

GOOD2BSOCIAL

LEADERS IN DIGITAL MARKETING

2021



The Social Law Firm Index

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Good2bSocial's annual study of how America's Top 200 law firms are using social media and digital marketing tactics, including our ranking of how they are performing.

By: Guy Alvarez, Kevin Vermeulen, and Victoria Zimmon



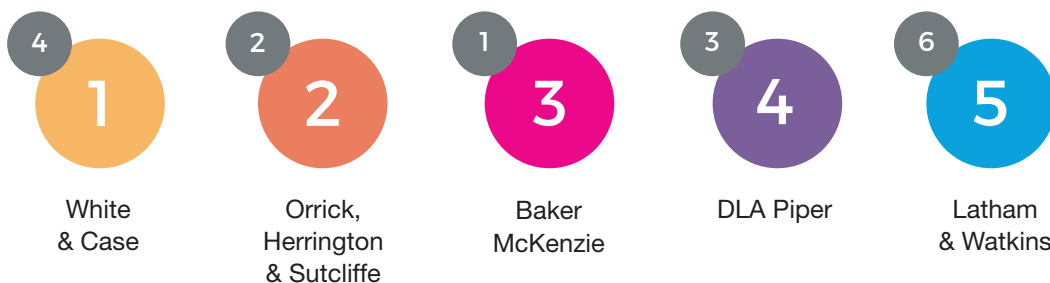
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About this White Paper/ Executive Summary



THE SOCIAL LAW FIRM INDEX | 2021 TOP FIVE, OVERALL



 2020 Rank
  2021 Rank

We thought 2020 was unprecedented. But 2021 said, “Hold my beer.” And while there were moments of brightness and glimmers of hope, not too much changed from last year to this year. Firms continued to shift their marketing efforts online and invested more of their budgets into digital marketing. Webinars and Zoom meetings still were a massive presence in the beginning of the year, but as the vaccines rolled out, we returned to our offices and cautiously gathered in person. Law firms have quickly adopted a lot of digital marketing trends, but as this paper routinely shows, there’s still a lot that they have to learn.

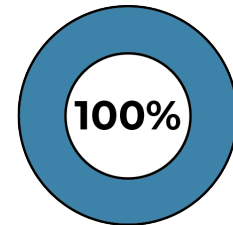
Our Social Law Firm Index highlights the successes, best practices, and rankings of all firms on the 2021 Am Law 200. We studied each of the firms’ websites and followed their presence across all public social media platforms. We assessed the firms’ publicly available thought leadership content, and social reach and engagement. Finally, we scored and ranked the effectiveness of their overall efforts in social media across various channels and categories. Our analysis is further informed by the depth of our experience working in the industry, our familiarity with current trends and conditions in the marketplace, and our knowledge of best practices used across digital marketing channels. Our sample size remained the same



this year, and the results continue to demonstrate that size does not necessarily equate to social media success.

We measure reach, engagement, and marketing performance on platforms including Twitter, LinkedIn, Facebook, Instagram, YouTube, and podcasts. The Social Law Firm Index analyzes each firm's presence on the internet and across social media and evaluates their social usage to extend thought leadership messages and engage with clients and constituents. These factors are reduced to numerical measures, weighted and incorporated into our algorithm to determine each firm's rank. In addition to scoring and ranking each firm for its overall capability and impact, we also break out performance across the individual social media channels and digital marketing disciplines.

100% of firms are on LinkedIn



THE SOCIAL LAW FIRM INDEX | 2021 TOP FIVE, PODCAST



 2020 Rank
  2021 Rank

The background of the page is a dense, colorful pattern of overlapping circular coins. Each coin features a white thumbs-up icon, similar to a 'like' button on social media. The coins are in various colors including blue, green, yellow, orange, red, and purple, creating a vibrant and textured effect.

WHY THE SOCIAL LAW FIRM INDEX?

We study and publish our findings on the adoption of digital marketing technologies by law firms to demonstrate the value of digital marketing for business development. When we first started seven years ago, law firm digital marketing was still in its infancy, and digital marketing strategies weren't a reality for many firms.

The state of digital marketing and social media usage in our industry has significantly shifted since we published our first report. Every Am Law 200 firm now has a social media presence, and most use at least two digital media platforms. Digital and social have developed into required components for law firm marketing. The Social Law Firm Index measures the effectiveness of law firm reach and engagement across the variety of online digital media channels.



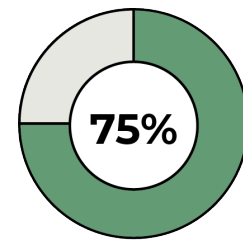
Key Findings For 2021

LAW FIRMS CREATING PODCASTS HAS GROWN EXPONENTIALLY

Law firms are constantly seeking ways to connect with their audience or find a new audience. And one of the newer but very well-established trends is using a podcast to tell your story.

Podcasts continue to grow in popularity. Nearly 40 percent of Americans listened to a podcast in the last month. And with more than 2 million shows available, it's no wonder that law firms have found a niche. As of 2021, 75 percent of Am Law 100 firms had a podcast, and many law firms now produce multiple podcasts. Similar to any CLE, webinar, or conference, the audience is interested and captivated. Podcasting helps lawyers further establish themselves as experts in their given field, which in turn makes them very attractive to new prospects. Having a niche focus—even something narrower will set you apart—enables you to take a deeper dive on topics of importance to those you hope to target.

75% of law firms have podcasts



But not all podcasts are equal. Should law firms or attorneys want to start one, they need to commit to a schedule and follow through on releasing new episodes. The worst thing that a firm can do is to start one and then drop off. Podcasts don't need to drop every week to be successful, but it is crucial to maintain a consistent schedule.

THE USE OF VIDEO HAS INCREASED ACROSS SOCIAL MEDIA

Videos can market your business in fresh and effective ways. Video content is one of the most popular mediums for law firms today—and for good reason. It can be more engaging, more memorable, and more popular among consumers than other content on social media. Video also gives your brand a voice and allows you to move quickly to take advantage of news stories, break down a complicated case, or explain a new law in simpler terms. Additionally, video content typically performs best with most



THE SOCIAL LAW FIRM INDEX | 2021 TOP FIVE, YOUTUBE

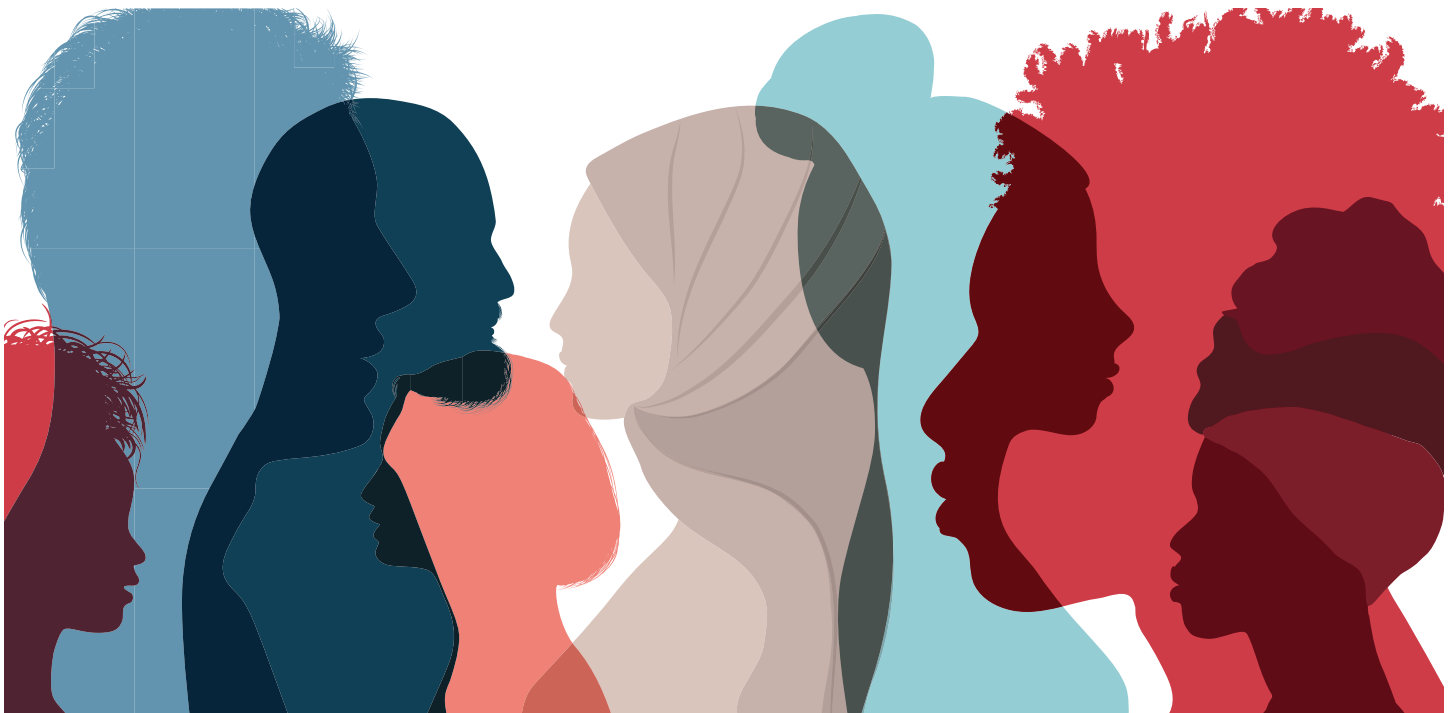


● 2020 Rank ● 2021 Rank

algorithms, since it captures a viewer's attention for longer. Instagram videos generate more engagement than any other content type, and even tweets with a video perform up to 10 times better. Instagram still heavily promotes Instagram Reels, making it one of the best growth options on the app right now. All your content should be optimized for search engines, especially your videos. With the growing popularity of TikTok and Instagram Stories, it's imperative that law firms pivot to producing more video. Social media channels have quickly become search engines of their own, so it's important that you make your content relevant. Make sure to include captivating headlines and descriptions for your video so that it will register in searches.

INCREASED FOCUS ON DIVERSITY, EQUITY AND INCLUSION AND CORPORATE ACTIVISM

2020 opened up a lot of ugly inequities in the country. George Floyd was murdered, the rise of hate crimes against Asians skyrocketed, masks and the pandemic became political, and the public demanded more than just a statement or a black square on Instagram. Law firms issued press releases emphasizing their commitment to improving their diversity efforts, upped their donations to BIPOC causes, increased pro bono efforts, and showed their support for LGBTQ audiences with rainbow flags. Some firms even took the time to understand and honor Juneteenth and organized service opportunities on MLK Day.



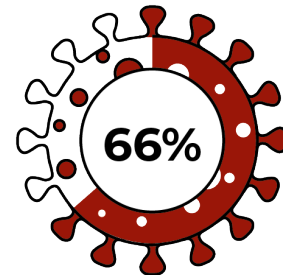
Other firms have gone above and beyond that. Orrick, Herrington & Sutcliffe launched its racial, social, and economic justice fellowship program last year in the wake of George Floyd's death. The firm offers fellowships for six attorneys with their Orrick salary to spend a year working full-time at nonprofits. And while they originally intended for it to last a year, they announced that the program will run for at least three more years. Sheppard Mullin also created multiple partnerships with racial justice organizations through its Inclusive Engagement Task Force, which they launched

in 2020 with an initial commitment of \$400,000 in funding from the firm. In May nearly 50 firms and 17 Fortune 100 general counsel offered their pro bono programs to provide Asian American communities with legal support in the wake of an uptick of hate crimes against them. The Alliance for Asian American Justice launched a nationwide coalition to provide “culturally responsive” legal support and advocacy to victims of anti-Asian hate crimes and harassment. As the public and clients pay closer attention to societal and racial issues, time will tell if law firms continue making racial justice aid an integral part of their firms through programs and initiatives long beyond 2021.

COVID-19 RESOURCE CENTERS

While COVID-19 is still top of mind, it's no longer the most pressing issue in the country. But at the height of the pandemic and all throughout, law firms rose to the occasion of serving their clients and website visitors and helping them navigate the rapidly changing business and legal environment that upended their daily lives. COVID-19 resource centers offered a variety of in-depth information and insights to help clients stay up to speed on the fast-changing developments surrounding the pandemic. The unprecedented disruptions that swept over the entire world forced us all to navigate a range of personal and professional challenges, and for those directly affected by COVID-19, to experience incomprehensible loss. But trying circumstances also offer opportunities: for collaboration, innovation, altruism, and resilience.

