Most of our lawyers invest about 15-30 minutes per week on social media

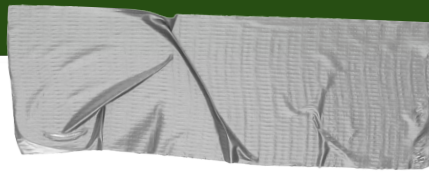
You don't have to do it all

- **Hire a social media manager**
 - There are many freelancers who manage multiple accounts if you are a small firm or sole practitioner you can start there
- **Get other people on your team involved**
 - Ideas can come from anyone and anywhere
 - Create a culture where everyone can contribute
- **Start small**
 - Post once per week and then work your way up to daily
 - Take breaks and come back if you need to



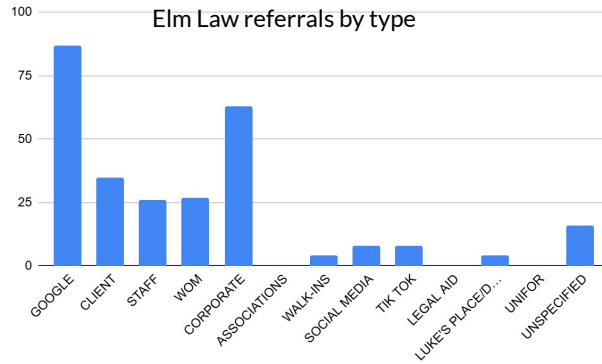
Tip

Social media is both forever and very temporary. Don't be discouraged if some of your posts don't do well, just keep posting and you'll eventually learn what works and what doesn't.



Where we get our files

- In 2024 about 20% of our files come directly from social media - number is growing steadily
- 35% of files come from “google” - many are driven from socials to google to find us
- Many clients learn about your firm from multiple sources and make a final decision based on all



Tips for law firm socials

- ❑ **Narrow your focus - speak directly to your audience**
- ❑ **Be relatable - chose topics your clients are interested in**
- ❑ **Consistency - decide how often you can post and stick to it**
- ❑ **Valuable Content - give the people something they can use**
- ❑ **Authenticity - don't play a role, be yourself**
- ❑ **Measure your results - keep track of where your files are coming from**

What social media can do for YOU

- **Direct benefits**
 - Clients contacting you directly from socials
- **Recognition**
 - Clients finding you from other sources and being convinced that your business is legitimate and can be trusted based on social media
 - Brand recognition
- **Attract talent**
 - Lawyers, law clerks and professionals going directly to you for hiring

Tip

The benefits of a social media presence will not begin to reveal themselves right away. Stay consistent and keep at it and the benefits will come.