**66% of firms have
COVID-19 Resource Centers**



The following firms shared one common theme: thinking like their clients. They focused on addressing the needs of their clients and new prospects and sought out ways to help them through what was a very difficult time. A client-centric approach is the most important factor in building positive experiences and creating long-term relationships through digital marketing.

ORRICK

Orrick posted daily to their COVID-19 resource center, adding timely content to answer client questions about everything affecting their businesses. They designated resource pages for various countries, a U.S. state-by-state guide (which included statuses of state orders, state legislation, and U.S. courts), FAQs, and health information. They included a return-to-work Q&A and news about varying vaccine mandates across the globe. The resource page also offered blog content as well as webinars, some of which were eligible for New York and California CLE credit. The site also highlighted recent webinars, covering tech, sustainability, cyber, and more.

BAKER MCKENZIE

Baker McKenzie revamped their homepage to highlight their Beyond COVID-19 Resilience, Recovery & Renewal resource center. The resource center included news, trending topics, and thought leadership content to help inform visitors about how their industries were being affected, and how

they could adapt their business and create recovery plans. In partnership with Oxford Economics, they published a white paper, “Beyond COVID-19: Supply Chain Resilience Holds Key to Recovery,” to help businesses gain more insight. Their content remained client-centric, focused on helping businesses to forge a path forward.

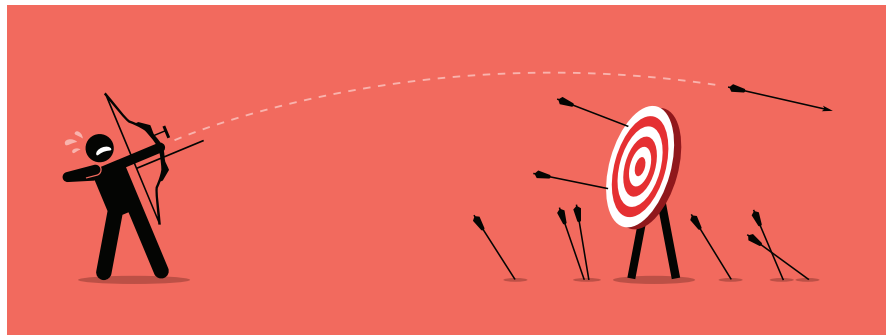
DLA PIPER

DLA Piper’s resource center included a global repository of insights, events, and contacts to deliver guidance to their clients. The center featured articles and insights on heavily affected industries, including shareholder meetings, corporate governance, Asia’s data protection frameworks, and supply chain disruption. Their public company considerations piece contained excellent recommendations that companies should be considering. It also provided an option where viewers can subscribe to the Daily Digest, an email alert with the latest COVID-19 news, updates and webinar invitations. DLA even offered links to download past webinars.

Characteristics of Worst Performers

POORLY DEFINED TARGET AUDIENCE

Targeting a specific market does not mean that you are excluding people that don’t fit your criteria. Rather, target marketing allows you to focus your marketing dollars and brand message on a specific market that is more likely to hire or retain you. In today’s digital economy, people are constantly inundated by a vast amount of information. If your message doesn’t target a specific group, it will be ignored by all the unfiltered noise and chaos. Communicating to a specific audience is a much more affordable, efficient, and effective way to reach potential clients and generate business. Establishing a target audience profile sets a direction for your marketing strategies and keeps your messaging consistent and relevant.



FAILING TO ENGAGE IN CONVERSATIONS

Responding to posts and creating a conversation is a great way to demonstrate that you are paying attention. This includes posts where the firm is tagged, company posts, or just practice-related or industry posts where someone from your firm can intelligently respond directly on the social platform. Respond quickly and consistently to as many comments as possible, and never use cut-and-paste responses. Also, don’t be afraid of asking for feedback, and take the time to respond to their comments. You can also post Q&As about a trending issue or “Ask Me Anything”,

or ask your followers what topics you should cover in another blog, webinar, or social series. Engagement improves firm loyalty and increases word-of-mouth advocacy, which is a much stronger conversion tool than advertising.

POOR REPORTING AND ANALYTICS CAPABILITIES

Unfortunately, firms don't do a great job of regularly tracking data. But it's imperative that they use data to measure performance and success. Understanding your data helps to understand the effectiveness of your campaigns, determine budget, and optimize your ROI. If you haven't started documenting, make sure that you note baseline metrics so that you have something to measure future progress against. If you want to get the most out of your data, look beyond the clicks and impressions. Knowing those numbers is important, but in order to prove value, law firm marketers need to understand how their efforts are affecting the whole picture, from inquiry to hiring. Some basic starting points include using Google analytics to benchmark your data and creating UTM links to determine how much traffic came from a specific site.

TREATING ALL SOCIAL MEDIA PLATFORMS THE SAME

What works best on LinkedIn is not what works best on Twitter or Facebook, nor should it be. The best way to see results for each platform is to set individual goals for each and build your content schedule around that. Each platform has something to offer for a firm looking to engage with prospective or new clients, and understanding each platform individually is crucial for posting the correct type of content. LinkedIn is the best tool for targeting professionals, and therefore the ideal place to start engaging your desired audience. Facebook is important for general brand awareness, community building, and connecting with law firm alumni. Instagram is an important tool for recruiting and displaying a show of staff culture. LinkedIn is best for business-centric content and connecting with decision-makers. With the traffic constantly at play on Twitter, you'll need to make sure that you have a few posts a day to make sure that you're breaking through the noise. Keep the tone and approach different for each platform, too—some allow for more casual, snappy posts, while others should be more polished and formal.



TOO MUCH FOCUS ON FIRM-CENTRIC AND PROMOTIONAL CONTENT

A big mistake that law firms often make is heavily focusing on themselves and their offerings. It's important to share content that drives audiences to your site, so the focus should be on them and their pain points, not solely about the firm. That shows a lack of social listening and makes people feel less likely to engage. Focusing only on internal content creates a one-sided conversation and limits your opportunity to tag other people and accounts to increase your reach. Make sure that the information you're sharing is relevant to what a client may need or want. Use the content from white papers, e-books, and webinars to answer, knowing that in addition to the ways that you've traditionally distributed these resources, they'll make killer social media posts, too.



Predictions for 2022

CONTINUED INCREASE IN PAID ONLINE ADVERTISING

Law firms dramatically increased spending on marketing and BD in the first half of 2021 because the more traditional ways of business development were not available. But law firms are still spending only around half of what they were allocating to marketing and business development in the months leading up to the pandemic. Typically, law firms have been behind the curve with the larger business community when it comes to how much they spend on marketing and business development. Fortune 500 companies typically spend 10 to 15 percent of their budgets on marketing, but law firms still hover in the single-digit range. While many small to midsize firms have been slow to make the pivot to online marketing and advertising, they realized post-pandemic that they have to find another way to build their client base. Now they are increasingly focused on their digital presence and implementing automation tools.

FOCUS ON ACCOUNT-BASED MARKETING AND RELATED TECHNOLOGIES

Account-based marketing is a growth strategy in which marketing and business development collaborate to create personalized buying experiences for a targeted set of prospective clients. ABM is a strategic, scalable marketing program that requires optimal CRM, marketing automation, and other software to streamline processes. Firms of all sizes find it helpful because it forces collaboration between BD and marketing efforts and increases leads. Other benefits include targeted marketing, identifying a clear ROI, and a potential for increase in client loyalty. It also allows marketers to personalize the client's journey and tailor all communications, content, and campaigns to those specific audiences. Ultimately the effectiveness of ABM is heavily dependent on the level of personalization, so it's crucial to create specific and unique content for your contacts.



EVALUATION OF FIRMS' MARKETING TECHNOLOGY STACK

MarTeck is short for marketing technology, and stack refers to stacking tools together to form a comprehensive marketing system. So your law firm's MarTeck stack is the collection of marketing tools that your team uses to place ads, post on social media, and gather results and analyze ROI.

Marketing technology tools have changed how marketers create and run online campaigns. Marketers shouldn't buy the technology thinking that they can create a strategy based on the technology. Your BD goals should inform the strategy you create. Without data and analytics for research and measurements, many digital marketing efforts would be a shot in the dark. But now there are a number of tools available that offer niche options or special features that can make almost any marketing campaign not only a possibility, but completely trackable.

EXPLORATION OF PROGRAMMATIC ADVERTISING AND INTENT-BASED TARGETING

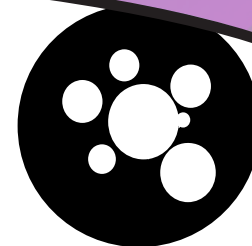
Intent-based targeting is directing marketing campaigns at people whose online behavior shows purchase intentions. It helps with making campaign decisions and making marketing more effective. With intent-based targeting, you can allocate more budget to a portion of the target audience that is more likely to buy, which means that the leads generated will be of higher quality and improve conversion rates.

Programmatic advertising is a way to automatically buy and optimize digital campaigns, rather than buying directly from publishers. By the end of 2021, 88 percent of all digital marketing in the U.S. is projected to be done via programmatic advertising. Programmatic advertising has typically been reserved for larger budgets and media agencies, but the rapid rise of self-service tools gives new industries increased access to the technology and offers them the ability to compete.

SOCIAL LAW FIRM INDEX 2021: **THE RANKINGS**



Top Performers: Overall



Firm	Rank 2021	Rank 2020
White & Case	1	4
Orrick, Herrington & Sutcliffe	2	2
Baker McKenzie	3	1
DLA Piper	4	3
Latham & Watkins	5	6
Norton Rose Fulbright	6	5
Mayer Brown	7	13
Jones Day	8	8
Bracewell	9	18
Reed Smith	10	7
Hogan Lovells	11	12
Skadden	12	11
Fragomen	13	47
Seyfarth Shaw	14	23
Akin Gump Strauss Hauer & Feld	15	9
Kirkland & Ellis	16	22
Knobbe Martens	17	
Squire Patton Boggs	18	69
Greenberg Traurig	19	31
Perkins Coie	20	126
McDermott Will & Emery	21	37
K&L Gates	22	32
Littler Mendelson	23	16
Holland & Knight	24	28
Morgan, Lewis & Bockius	25	26
Jackson Lewis	26	35
Cooley	27	24
Ogletree Deakins	28	15
Ballard Spahr	29	78
Duane Morris	30	88
Fox Rothschild	31	10
Morrison & Foerster	32	36
Weil, Gotshal & Manges	33	14

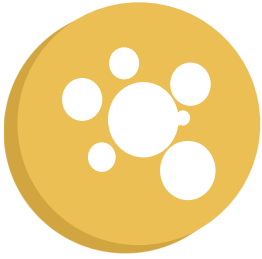
Firm	Rank 2021	Rank 2020
Winston & Strawn	34	114
Covington & Burling	35	68
Proskauer Rose	36	39
Mintz Levin Cohn	37	25
Dechert	38	81
Sheppard Mullin	39	48
Foley & Lardner	40	38
Nixon Peabody	41	33
O'Melveny & Myers	42	49
Offit Kurman	43	
Milbank	44	41
Sidley Austin	45	17
Baker & Hostetler	46	116
Goodwin Procter	47	82
Husch Blackwell	48	76
Vinson & Elkins	49	157
Lowenstein Sandler	50	52
McGuireWoods	51	65
Crowell & Moring	52	148
Clark Hill	53	66
Gibson, Dunn & Crutcher	54	46
Venable	55	56
Baker Botts	56	53
Allen Matkins Mallory & Natsis	57	160
Paul Hastings	58	43
Fenwick & West	59	99
Troutman Pepper	60	63
Womble Bond Dickinson	61	67
Bond, Schoeneck & King	62	184
Kilpatrick Townsend	63	106
Haynes and Boone	64	42
Herrick Feinstein	65	
Debevoise & Plimpton	66	71

Firm	Rank 2021	Rank 2020
Nelson Mullins Riley	67	127
Shearman & Sterling	68	91
Cleary Gottlieb	69	75
Buckley	70	144
Hunton Andrews Kurth	71	90
Polsinelli	72	83
Baker Donelson	73	77
Paul Weiss	74	29
Ropes & Gray	75	21
King & Spalding	76	101
Dickinson Wright	77	95
Dorsey & Whitney	78	141
Davis Wright Tremaine	79	79
Fisher & Phillips	80	55
FisherBroyles	81	
Sullivan & Cromwell	82	30
Wilmer Cutler	83	124
Stephoe & Johnson	84	100
Stinson	85	
Fish & Richardson	86	174
Robinson & Cole	87	132
Greenspoon Marder	88	86
Blank Rome	89	113
Arnold & Porter	90	155
Wilson Sonsini	91	143
Taft Stettinius & Hollister	92	
Sullivan & Worcester	93	194
Shumaker, Loop & Kendrick	94	182
Goldberg Segalla	95	64
Alston & Bird	96	120
Thompson Hine	97	161
Faegre Drinker Biddle & Reath	98	
Snell & Wilmer	99	94
Pillsbury	100	105
Porter Wright Morris & Arthur	101	134
Quinn Emanuel	102	34
Katten Muchin Rosenman	103	73

Firm	Rank 2021	Rank 2020
Cozen O'Connor	104	158
Cravath, Swaine & Moore	105	89
Bradley	106	93
Bryan Cave	107	80
Dinsmore & Shohl	108	27
Carlton Fields	109	137
Barnes & Thornburg	110	130
Thompson Coburn	111	171
Ice Miller	112	170
Armstrong Teasdale	113	168
Wilson Elser Moskowitz	114	84
Akerman	115	58
Holland & Hart	116	150
Foley Hoag	117	59
Butler Snow	118	54
GrayRobinson	119	140
Brownstein Hyatt Farber Schreck	120	60
Lewis Brisbois	121	104
Jenner & Block	122	57
Robins Kaplan	123	103
Finnegan	124	138
Shutts & Bowen	125	92
Davis Polk & Wardwell	126	159
McCarter & English	127	191
Williams Mullen	128	187
Locke Lord	129	142
Saul Ewing	130	123
Arent Fox	131	118
Buchanan Ingersoll & Rooney	132	70
Adams & Reese	133	
Stoel Rives	134	19
Burr & Forman	135	146
Dykema Gossett	136	96
Cadwalader	137	180
Winstead	138	74
Cole Schotz	139	131
Smith, Gambrell & Russell	140	145

Firm	Rank 2021	Rank 2020
Irell & Manella	141	51
Shook, Hardy & Bacon	142	147
Michael Best & Friedrich	143	166
Kobre & Kim	144	125
Schulte Roth & Zabel	145	197
Vorys Sater	146	128
Hinshaw & Culbertson	147	87
Gordon Rees Scully Mansukhani	148	61
Fried Frank	149	117
Phelps Dunbar	150	176
Lathrop GPM	151	188
Manatt, Phelps & Phillips	152	153
Kramer Levin	153	183
Kelley Drye & Warren	154	133
Wiley Rein	155	154
Hanson Bridgett	156	195
Morris, Manning & Martin	157	151
Simpson Thacher & Bartlett	158	115
Quarles & Brady	159	111
Lewis Roca Rothgerber Christie	160	122
Stroock & Stroock & Lavan	161	165
Buchalter	162	162
Honigman	163	192
Brown Rudnick	164	178
Procopio Cory	165	136
Marshall Dennehey	166	112
Miles & Stockbridge	167	164
Schiff Hardin	168	179
Benesch	169	175
Jackson Walker	170	72
Frost Brown Todd	171	62
Chapman and Cutler	172	135
Rutan & Tucker	173	119
Spencer Fane	174	185
Cahill Gordon & Reindel	175	189
Sherman & Howard	176	169
Patterson Belknap Webb & Tyler	177	193

Firm	Rank 2021	Rank 2020
Vedder Price	178	50
Cole, Scott & Kissane	179	40
Goulston & Storrs	180	110
Hinckley, Allen & Snyder	181	163
Eckert Seamans	182	152
Loeb & Loeb	183	172
Pryor Cashman	184	181
Moore & Van Allen	185	156
Hughes Hubbard & Reed	186	98
Curtis Mallet-Prevost	187	45
Hodgson Russ	188	196
Day Pitney	189	186
Willkie Farr & Gallagher	190	121
Arnall Golden Gregory	191	190
Munger, Tolles & Olson	192	177
Kasowitz	193	167
Williams & Connolly	194	149
Choate Hall & Stewart	195	108
Boies Schiller Flexner	196	107
Kutak Rock	197	139
Wachtell	198	198
Waller Lansden Dortch & Davis	199	



Featured Profile: Overall

FIRST PLACE – WHITE & CASE

Our 2021 first place winner, White & Case, has a clear and simple focus: to reach their audience, both current and potential new clients and prospective new hires. They deliver the firm's content not just where they know their audience is, but also where people may seek to find the firm. To reach any of their intended audiences in the most efficient and appropriate way, the firm has implemented an integrated digital strategy that uses multiple channels and platforms.

The firm creates and delivers its digital content in a way that is valuable to their audiences, producing value-added insight, and using digital channels strategically to deliver it to their key audiences. "An organization that focuses only on talking about itself and its achievements will get low external engagement," said Elizabeth Gleeson, senior manager, digital communications. "Instead, White & Case focuses on what matters to the client or to the potential new employee."

During the early days of the pandemic, the firm used its social media channels in more ways than ever before. Given that everyone had moved online, it became one of the more prominent ways that they could stay top of mind with clients and help them better understand how the firm could support them. On the client communications side, the team focused on providing clear and valuable information and commentary on how businesses and industries may be affected, and how they should best prepare or react. Over time, they have continued to incorporate these elements into their content, while also returning to the market, industry, and legal commentary they have always produced.

They also had to pivot their recruiting communications to focus on learning, development, and maintaining resilience. "We sought support from our associates, trainees, and recruiting team colleagues to participate in a series of videos that we ran on Instagram," said Andrew Farmer, senior manager, employer brand communications. "Each video offered tips and advice on a relevant topic, such as working and learning remotely. We continue to publish and share more user-generated content, including videos and photography from our people working from their own homes, including the popular 'Zoom style' meetings and events screen captures."

For their business audience, informative articles, thought leadership, and videos that cover specific industries or areas of law that they need to know about perform very well. For their recruitment audiences, any content that showcases what life is like at White & Case typically receives high engagement across channels. Lastly, channel selection is also important, and they strategically deliver communications using the digital channels that are best targeted to the specific



audiences. The most recent example of this is the launch of their new recruitment podcast, *On the Record With White & Case*.

Growth is key to measuring the firm's success across channels. They monitor engagement rates on the social channels themselves and then follow through to engagement levels on the website to see how audiences interact with content once they arrive there. "As long as we are seeing growth in the right areas, we know we are continuing to reach the right people with content that is relevant to them," said Farmer.

The firm has seen consistent engagement from prospective new hires, who are interested in seeing what life may be like for them as a White & Case lawyer. LinkedIn allows the firm to also reach hopeful new hires. Graduates often use LinkedIn to research potential employers, and many law school graduates explore the firm's thought leadership pieces, press coverage, and senior partner profiles. The firm believes that LinkedIn delivers by far the best results for current and potential client engagement. As a business-focused social channel, LinkedIn enables them to reach a targeted audience with content that resonates with them and the industries in which they work.

"There is one other channel that is just as important as the above: our people," said Gleeson. "We encourage our people to use their own LinkedIn profiles to share White & Case content that is relevant to their practices, industries, and business areas. And we also advise them on how to do that effectively."



Top Performers: LinkedIn



Firm	Rank 2021	Rank 2020
Baker McKenzie	1	2
DLA Piper	2	1
Latham & Watkins	3	14
White & Case	4	5
Norton Rose Fulbright	5	19
Bracewell	6	6
Reed Smith	7	33
Orrick, Herrington & Sutcliffe	8	4
Jones Day	9	18
Hogan Lovells	10	6
Cleary Gottlieb	11	59
Debevoise & Plimpton	12	86
Mayer Brown	13	27
Morgan, Lewis & Bockius	14	29
Skadden	15	73
Greenberg Traurig	16	45
Ropes & Gray	17	9
K&L Gates	18	84
Akin Gump Strauss Hauer & Feld	19	20
Proskauer Rose	20	77
Fragomen	21	28
Milbank	22	40
Cravath, Swaine & Moore	23	23
Littler Mendelson	24	87
Paul Weiss	25	17
Kirkland & Ellis	26	57
Irell & Manella	27	13
McDermott Will & Emery	28	67
O'Melveny & Myers	29	60
Cooley	30	72
Paul Hastings	31	21
Weil, Gotshal & Manges	32	3
Sullivan & Cromwell	33	10

Firm	Rank 2021	Rank 2020
Squire Patton Boggs	34	115
Jackson Lewis	35	94
Baker & Hostetler	36	126
Quinn Emanuel	37	12
Morrison & Foerster	38	51
Nixon Peabody	39	22
Davis Polk & Wardwell	40	140
Sidley Austin	41	24
Haynes and Boone	42	37
Foley & Lardner	43	69
Akerman	44	30
Goodwin Procter	45	80
Seyfarth Shaw	46	62
Cadwalader	47	162
Gibson, Dunn & Crutcher	48	35
Jenner & Block	49	26
Dorsey & Whitney	50	99
Dechert	51	81
Winston & Strawn	52	106
Ballard Spahr	53	75
Crowell & Moring	54	173
Allen Matkins Mallory & Natsis	55	181
Shearman & Sterling	56	36
Fox Rothschild	57	82
Ogletree Deakins	58	92
Fish & Richardson	59	160
Mintz Levin Cohn	60	103
Holland & Knight	61	122
Baker Botts	62	90
Troutman Pepper	63	79
Buchanan Ingersoll & Rooney	64	31
Perkins Coie	65	165
Sheppard Mullin	66	48

Firm	Rank 2021	Rank 2020
King & Spalding	67	38
Nelson Mullins Riley	68	109
Wilson Elser Moskowitz	69	53
Polsinelli	70	104
Rutan & Tucker	71	49
Davis Wright Tremaine	72	88
Blank Rome	73	118
Wilmer Cutler	74	101
Fried Frank	75	64
Marshall Dennehey	76	47
Simpson Thacher & Bartlett	77	71
Fenwick & West	78	130
Cahill Gordon & Reindel	79	190
Covington & Burling	80	125
Honigman	81	167
Arnold & Porter	82	142
Locke Lord	83	172
Step toe & Johnson	84	89
Stinson	85	
Gordon Rees Scully Mansukhani	86	56
Phelps Dunbar	87	151
McGuireWoods	88	95
Greenspoon Marder	89	182
Husch Blackwell	90	68
Herrick Feinstein	91	
Duane Morris	92	177
Cozen O'Connor	93	141
Wilson Sonsini	94	179
Robinson & Cole	95	178
Kilpatrick Townsend	96	132
Snell & Wilmer	97	139
Porter Wright Morris & Arthur	98	98
Lewis Brisbois	99	97
Dinsmore & Shohl	100	43
Katten Muchin Rosenman	101	52
Kobre & Kim	102	76
Williams Mullen	103	188

Firm	Rank 2021	Rank 2020
Womble Bond Dickinson	104	102
Armstrong Teasdale	105	171
Cole, Scott & Kissane	106	7
Shutts & Bowen	107	74
Schulte Roth & Zabel	108	196
Hughes Hubbard & Reed	109	34
Willkie Farr & Gallagher	110	44
Robins Kaplan	111	148
Faegre Drinker Biddle & Reath	112	
Benesch	113	150
Shumaker, Loop & Kendrick	114	185
Thompson Hine	115	176
Goldberg Segalla	116	85
Hunton Andrews Kurth	117	169
Holland & Hart	118	156
GrayRobinson	119	91
Offit Kurman	120	
Barnes & Thornburg	121	123
Brown Rudnick	122	147
Hinshaw & Culbertson	123	54
McCarter & English	124	170
Spencer Fane	125	138
Pillsbury	126	159
Dykema Gossett	127	117
Venable	128	145
Hanson Bridgett	129	187
Knobbe Martens	130	
Day Pitney	131	166
Williams & Connolly	132	78
Kasowitz	133	183
Baker Donelson	134	88
Kramer Levin	135	186
Sullivan & Worcester	136	194
Buchalter	137	114
Taft Stettinius & Hollister	138	
Pryor Cashman	139	154
Curtis Mallet-Prevost	140	16

Firm	Rank 2021	Rank 2020
Buchalter	137	114
Taft Stettinius & Hollister	138	
Pryor Cashman	139	154
Curtis Mallet-Prevost	140	16
Bond, Schoeneck & King	141	191
Clark Hill	142	144
Procopio Cory	143	105
Smith, Gambrell & Russell	144	127
Vinson & Elkins	145	135
Brownstein Hyatt Farber Schreck	146	83
Lowenstein Sandler	147	50
Ice Miller	148	163
Vedder Price	149	15
Morris, Manning & Martin	150	121
Adams & Reese	151	
Munger, Tolles & Olson	152	128
Alston & Bird	153	153
Thompson Coburn	154	174
Schiff Hardin	155	180
Patterson Belknap Webb & Tyler	156	197
Hinckley, Allen & Snyder	157	146
Choate Hall & Stewart	158	58
Kelley Drye & Warren	159	149
Stroock & Stroock & Lavan	160	143
Lewis Roca Rothgerber Christie	161	131
Moore & Van Allen	162	157
Bradley	163	137
Miles & Stockbridge	164	192
Cole Schotz	165	164
Butler Snow	166	42
Sherman & Howard	167	116
Burr & Forman	168	152
Finnegan	169	161
Eckert Seamans	170	111
FisherBroyles	171	
Chapman and Cutler	172	61
Dickinson Wright	173	113

Firm	Rank 2021	Rank 2020
Hodgson Russ	174	193
Foley Hoag	175	70
Winstead	176	41
Quarles & Brady	177	100
Arnall Golden Gregory	178	184
Shook, Hardy & Bacon	179	96
Jackson Walker	180	63
Boies Schiller Flexner	181	46
Goulston & Storrs	182	66
Vorys Sater	183	107
Wiley Rein	184	189
Kutak Rock	185	120
Michael Best & Friedrich	186	136
Manatt, Phelps & Phillips	187	175
Loeb & Loeb	188	168
Waller Lansden Dortch & Davis	189	
Frost Brown Todd	190	55
Carlton Fields	191	195
Stoel Rives	192	11
Arent Fox	193	108
Fisher & Phillips	194	39
Buckley	195	129
Saul Ewing	196	124
Lathrop GPM	197	158
Bryan Cave	198	93
Wachtell	199	198



Featured Profile: LinkedIn

BAKER MCKENZIE

Baker McKenzie's approach to LinkedIn has always been about sharing content that its audience wants. They review what resonates most and adjust both the content and the format to remain relevant and topical. They have shared videos and animations and tested new social features such as LinkedIn stories to find new ways to develop and build on their engagement strategy.

The firm acknowledges that engagement varies greatly, depending on the type of post. Human-centric content tends to elicit more comments than announcements, which lean toward likes and shares.

"Our broad followership and high employee engagement result in multiple engagement touchpoints," said Gary McRae, senior director, digital channels at Baker McKenzie. "Inclusion and diversity, culture, awards, and posts that humanize the brand resonate with our followers."

To continue building on its high-profile presence on LinkedIn and other social channels, the firm has built a robust training program that provides their attorneys with one-on-one, group, and on-demand learning resources. They also offer a network of social media advocates throughout the business to share best practices and provide advice.

Baker McKenzie encourages their attorneys to participate, and recently reinvented their employee advocacy program. The program emphasizes the positive impact that a social presence has on an attorney and their personal brand.

In order to monitor their success, the firm looks to see if their audience is engaging with the content. "Low engagement is a sure sign that the content or the message is missing the mark," said McRae. "We continually review our efforts to optimize our engagement efforts with our LinkedIn community."



Top Performers: Twitter



Firm	Rank 2021	Rank 2020
Orrick, Herrington & Sutcliffe	1	2
White & Case	2	12
Hogan Lovells	3	6
Baker McKenzie	4	5
Jones Day	5	44
Kirkland & Ellis	6	23
Norton Rose Fulbright	7	3
DLA Piper	8	7
Mayer Brown	9	39
Reed Smith	10	38
Greenberg Traurig	11	11
Weil, Gotshal & Manges	12	88
Akin Gump Strauss Hauer & Feld	13	40
Latham & Watkins	14	13
Winston & Strawn	15	30
Perkins Coie	16	19
Skadden	17	69
Cooley	18	24
McDermott Will & Emery	19	17
Bracewell	20	20
Foley & Lardner	21	41
Seyfarth Shaw	22	34
Covington & Burling	23	31
Nixon Peabody	24	76
Morrison & Foerster	25	48
Gibson, Dunn & Crutcher	26	112
Sidley Austin	27	64
Morgan, Lewis & Bockius	28	8
Duane Morris	29	72
King & Spalding	30	134
Goodwin Procter	31	16
O'Melveny & Myers	32	91
Dechert	33	82

Firm	Rank 2021	Rank 2020
Womble Bond Dickinson	34	45
Fenwick & West	35	70
Alston & Bird	36	43
Holland & Knight	37	4
Bryan Cave	38	66
Fox Rothschild	39	10
Squire Patton Boggs	40	1
K&L Gates	41	25
Littler Mendelson	42	26
Wilson Sonsini	43	52
Wilmer Cutler	44	60
Milbank	45	143
Haynes and Boone	46	37
Vinson & Elkins	47	77
Arnold & Porter	48	75
Troutman Pepper	49	18
Jackson Lewis	50	14
Shearman & Sterling	51	59
Baker & Hostetler	52	73
Katten Muchin Rosenman	53	114
Paul Hastings	54	168
Ballard Spahr	55	56
Steptoe & Johnson	56	78
McGuireWoods	57	32
Husch Blackwell	58	27
Blank Rome	59	35
Proskauer Rose	60	46
Fragomen	61	148
Mintz Levin Cohn	62	21
Faegre Drinker Biddle & Reath	63	
Baker Donelson	64	57
Davis Wright Tremaine	65	20
Baker Botts	66	15

Firm	Rank 2021	Rank 2020
Barnes & Thornburg	67	105
Ogletree Deakins	68	104
Crowell & Moring	69	54
Saul Ewing	70	9
Fish & Richardson	71	107
Cozen O'Connor	72	85
Manatt, Phelps & Phillips	73	51
Polsinelli	74	42
Finnegan	75	86
Stoel Rives	76	97
Fisher & Phillips	77	61
Kramer Levin	78	115
Debevoise & Plimpton	79	96
Clark Hill	80	36
Sullivan & Cromwell	81	180
Foley Hoag	82	89
Akerman	83	128
Sheppard Mullin	84	144
Nelson Mullins Riley	85	49
Locke Lord	86	22
Cleary Gottlieb	87	62
Lowenstein Sandler	88	47
Ice Miller	89	90
Dinsmore & Shohl	90	58
Kilpatrick Townsend	91	81
Cravath, Swaine & Moore	92	195
Adams & Reese	93	
Bradley	94	65
Taft Stettinius & Hollister	95	
Holland & Hart	96	68
Snell & Wilmer	97	102
Pillsbury	98	169
Schulte Roth & Zabel	99	164
Arent Fox	100	123
Hinckley, Allen & Snyder	101	125
Burr & Forman	102	94
Thompson Coburn	103	129

Firm	Rank 2021	Rank 2020
Dickinson Wright	104	55
Jenner & Block	105	145
Butler Snow	106	103
Goldberg Segalla	107	122
Robinson & Cole	108	84
Brown Rudnick	109	162
Allen Matkins Mallory & Natsis	110	119
Brownstein Hyatt Farber Schreck	111	87
Loeb & Loeb	112	138
Dorsey & Whitney	113	155
Wiley Rein	114	63
Jackson Walker	115	131
Shook, Hardy & Bacon	116	106
Goulston & Storrs	117	137
Quarles & Brady	118	153
Hunton Andrews Kurth	119	71
Hughes Hubbard & Reed	120	80
Buchanan Ingersoll & Rooney	121	141
Frost Brown Todd	122	116
Cadwalader	123	111
Michael Best & Friedrich	124	157
GrayRobinson	125	154
Lewis Brisbois	126	108
Paul Weiss	127	181
Kelley Drye & Warren	128	50
Thompson Hine	129	98
Carlton Fields	130	133
Armstrong Teasdale	131	163
Knobbe Martens	132	
McCarter & English	133	117
Hinshaw & Culbertson	134	127
Dykema Gossett	135	67
Schiff Hardin	136	147
Stroock & Stroock & Lavan	137	74
Sullivan & Worcester	138	132
Vorys Sater	139	99
Bond, Schoeneck & King	140	166

Firm	Rank 2021	Rank 2020
Hodgson Russ	141	124
Williams Mullen	142	151
Morris, Manning & Martin	143	120
Ropes & Gray	144	135
Winstead	145	95
Willkie Farr & Gallagher	146	150
Robins Kaplan	147	93
Benesch	148	113
Gordon Rees Scully Mansukhani	149	159
Quinn Emanuel	150	110
Lewis Roca Rothgerber Christie	151	188
Greenspoon Marder	152	100
Marshall Dennehey	153	165
Day Pitney	154	187
Venable	155	196
Hanson Bridgett	156	146
Wilson Elser Moskowitz	157	126
Offit Kurman	158	
Stinson	159	
Fried Frank	160	142
Curtis Mallet-Prevost	161	158
Procopio Cory	162	161
Shutts & Bowen	163	136
Buckley	164	173
Spencer Fane	165	140
Honigman	166	185
Smith, Gambrell & Russell	167	160
Phelps Dunbar	168	121
Miles & Stockbridge	169	118
Shumaker, Loop & Kendrick	170	79
Porter Wright Morris & Arthur	171	191
Vedder Price	172	149
Herrick Feinstein	173	
Kobre & Kim	174	178
Pryor Cashman	175	175
Arnall Golden Gregory	176	83
Cole Schotz	177	177

Firm	Rank 2021	Rank 2020
Boies Schiller Flexner	178	190
FisherBroyles	179	
Chapman and Cutler	180	179
Irell & Manella	181	186
Buchalter	182	92
Lathrop GPM	183	130
Cole, Scott & Kissane	184	183
Eckert Seamans	185	152
Munger, Tolles & Olson	186	184
Moore & Van Allen	187	167
Kasowitz	188	174
Sherman & Howard	189	171
Kutak Rock	190	139
Patterson Belknap Webb & Tyler	191	176
Choate Hall & Stewart	192	182
Rutan & Tucker	193	192
Cahill Gordon & Reindel	194	197
Davis Polk & Wardwell	195	172
Simpson Thacher & Bartlett	196	193
Wachtell	197	194
Williams & Connolly	198	198
Waller Lansden Dortch & Davis	199	



Featured Profile: Twitter

ORRICK

Orrick uses Twitter to celebrate the accomplishments of their clients, friends, and teams. “Being a part of the conversation in the legal ecosystem is important to us, and Twitter is one of many great mechanisms that allows us to do that,” said Breichen Marsh, director of Digital Communications. “Presenting content with a more human voice in an engaging but succinct way is critical in today’s remote/hybrid world, and Twitter is a great channel for enabling that.”

Orrick maintains several accounts on Twitter, including one for their Chairman and one focused on tech, among others. When tracking results, they consider traditional engagement metrics, but also value other measures like source of traffic to the website and the contribution of social activity to overall web visits.

Twitter is essential to the firm’s social strategy and central to its philosophy of engaging wherever it’s most convenient for their audience. They earn positive engagement on their posts and find that visually compelling elements, including photos, videos, quotes and infographics, have all helped to engage today’s digitally distracted readers.

“We find that posts around our people and our clients, diversity, equity & inclusion, pro bono and community efforts, and our latest innovative services and products typically draw the most interest and engagement,” said Marsh.

Given the importance of hashtags on Twitter, Orrick uses a multi-step approach to select and prioritize relevant tags. “Researching hashtags natively on Twitter and via other tools is helpful, but our process typically takes into account multiple factors such as search volume, follower counts, frequency and recency of use, and industry acceptance,” said Marsh. “Sticking to a thoughtful selection of one to three hashtags per post is a best practice for us.”



Top Performers: SEO



Firm	Rank 2021	Rank 2020
Holland & Knight	1	4
Jones Day	2	1
Skadden	3	3
DLA Piper	4	16
Latham & Watkins	5	32
Greenberg Traurig	6	15
Baker McKenzie	7	2
Gibson, Dunn & Crutcher	8	22
Jackson Lewis	9	8
Littler Mendelson	10	6
K&L Gates	11	14
Ogletree Deakins	12	17
McDermott Will & Emery	13	29
Norton Rose Fulbright	14	5
Mayer Brown	15	18
Morgan, Lewis & Bockius	16	10
Foley & Lardner	17	13
White & Case	18	21
Fisher & Phillips	19	23
Kirkland & Ellis	20	155
Hogan Lovells	21	11
Fragomen	22	24
Davis Wright Tremaine	23	12
Fox Rothschild	24	9
Morrison & Foerster	25	19
Reed Smith	26	35
Mintz Levin Cohn	27	25
Venable	28	28
Seyfarth Shaw	29	55
Sidley Austin	30	42
Pillsbury	31	31
Crowell & Moring	32	54
Akin Gump Strauss Hauer & Feld	33	45

Firm	Rank 2021	Rank 2020
Winston & Strawn	34	39
McGuireWoods	35	34
Ropes & Gray	36	40
Faegre Drinker Biddle & Reath	37	
Husch Blackwell	38	52
Lowenstein Sandler	39	71
Squire Patton Boggs	40	26
Perkins Coie	41	30
Proskauer Rose	42	127
Orrick, Herrington & Sutcliffe	43	7
Troutman Pepper	44	65
Cooley	45	67
Paul Hastings	46	27
Baker Donelson	47	38
Wilson Elser Moskowitz	48	92
Shearman & Sterling	49	44
Goodwin Procter	50	89
Bracewell	51	131
Nixon Peabody	52	51
Steptoe & Johnson	53	56
Sullivan & Cromwell	54	66
Manatt, Phelps & Phillips	55	37
Wilmer Cutler	56	36
Covington & Burling	57	33
Bryan Cave	58	43
Duane Morris	59	41
Hunton Andrews Kurth	60	49
Dinsmore & Shohl	61	91
Weil, Gotshal & Manges	62	53
Arnold & Porter	63	47
Ballard Spahr	64	46
Paul Weiss	65	69
Alston & Bird	66	50

Firm	Rank 2021	Rank 2020
King & Spalding	67	95
Baker & Hostetler	68	48
Cozen O'Connor	69	57
Womble Bond Dickinson	70	70
Holland & Hart	71	83
Barnes & Thornburg	72	115
Davis Polk & Wardwell	73	74
Dechert	74	64
Snell & Wilmer	75	121
Blank Rome	76	60
Sheppard Mullin	77	144
Dorsey & Whitney	78	63
O'Melveny & Myers	79	79
Finnegan	80	58
Fenwick & West	81	68
Bradley	82	104
Jenner & Block	83	77
Smith, Gambrell & Russell	84	101
Debevoise & Plimpton	85	62
Wilson Sonsini	86	59
Cleary Gottlieb	87	78
Vinson & Elkins	88	82
Dickinson Wright	89	84
Haynes and Boone	90	72
Locke Lord	91	61
Willkie Farr & Gallagher	92	103
Polsinelli	93	123
Thompson Coburn	94	87
Quinn Emanuel	95	106
Frost Brown Todd	96	94
Hodgson Russ	97	133
Baker Botts	98	73
Carlton Fields	99	129
Taft Stettinius & Hollister	100	
Quarles & Brady	101	93
Arent Fox	102	76
Stoel Rives	103	81

Firm	Rank 2021	Rank 2020
Fish & Richardson	104	75
Nelson Mullins Riley	105	86
Akerman	106	97
Buchanan Ingersoll & Rooney	107	85
Lewis Brisbois	108	158
Loeb & Loeb	109	90
Fried Frank	110	179
Cadwalader	111	88
Brownstein Hyatt Farber Schreck	112	137
Katten Muchin Rosenman	113	102
Kilpatrick Townsend	114	80
Armstrong Teasdale	115	141
Foley Hoag	116	98
Wiley Rein	117	168
Ice Miller	118	105
Kramer Levin	119	107
McCarter & English	120	116
Hinshaw & Culbertson	121	109
Buckley	122	154
Thompson Hine	123	130
Saul Ewing	124	100
Milbank	125	125
Jackson Walker	126	108
Offit Kurman	127	
Patterson Belknap Webb & Tyler	128	120
Vorys Sater	129	119
Day Pitney	130	161
Clark Hill	131	96
GrayRobinson	132	176
Simpson Thacher & Bartlett	133	99
Williams Mullen	134	111
Robins Kaplan	135	113
Dykema Gossett	136	112
Porter Wright Morris & Arthur	137	146
Burr & Forman	138	110
Cravath, Swaine & Moore	139	174
Stinson	140	

Firm	Rank 2021	Rank 2020
Kelley Drye & Warren	141	147
Adams & Reese	142	
Knobbe Martens	143	
Hughes Hubbard & Reed	144	126
Schulte Roth & Zabel	145	118
Shook, Hardy & Bacon	146	178
Moore & Van Allen	147	132
Butler Snow	148	131
Robinson & Cole	149	128
Buchalter	150	162
Lathrop GPM	151	189
Schiff Hardin	152	159
Bond, Schoeneck & King	153	160
Goulston & Storrs	154	151
Arnall Golden Gregory	155	135
Vedder Price	156	187
Honigman	157	192
Stroock & Stroock & Lavan	158	172
Williams & Connolly	159	122
Michael Best & Friedrich	160	170
Kutak Rock	161	145
Morris, Manning & Martin	162	152
Benesch	163	171
Brown Rudnick	164	142
Chapman and Cutler	165	184
Allen Matkins Mallory & Natsis	166	186
Spencer Fane	167	181
Greenspoon Marder	168	177
Boies Schiller Flexner	169	173
Shutts & Bowen	170	117
Wachtell	171	182
Waller Lansden Dortch & Davis	172	
Goldberg Segalla	173	148
Eckert Seamans	174	175
Marshall Dennehey	175	165
Procopio Cory	176	143
Gordon Rees Scully Mansukhani	177	138

Firm	Rank 2021	Rank 2020
Hanson Bridgett	178	140
Winstead	179	153
Sullivan & Worcester	180	190
Sherman & Howard	181	166
Munger, Tolles & Olson	182	150
Kasowitz	183	164
Herrick Feinstein	184	
Cole, Scott & Kissane	185	198
Cahill Gordon & Reindel	186	194
Phelps Dunbar	187	156
FisherBroyles	188	
Choate Hall & Stewart	189	163
Hinckley, Allen & Snyder	190	183
Shumaker, Loop & Kendrick	191	185
Curtis Mallet-Prevost	192	195
Cole Schotz	193	169
Pryor Cashman	194	191
Rutan & Tucker	195	180
Miles & Stockbridge	196	197
Kobre & Kim	197	193
Irell & Manella	198	188
Lewis Roca Rothgerber Christie	199	149



Featured Profile: SEO

HOLLAND & KNIGHT

Holland & Knight writes all of the firm's website content with keywords in mind. Their attorneys consistently write thought leadership pieces, client alerts, or blog posts, and have been trained to write with search engine visibility in mind. The firm uses Google Search Console and the dashboard of SiteImprove's SEO keywords to determine which keywords to optimize for.

"We also make sure to edit their attorney bios, our practice pages, and our general content pages with this same strategy in mind," said Chelsea Murbach Crymes, digital marketing manager at Holland & Knight. "Our editorial team has also been trained to keep keywords in mind as they write website copy. If a client alert or blog post performs well, we encourage our lawyers to continue writing on the topic."

The firm uses Google Analytics, Google Search Console, and SiteImprove's SEO keyword dashboard to manage and measure their SEO strategy. They also use Google Analytics to measure performance and determine their top website pages. They create monthly analytics reports and share those with their lawyers.

While they don't have an overarching strategy when it comes to backlinks, they do encourage third-party organizations and media outlets to link to their site as often as possible. They also see promise when it comes to featured snippets on Google as they continue to see their client alerts and blog post pages appearing often.

HK

Holland & Knight



Top Performers: INSTAGRAM



Firm	Rank 2021	Rank 2020
Squire Patton Boggs	1	24
Bracewell	2	2
Goodwin Procter	3	
White & Case	4	1
DLA Piper	5	3
Norton Rose Fulbright	6	4
Porter Wright Morris & Arthur	7	
Vinson & Elkins	8	23
Winston & Strawn	9	9
Orrick, Herrington & Sutcliffe	10	5
Morrison & Foerster	11	15
Proskauer Rose	12	6
Greenberg Traurig	13	8
Morgan, Lewis & Bockius	14	11
Reed Smith	15	
Womble Bond Dickinson	16	26
Husch Blackwell	17	21
Fragomen	18	25
Gibson, Dunn & Crutcher	19	14
Shook, Hardy & Bacon	20	30
Paul Hastings	21	19
Quinn Emanuel	22	10
Mayer Brown	23	28
Bryan Cave	24	16
Nelson Mullins Riley	25	
Kirkland & Ellis	26	7
Milbank	27	27
Stinson	28	
O'Melveny & Myers	29	18
Fried Frank	30	29
Baker McKenzie	31	
Dickinson Wright	32	
Cooley	33	13

Firm	Rank 2021	Rank 2020
Jackson Walker	34	20
Fox Rothschild	35	22
Ballard Spahr	36	
Stroock & Stroock & Lavan	37	
Seyfarth Shaw	38	
Baker Botts	39	
Little Mendelson	40	
K&L Gates	41	
Holland & Knight	42	
Hogan Lovells	43	
Locke Lord	44	
Haynes and Boone	45	
Shumaker, Loop & Kendrick	46	
Duane Morris	47	
Burr & Forman	48	
Weil, Gotshal & Manges	49	12
Jackson Lewis	50	



Featured Profile: Instagram

SQUIRE PATTON BOGGS

Squire Patton Boggs uses Instagram to showcase a bit of visible flavor of their global reach and highlight stories from employees all over the world, of all different backgrounds and cultures. “For us, it was about initially identifying our audience and experimenting to see where we found higher engagement,” said Dawn Lewis, director of marketing at Squire Patton Boggs. “We realized that whenever we showcased the personality of our firm and the people who make up Squire Patton Boggs, we saw a real boost.”



Consistency is fundamental to their successful strategy. They map out a content plan two to three months in advance. Brand colors, high-quality photographs, and short professional videos are top priority.

The firm monitors the number of accounts they have reached with a breakdown of followers and non-followers. “Reaching non-followers on Instagram through locations, hashtags, and/or paid content is a really effective strategy,” said Lewis. They also review all social platforms monthly, and by using the Insights feature on Instagram, they can see what’s working well and what isn’t. The metrics focus on “post interactions,” so they can better understand which pieces of content are seeing the highest level of engagement through meaningful metrics such as liking, viewing, bio clicking, or saving.

The firm has also created unique approaches to how they handle stories and feed. “Given the lifespan of a story, we can afford to be more authentic and timely with our content,” said Lewis. “We use the Highlights feature to categorize story content after the 24-hour period, allowing followers to scroll through previous stories in their preferred category.” Because the lifespan of feed content is longer, the firm believes that they have to be stricter about what they post. “It has to be more visual and brand-centric,” said Lewis.

Hashtags are an essential part of the firm’s overall Instagram strategy. The firm makes sure that all their hashtags are linked to the content of the post, which could be based on location, career development, diversity, equity and inclusion, wellness, or culture. “By researching trending hashtags and/or looking at those with the highest number of followers, we can ensure effective use—and can be confident that we will reach new followers,” said Lewis.

Over the years, Squire Patton Boggs has found what works well for them: to showcase the people that make up the firm—with a “behind the scenes” approach in a variety of different ways. “For us, it’s about achieving a blend of professionalism, personality, and authenticity, and we do that by combining videos, audio, and photographs,” said Lewis.

They showcase the firm's diversity, equity, and inclusion efforts by telling stories of what their people are doing both internally and externally around the world to help eradicate inequality and discrimination. They also highlight career development at the firm, wellness initiatives, and charity and/or corporate social responsibility–led projects in local communities.

Given that the platform is still new for the firm, it's taken some time for all to embrace it. Some countries where Squire Patton Boggs has a presence hadn't even been using Instagram. "Now, our colleagues follow the account to hear stories from their teams around the world," Lewis said. "It's an accessible app, meaning that they can easily learn what others are doing and share knowledge. It also means that our teams can easily share firm stories and use them at client meetings to demonstrate our employer brand and culture firsthand."



Reaching non-followers on Instagram through locations, hashtags, and/or paid content is a really effective strategy

Top Performers:

THOUGHT LEADERSHIP



Firm	Rank 2021	Rank 2020
Mayer Brown	1	23
Ogletree Deakins	2	4
Reed Smith	3	1
Baker McKenzie	4	2
Orrick, Herrington & Sutcliffe	5	3
Norton Rose Fulbright	6	6
Sheppard Mullin	7	43
Akin Gump Strauss Hauer & Feld	8	5
Skadden	9	11
White & Case	10	8
Seyfarth Shaw	11	15
Ballard Spahr	12	100
Duane Morris	13	21
Crowell & Moring	14	73
Mintz Levin Cohn	15	9
Squire Patton Boggs	16	131
Buckley	17	103
Vinson & Elkins	18	166
Jackson Lewis	19	13
Venable	20	12
Proskauer Rose	21	18
Bracewell	22	41
Littler Mendelson	23	10
Husch Blackwell	24	85
Fox Rothschild	25	7
Covington & Burling	26	40
Fisher & Phillips	27	
Winston & Strawn	28	91
Cooley	29	20
Latham & Watkins	30	33
Offit Kurman	31	
McDermott Will & Emery	32	24
Perkins Coie	33	120

Firm	Rank 2021	Rank 2020
Robinson & Cole	34	44
DLA Piper	35	22
Morgan, Lewis & Bockius	36	113
Morrison & Foerster	37	32
Fenwick & West	38	65
Holland & Knight	39	17
Troutman Pepper	40	48
Foley & Lardner	41	25
Pillsbury	42	26
Hogan Lovells	43	63
Hunton Andrews Kurth	44	29
Sidley Austin	45	97
Davis Wright Tremaine	46	79
Goldberg Segalla	47	31
Goodwin Procter	48	106
Nixon Peabody	49	74
Greenberg Traurig	50	62
Womble Bond Dickinson	51	34
K&L Gates	52	19
FisherBroyles	53	
Dechert	54	117
O'Melveny & Myers	55	36
Gibson, Dunn & Crutcher	56	80
Lowenstein Sandler	57	101
Foley Hoag	58	39
Bond, Schoeneck & King	59	156
Blank Rome	60	56
Paul Weiss	61	76
Baker & Hostetler	62	81
Arent Fox	63	66
Ropes & Gray	64	105
Debevoise & Plimpton	65	28
Barnes & Thornburg	66	78

Firm	Rank 2021	Rank 2020
Fragomen	67	86
Kilpatrick Townsend	68	77
Snell & Wilmer	69	47
Paul Hastings	70	147
Polsinelli	71	107
Stinson	72	
Winstead	73	127
Cole Schotz	74	45
Faegre Drinker Biddle & Reath	75	
Dickinson Wright	76	92
Carlton Fields	77	27
McGuireWoods	78	53
Cozen O'Connor	79	119
Davis Polk & Wardwell	80	111
Bradley	81	37
Jones Day	82	16
King & Spalding	83	176
Finnegan	84	67
Smith, Gambrell & Russell	85	118
Porter Wright Morris & Arthur	86	153
Sullivan & Worcester	87	148
Bryan Cave	88	94
Thompson Hine	89	99
Greenspoon Marder	90	38
Shearman & Sterling	91	172
Patterson Belknap Webb & Tyler	92	64
Eckert Seamans	93	129
Nelson Mullins Riley	94	168
Step toe & Johnson	95	60
Haynes and Boone	96	75
Wilmer Cutler	97	109
Gordon Rees Scully Mansukhani	98	35
Simpson Thacher & Bartlett	99	132
Dorsey & Whitney	100	149
Sherman & Howard	101	161
Locke Lord	102	71
McCarter & English	103	179

Firm	Rank 2021	Rank 2020
Schulte Roth & Zabel	104	141
Wiley Rein	105	49
Stoel Rives	106	104
Chapman and Cutler	107	180
Burr & Forman	108	116
GrayRobinson	109	173
Saul Ewing	110	98
Kelley Drye & Warren	111	68
Taft Stettinius & Hollister	112	
Michael Best & Friedrich	113	150
Miles & Stockbridge	114	52
Sullivan & Cromwell	115	135
Robins Kaplan	116	46
Spencer Fane	117	178
Frost Brown Todd	118	54
Thompson Coburn	119	128
Allen Matkins Mallory & Natsis	120	61
Butler Snow	121	134
Wilson Elser Moskowitz	122	87
Stroock & Stroock & Lavan	123	145
Lewis Brisbois	124	82
Katten Muchin Rosenman	125	95
Shumaker, Loop & Kendrick	126	188
Adams & Reese	127	
Procopio Cory	128	125
Buchalter	129	169
Shutts & Bowen	130	122
Holland & Hart	131	96
Ice Miller	132	175
Alston & Bird	133	57
Brownstein Hyatt Farber Schreck	134	50
Armstrong Teasdale	135	130
Akerman	136	90
Lathrop GPM	137	185
Vorys Sater	138	139
Wilson Sonsini	139	93
Cleary Gottlieb	140	89

Firm	Rank 2021	Rank 2020
Schiff Hardin	141	152
Dykema Gossett	142	42
Arnold & Porter	143	142
Fish & Richardson	144	137
Dinsmore & Shohl	145	112
Lewis Roca Rothgerber Christie	146	140
Morris, Manning & Martin	147	123
Shook, Hardy & Bacon	148	167
Vedder Price	149	189
Weil, Gotshal & Manges	150	194
Kobre & Kim	151	146
Hinshaw & Culbertson	152	114
Cahill Gordon & Reindel	153	121
Manatt, Phelps & Phillips	154	108
Hanson Bridgett	155	181
Kirkland & Ellis	156	14
Williams Mullen	157	162
Buchanan Ingersoll & Rooney	158	143
Baker Donelson	159	72
Herrick Feinstein	160	
Brown Rudnick	161	174
Goulston & Storrs	162	151
Pryor Cashman	163	163
Moore & Van Allen	164	102
Hinckley, Allen & Snyder	165	115
Marshall Dennehey	166	165
Baker Botts	167	70
Arnall Golden Gregory	168	164
Knobbe Martens	169	
Honigman	170	171
Quarles & Brady	171	110
Jenner & Block	172	124
Hodgson Russ	173	170
Waller Lansden Dortch & Davis	174	
Cravath, Swaine & Moore	175	196
Milbank	176	195
Munger, Tolles & Olson	177	158

Firm	Rank 2021	Rank 2020
Curtis Mallet-Prevost	178	144
Quinn Emanuel	179	192
Fried Frank	180	157
Loeb & Loeb	181	138
Jackson Walker	182	88
Rutan & Tucker	183	186
Phelps Dunbar	184	182
Irell & Manella	185	190
Cadwalader	186	159
Kasowitz	187	69
Day Pitney	188	160
Williams & Connolly	189	183
Clark Hill	190	55
Cole, Scott & Kissane	191	197
Kutak Rock	192	83
Benesch	193	177
Kramer Levin	194	154
Willkie Farr & Gallagher	195	193
Wachtell	196	198
Hughes Hubbard & Reed	197	187
Choate Hall & Stewart	198	133
Boies Schiller Flexner	199	155



Featured Profile: Thought Leadership

MAYER BROWN

Thought leadership is a fundamental part of Mayer Brown's relationship with their clients. Clients view them not just as their law firm but as a strategic partner. As such, their lawyers consider it their responsibility to closely follow the legal, policy, and regulatory developments that could affect the firm's clients. "We don't view content publishing as a way to generate new billable hours, but as a way to help our clients navigate the changing legal landscape," said Peter Columbus, Mayer Brown's global chief business development and marketing officer.

MAYER BROWN

Mayer Brown publishes more than 1,000 articles each year.

The firm's thought leadership content has developed a commanding position in the legal industry and in many of the industry areas in which their lawyers practice. "Relevance and immediacy are undoubtedly the two paramount factors in our success," said Columbus. "Likewise, we have both legal and commercial audiences, so we strive to ensure that our content and delivery channels meet the needs of both groups."

Additionally, the firm ensures that the content they produce is available in whatever format their clients wish: audio, video, webinar, email, etc. The firm focuses on providing clients with distillations of the legal, regulatory, and legislative developments of significance for their business success. "We strive to keep our content objective—even while offering opinions on the next steps that all clients in a particular industry need to be contemplating," Columbus added.

The firm tries to stay top of mind, but in a subtle way. Weekly compendia, such as their COVID-19 Digest, that summarize and link to their most-read content on a topic are popular with subscribers, and they help reduce inbox clutter. Their lawyers also conduct a great deal of subsequent analysis and offer deeper dives into trends that clients need to be aware of or respond to.

"Through our groundbreaking 10Hundred concept, we repackaging our content, highlighting the major topic areas (e.g., climate change, the pandemic, the Biden administration, the virtual workforce, etc.) that we believe our clients need to be focused on over the next 100 days, as well as providing commentary on the most significant developments in each of those areas," said Columbus. "To optimize the user experience, we aim to put forward relevant content that is less than 1,000 words in length, allowing the reader to get to the heart of the matter as quickly as possible."

Fortunately, Mayer Brown doesn't have too much of a challenge getting their attorneys to write. But it's a partnership that requires buy-in from all sides of the firm. "Our business development team has an ongoing dialogue with the practice groups and will discuss potential thought leadership

topics and appropriate technology platforms and media outlets for publishing,” said Columbus. “Generally speaking, though, our lawyers are eager to publish. They view it as a value-add for their clients and a way to demonstrate that Mayer Brown is on the cutting edge.”



The firm also regularly updates their lawyers on upcoming geopolitical and legislative events and includes appropriate lead times so the firm stays on top of timely topics.

The firm considers several indicators to demonstrate success: readership numbers on the website, blogs, and social media accounts; mentions of their content from clients; and newly opened matters or business inquiries prompted by their thought leadership. “Inquiries happen more often than one might expect, even though generating billable hours is not the goal of our publishing efforts,” said Columbus. “For example, our thought leadership on getting back to business after the first wave of the pandemic sparked an extraordinary number of inquiries from entities that were not previously Mayer Brown clients. Some of those have blossomed into new client relationships.”

Top Performers:

FACEBOOK



Firm	Rank 2021	Rank 2020
Latham & Watkins	1	4
Baker McKenzie	2	1
Orrick, Herrington & Sutcliffe	3	2
White & Case	4	6
DLA Piper	5	5
Clark Hill	6	13
Fragomen	7	153
Norton Rose Fulbright	8	7
Dickinson Wright	9	27
Jones Day	10	15
Skadden	11	9
K&L Gates	12	36
Taft Stettinius & Hollister	13	
Baker Botts	14	16
Fox Rothschild	15	12
Hunton Andrews Kurth	16	40
Mayer Brown	17	21
Bracewell	18	54
Holland & Knight	19	25
Covington & Burling	20	22
Shumaker, Loop & Kendrick	21	44
Littler Mendelson	22	35
Polsinelli	23	17
Greenspoon Marder	24	14
Nelson Mullins Riley	25	42
Armstrong Teasdale	26	75
McGuireWoods	27	32
Bond, Schoeneck & King	28	78
Porter Wright Morris & Arthur	29	48
Ice Miller	30	41
Weil, Gotshal & Manges	31	141
Shutts & Bowen	32	56
Brownstein Hyatt Farber Schreck	33	31

Firm	Rank 2021	Rank 2020
GrayRobinson	34	58
Greenberg Traurig	35	24
Bradley	36	52
Butler Snow	37	23
Perkins Coie	38	33
Baker & Hostetler	39	80
Jackson Lewis	40	158
Dinsmore & Shohl	41	10
Sidley Austin	42	11
Sullivan & Worcester	43	114
Lathrop GPM	44	135
Milbank	45	8
Offit Kurman	46	
Reed Smith	47	54
Sheppard Mullin	48	72
Lewis Brisbois	49	61
Robins Kaplan	50	45
Carlton Fields	51	93
Dykema Gossett	52	83
Phelps Dunbar	53	57
Womble Bond Dickinson	54	46
McCarter & English	55	129
Morrison & Foerster	56	50
Thompson Coburn	57	120
Haynes and Boone	58	39
Snell & Wilmer	59	29
Quinn Emanuel	60	37
Wilson Elser Moskowitz	61	172
Vinson & Elkins	62	71
Kilpatrick Townsend	63	43
Morgan, Lewis & Bockius	64	19
Ballard Spahr	65	47
Baker Donelson	66	53

Firm	Rank 2021	Rank 2020
Fish & Richardson	67	160
Williams Mullen	68	79
Paul Weiss	69	89
Cole Schotz	70	101
Michael Best & Friedrich	71	103
Winstead	72	91
Duane Morris	73	59
Cleary Gottlieb	74	99
Lewis Roca Rothgerber Christie	75	20
Cooley	76	18
Squire Patton Boggs	77	26
Foley & Lardner	78	55
Mintz Levin Cohn	79	77
Hanson Bridgett	80	121
Cole, Scott & Kissane	81	69
Burr & Forman	82	94
Jackson Walker	83	70
Quarles & Brady	84	49
Kramer Levin	85	111
Smith, Gambrell & Russell	86	115
Arnold & Porter	87	87
Dechert	88	38
Miles & Stockbridge	89	128
Proskauer Rose	90	92
Troutman Pepper	91	84
Wilson Sonsini	92	63
O'Melveny & Myers	93	68
Lowenstein Sandler	94	100
Seyfarth Shaw	95	86
Buckley	96	122
Goodwin Procter	97	66
Faegre Drinker Biddle & Reath	98	
Goldberg Segalla	99	76
Jenner & Block	100	133
Vorys Sater	101	60
Dorsey & Whitney	102	105
Stoel Rives	103	73

Firm	Rank 2021	Rank 2020
Stinson	104	
Adams & Reese	105	
Foley Hoag	106	85
Robinson & Cole	107	104
Allen Matkins Mallory & Natsis	108	188
Knobbe Martens	109	
Nixon Peabody	110	65
Schiff Hardin	111	98
Davis Wright Tremaine	112	62
Procopio Cory	113	90
Thompson Hine	114	113
Stroock & Stroock & Lavan	115	126
Buchalter	116	109
Shearman & Sterling	117	148
FisherBroyles	118	
Paul Hastings	119	81
McDermott Will & Emery	120	64
Gibson, Dunn & Crutcher	121	82
Hinshaw & Culbertson	122	117
Fenwick & West	123	30
Buchanan Ingersoll & Rooney	124	102
Fisher & Phillips	125	108
Bryan Cave	126	28
Moore & Van Allen	127	119
Benesch	128	67
Fried Frank	129	152
Rutan & Tucker	130	116
Winston & Strawn	131	147
Katten Muchin Rosenman	132	106
Manatt, Phelps & Phillips	133	107
Vedder Price	134	127
Pillsbury	135	131
Honigman	136	180
Kobre & Kim	137	187
Kelley Drye & Warren	138	124
Finnegan	139	96
Arnall Golden Gregory	140	134

Firm	Rank 2021	Rank 2020
Morris, Manning & Martin	141	191
Loeb & Loeb	142	97
Frost Brown Todd	143	125
Brown Rudnick	144	118
Saul Ewing	145	181
Shook, Hardy & Bacon	146	130
Waller Lansden Dortch & Davis	147	
Cozen O'Connor	148	156
Day Pitney	149	123
Curtis Mallet-Prevost	150	194
Goulston & Storrs	151	95
Hogan Lovells	152	138
Arent Fox	153	173
Cravath, Swaine & Moore	154	151
Alston & Bird	155	88
Venable	156	154
Holland & Hart	157	179
Wilmer Cutler	158	145
Kirkland & Ellis	159	137
Debevoise & Plimpton	160	146
Step toe & Johnson	161	169
Husch Blackwell	162	170
Chapman and Cutler	163	186
Crowell & Moring	164	165
Ropes & Gray	165	139
Hodgson Russ	166	198
Blank Rome	167	159
Davis Polk & Wardwell	168	143
Simpson Thacher & Bartlett	169	140
Pryor Cashman	170	192
Sullivan & Cromwell	171	142
King & Spalding	172	144
Akin Gump Strauss Hauer & Feld	173	136
Wachtell	174	149
Willkie Farr & Gallagher	175	150
Ogletree Deakins	176	155
Barnes & Thornburg	177	161

Firm	Rank 2021	Rank 2020
Locke Lord	178	157
Cadwalader	179	163
Akerman	180	164
Schulte Roth & Zabel	181	162
Cahill Gordon & Reindel	182	168
Gordon Rees Scully Mansukhani	183	167
Williams & Connolly	184	171
Munger, Tolles & Olson	185	174
Hughes Hubbard & Reed	186	175
Choate Hall & Stewart	187	177
Kutak Rock	188	178
Boies Schiller Flexner	189	166
Marshall Dennehey	190	183
Wiley Rein	191	182
Kasowitz	192	184
Patterson Belknap Webb & Tyler	193	185
Eckert Seamans	194	189
Spencer Fane	195	193
Irell & Manella	196	190
Sherman & Howard	197	195
Herrick Feinstein	198	
Hinckley, Allen & Snyder	199	196



Featured Profile: Facebook

LATHAM & WATKINS

Our Facebook first-place finisher, Latham & Watkins, has figured out how to set their presence apart from other firms. With varied, daily types of posts and multimedia, they strike a great balance between conversational and authoritative. Additionally, all their posts include captions that are descriptive yet concise and to the point. Latham does a great job of humanizing their firm, which has endeared them to their followers and sparked more potential one-on-one conversations with their audience.

Typically, the firm shares content related to awards, life, and culture at Latham and their commitment to diversity and inclusion. They use direct quotes with photos or video from their attorneys to further illustrate what life is like at the firm. They also share original content, promote news and events, offer behind-the-scenes tidbits, and don't shy away from sharing jokes or relevant memes.

Latham's Facebook presence further establishes the firm's brand and keeps them top of mind and consistently in front of their desired audience. Additionally, they appear relatable, with compelling visual content that receives high levels of engagement from their followers. Having a unified brand helps prospective clients better understand what they offer and allows them to connect with their target audience more easily.

"Working as a summer associate might be nerve-racking at first, but if you are prepared to learn and seize opportunities that come your way, you will set yourself up for success," writes Julie Crisp, partner and vice chair of Latham's recruiting committee. Read more of Julie's advice for incoming and future summer associates in Law360's "Ask a Mentor" series.

LATHAM
LATHAM & WATKINS

Top Performers: YOUTUBE



Firm	Rank 2021	Rank 2020
Jones Day	1	5
Mayer Brown	2	1
White & Case	3	2
Baker McKenzie	4	3
Dechert	5	6
Bracewell	6	8
Seyfarth Shaw	7	15
Bond, Schoeneck & King	8	7
McGuireWoods	9	22
Hogan Lovells	10	4
Kilpatrick Townsend	11	14
Baker Donelson	12	13
Latham & Watkins	13	17
Milbank	14	
Perkins Coie	15	23
Holland & Knight	16	
Fragomen	17	11
Thompson Hine	18	46
Husch Blackwell	19	40
K&L Gates	20	18
Baker & Hostetler	21	
Baker Botts	22	20
Reed Smith	23	37
Squire Patton Boggs	24	39
Dorsey & Whitney	25	33
DLA Piper	26	24
McDermott Will & Emery	27	
Venable	28	19
Nixon Peabody	29	
Holland & Hart	30	
Shumaker, Loop & Kendrick	31	
Offit Kurman	32	
Sullivan & Cromwell	33	21

Firm	Rank 2021	Rank 2020
Shook, Hardy & Bacon	34	
Shearman & Sterling	35	
Alston & Bird	36	
Akin Gump Strauss Hauer & Feld	37	
Weil, Gotshal & Manges	38	25
Greenspoon Marder	39	
Nelson Mullins Riley	40	29
Thompson Coburn	41	38
Carlton Fields	42	45
Greenberg Traurig	43	49
Lowenstein Sandler	44	
Foley & Lardner	45	
Morrison & Foerster	46	48
Benesch	47	34
Paul Hastings	48	
Kobre & Kim	49	
Dickinson Wright	50	



Featured Profile: YouTube

JONES DAY

Jones Day has learned some important lessons while building their successful YouTube channel. To ensure effectiveness, they work closely with their attorneys so everyone is on message and happy with the final product. More importantly, they also encourage attorneys to share the videos on their LinkedIn profiles and attach them to client emails.

In terms of reach as a measure of effectiveness, the firm is more interested in who is viewing than just in the raw numbers. “You don’t need a Super Bowl Sunday-type audience if your content is targeted, and we work very hard at that,” said David Dalton, a Jones Day manager who plans and oversees the firm’s video productions. “Our lawyers share the positive and consistent feedback they receive from clients, which proves we’re on the right track.”



The firm has a number of target audiences and each one is a priority. The JONES DAY PRESENTS® videos attract a significant number of specifically targeted viewers, but they do their research ahead of recording to make sure there is already a client or industry interest in a particular topic. “Anything regarding legal issues connected to tech-related topics performs well, as do videos focusing on regulatory and enforcement matters,” said Jones Day senior manager of Content Marketing, Mary Tomaro. “Careers and recruiting videos are also especially popular at certain times of year.”

The firm continually records and edits video projects to maintain a consistent schedule, but they have also learned it’s just as important to focus on the timing for when to post to YouTube and broadly distribute. “We try to release videos when it makes strategic sense,” said Dan Baraona, Jones Day’s multimedia coordinator. “But often, a video is distributed the same day edits are finished and final approval is secured.”

Some best practices they have learned include:

- Less is almost always more. Given our viewers’ busy schedules, we try to limit our videos to less than five minutes’ running time.
- Share the exposure. Always feature more than one lawyer in each video. Include multiple offices and practices where possible.
- Invest in resources. Viewers expect high-quality production values. Use the best available cameras, lighting, audio, graphics, and editing equipment.
- One-off videos can be effective, but a series of videos on a topic is more compelling.
- Have your lawyers prepare, but not rehearse. An overly scripted delivery is boring.

- Enjoy the process, take chances, and show creativity.

As the firm has built out their YouTube channel, they've received positive feedback from their attorneys that proves their worth. "We hear from lawyers who have been contacted to meet with a potential client after they viewed a video," said Jones Day partner David Kiernan. "We are often asked to prepare educational or training videos for clients because they want additional information and believe our lawyers can help them, and know we can present the information in a professional format."



Invest in resources. Viewers expect high-quality production values. Use the best available cameras, lighting, audio, graphics, and editing equipment.

Top Performers:

PODCAST



Firm	Rank 2021	Rank 2020
Norton Rose Fulbright	1	2
Ballard Spahr	2	38
Stephoe & Johnson	3	1
McGuireWoods	4	
Akin Gump Strauss Hauer & Feld	5	5
Arent Fox	6	12
Wilmer Cutler	7	
Offit Kurman	8	
Fragomen	9	
Saul Ewing	10	
Seyfarth Shaw	11	
DLA Piper	12	13
Baker Donelson	13	
Jackson Lewis	14	
Paul Hastings	15	
Bradley	16	
Snell & Wilmer	17	
Mayer Brown	18	45
Winstead	19	
Ogletree Deakins	20	25
Butler Snow	21	
Dechert	22	30
Gibson, Dunn & Crutcher	23	
Katten Muchin Rosenman	24	31
Crowell & Moring	25	35
Kelley Drye & Warren	26	34
Perkins Coie	27	16
Baker & Hostetler	28	3
Mintz Levin Cohn	29	
McDermott Will & Emery	30	
Buchalter	31	
Stoel Rives	32	
Baker Botts	33	33

Firm	Rank 2021	Rank 2020
Haynes and Boone	34	
Carlton Fields	35	
Patterson Belknap Webb & Tyler	36	
Foley Hoag	37	
Goodwin Procter	38	8
Lowenstein Sandler	39	
Sullivan & Cromwell	40	10
Wiley Rein	41	
Greenberg Traurig	42	11
Brown Rudnick	43	23
Burr & Forman	44	43
Squire Patton Boggs	45	39
Choate Hall & Stewart	46	15
Proskauer Rose	47	20
Barnes & Thornburg	48	36
Husch Blackwell	49	21
Reed Smith	50	22
Brownstein Hyatt Farber Schreck	51	
Orrick, Herrington & Sutcliffe	52	26
Chapman and Cutler	53	
Morrison & Foerster	54	46
Bracewell	55	55
Buchanan Ingersoll & Rooney	56	
Hunton Andrews Kurth	57	47
Adams & Reese	58	
McCarter & English	59	
Goldberg Segalla	60	24
King & Spalding	61	
Quarles & Brady	62	
Manatt, Phelps & Phillips	63	
Hogan Lovells	64	19
Baker McKenzie	65	9
White & Case	66	

Firm	Rank 2021	Rank 2020
Milbank	67	17
Davis Wright Tremaine	68	
Jackson Walker	69	
Sidley Austin	70	
Winston & Strawn	71	
Morris, Manning & Martin	72	
Stroock & Stroock & Lavan	73	
Foley & Lardner	74	18
Holland & Knight	75	44
Ropes & Gray	76	14
Shumaker, Loop & Kendrick	77	
Kilpatrick Townsend	78	
Latham & Watkins	79	
K&L Gates	80	
Thompson Coburn	81	
Kramer Levin	82	
Lewis Roca Rothgerber Christie	83	

Firm	Rank 2021	Rank 2020
Duane Morris	84	
Loeb & Loeb	85	
O'Melveny & Myers	86	
Jones Day	87	4
Taft Stettinius & Hollister	88	
Cozen O'Connor	89	
Nelson Mullins Riley	90	
Fisher & Phillips	91	
Porter Wright Morris & Arthur	92	
Finnegan	93	40
Fried Frank	94	
Robins Kaplan	95	
Cravath, Swaine & Moore	96	
Venable	97	
Wilson Elser Moskowitz	98	
Dickinson Wright	99	
Herrick Feinstein	100	



Featured Profile: Podcast

NORTON ROSE FULBRIGHT

Norton Rose Fulbright launched its first podcast, a renewable energy-focused show called *Currents*, five years ago to reach a new and broader audience. The firm regularly publishes written thought leadership pieces but saw a gap and an opportunity in the market. “We invite industry veterans and change-makers to discuss industry trends, new products, regulation changes, and notable transactions,” said Emily Rogers, Norton Rose Fulbright’s U.S. managing director of marketing.



Following the success of *Currents*, the firm launched three more industry-specific podcasts: *Smart Dust*, *Regulation Tomorrow*, and *FinTech Pulse*. Its podcast audience continues to grow, and there are more podcasts in the pipeline, including *Disputed* and *Securitization Insight*.

To gain as much exposure as possible, all Norton Rose Fulbright podcasts are syndicated across podcast listening platforms. The podcasts are also shared on the firm’s social media channels and distributed to relevant contacts through email marketing. The firm makes a point of featuring external guests on their shows, who also share the episodes with their contacts.

Norton Rose Fulbright is known for being a thought leader; its podcasts have provided the firm with a new method to reach audiences. “We think our podcasts set us apart because we have very specific industry-related shows, rather than one show to catch content across the firm,” said Rogers. The firm also produce its shows with a consistent frequency level in order to keep its audience engaged and coming back.

“Clients often tell our lawyers how much they love our podcasts, and they even give us great suggestions about show topics and potential guests,” said Rogers. “Their positive feedback inspires us to continue pushing our shows to greater heights.”





Q&A with Guy Alvarez

1: What are the major differences you see from 2020 to 2021?

Given that the pandemic continued to dominate all through 2021, we would say this past year was just as unusual as 2020. But we saw Am Law 200 law firms generate a huge amount of content and thought leadership, and many also created COVID-19 resource centers to provide valuable insight and advice to their clients and prospects.

2: How did the pandemic affect law firms' social media activities?

The pandemic accelerated the shift toward a digital marketing strategy. Law firms and lawyers leaned into their digital communications and used their social channels such as LinkedIn, Twitter, and even Instagram to keep their target audience informed. We also saw most law firms create a large number of webinars, and they used social media to drive registration to these webinars. In addition, many law firms created COVID-19-specific Twitter accounts or LinkedIn showcase pages to demonstrate their knowledge and experience during these difficult times.

3: What have firms continued to do really well, and what do they still need to improve upon?

Firms really expanded their content creation efforts. Lawyers wrote more content than ever, and many firms explored other forms of content, such as podcasts and video. Firms are still struggling to measure the effectiveness of their content marketing strategies, as well as prioritizing what content they should create.

4: Podcasting continues to grow, and new podcasts launch every day. Do you think that there's still an interest and an audience that law firms can reach? What best practices should firms keep in mind to produce a successful podcast?

Yes, the number of people listening to podcasts has continued to grow exponentially. In a May survey of in-house counsel aimed at uncovering their COVID-19 content preferences, respondents said that they wanted more research and podcasts from law firms. While they were receiving them less frequently (only 35 percent had received a research report; 20



Lawyers wrote more content than ever, and many firms explored other forms of content, such as podcasts and video.



Guy Alvarez
Founder & CEO | Good2bSocial

percent a podcast) than other forms of thought leadership, in-house counsel put considerably higher value on research and podcasts than all other formats (emails, articles, webinars, and blog posts). As firms look to deliver substance and guidance, law firms should consider the value that podcasts offer for distinguishing content and a distinctive brand voice.

In terms of best practices, we recommend that our clients create podcasts that are as narrowly focused as possible on a particular topic. Listeners choose podcasts because they are interested in a particular topic, not a particular firm. If there are multiple topics that a law firm wants to cover in their podcasts, we recommend creating multiple podcasts rather than one firm podcast.

5: Is video still a crucial part of a law firm's presence? What can they be doing better?

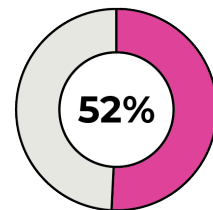
The importance of video continues to grow, and law firms are taking advantage of new technologies to produce more video in a cost-efficient manner. Law firms are also experimenting with animated videos to bring life to their social media posts and distinguish their posts from other posts on LinkedIn and other social media channels.

Law firms should incorporate videos into all their digital marketing campaigns and should ensure that their videos are engaging and tell an interesting story. Law firms need to think outside the box when it comes to video and go beyond the traditional talking head videos. Production values matter, but so do creativity and good old-fashioned storytelling.

6: Do you see firms embracing Instagram stories to push out content? And what should they keep in mind?

We continue to see an increase in the use of Instagram by law firms. Law firms are using Instagram primarily for recruiting purposes, as well as to convey the culture of the firm. Many firms use Instagram as a way of demonstrating what it's like to work at the firm and showcasing the firm's involvement in social causes and nonprofit organizations.

52% of firms are on Instagram



Storytelling is one of the most effective methods to increase engagement on social media and especially on Instagram. Law firms are using Instagram stories to share their culture and demonstrate their involvement in the community and thus reaching and connecting with their target audience.

7: While we're slowly going back to in-person events, a lot of conferences are still virtual and online, which gives companies a chance to go live on social media. Is this something that firms should embrace for Q&As or conversations with leaders?

I haven't really seen any law firm make good use of the "live" video feature on social media. I am not suggesting that it's not possible, it's just that I have not seen any law firm produce a live event that was successful. I think law firms are better off recording their live events and then offering them "on demand" later. This enables a higher-quality production and the ability to edit out any mistakes or hiccups.

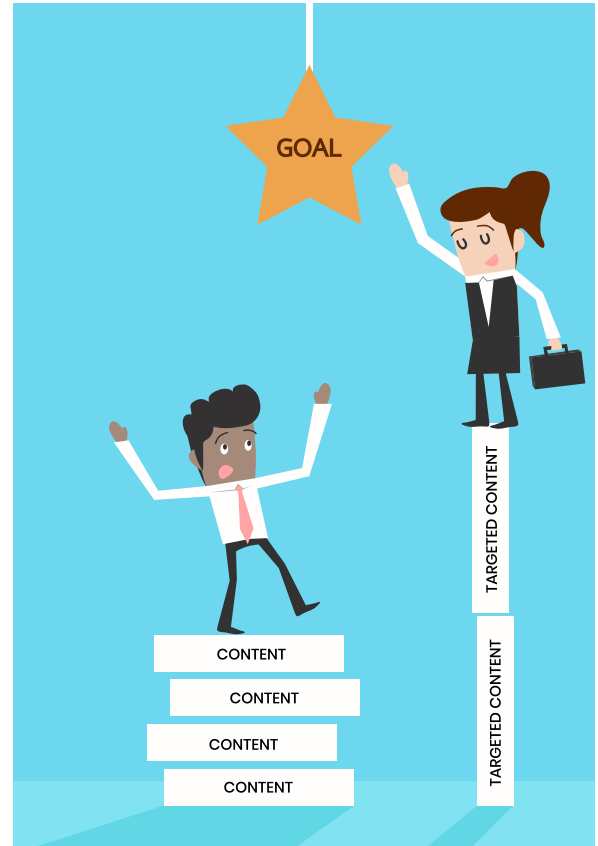
8: How can firms balance a “less is more” approach with staying top of mind when it comes to content?

The concept of “less is more” does not necessarily mean less content but rather more focused and more targeted content. I think clients would rather see content that is focused on their business or their industry and that helps them to gain a better understanding of the issues that they are facing. You can still be top of mind because the quality and focus of the content is superior when it seeks to respond to questions that clients may be asking.

9: Authenticity is hugely important for engagement. How can law firms do a better job of being authentic and providing a human face with their social media?

Attorneys need to participate in social media. Firms cannot just rely on their marketing and communications teams when it comes to generating value out of social media. People like to engage with other people more than they like to engage with companies or law firms. Lawyers need to understand that in order to be successful on social media, they need to participate and help to strengthen their existing relationships while strategically growing new relationships.

That is the core value of social media, building and enhancing relationships. It is only possible to do this if lawyers participate and seek to engage with others.



10: AI is a big part of how businesses engage with clients/customers; do you see any missteps with how law firms use it? Any changes in store in how AI is used?

I think AI is a bit overhyped at the moment. Yes, there have been fantastic developments in AI, but because marketing and business development is primarily relationship-driven, the role of AI when it comes to marketing and business development is limited.

AI can help in automating certain processes and enabling lawyers and marketers to focus on strategy versus implementation. This is where AI can really help cut down on repeatable tasks and instead enable professionals to focus on the larger picture.

11: How should firms be repurposing their content to better improve their SEO?

They need to think like their clients do and gain a better understanding of the types of questions they ask. Many law firms make the mistake of going after keywords that focus on a firm’s practice areas instead of focusing on the questions their clients are asking when they need help.

Law firms also need to think about structuring their content in a search-engine-friendly and website-visitor-friendly manner. People and search bots prefer structure content with headings, subheadings, bullets, and numbers. They do not like dense content that is difficult to read and consume on a computer monitor or mobile device.

12: What other trends do you think firms need to start embracing?

Law firms need to focus on Account-Based Marketing (ABM). Especially B2B law firms, who should focus all of their marketing and business development efforts on those clients and prospects who are most likely to hire them.

The idea of throwing content against the wall and seeing what sticks is not a good marketing tactic. Firms need to spend time researching their clients and understanding their industry and the trends within their industry, as well as the problems or opportunities they are facing in their business. Then firms need to develop value propositions that meet those needs or opportunities.



METHODOLOGY

The Social Law Firm Index ranks are based upon a proprietary methodology developed to assess the effectiveness and success of a firm's use of digital marketing and social media. We refined our algorithm for this year's methodology to capture the idea of quality over quantity and emphasize client focus. In addition to measuring prowess with reach and engagement, we measure their presence on Twitter, LinkedIn, Instagram, Facebook, and YouTube, and their SEO. We also added podcasts, as they have grown in popularity, and we assess thought leadership content on a firm's website. The thought leadership component allows us to evaluate a firm's ability to consistently present, communicate, and broadcast its expertise across various online media channels.

Our ranking for each category is from 1 to 200. The ranking is based upon dozens of unique measures per law firm social media property, aggregated in combination with performance indicators drawn from other digital real estate, including the firm's corporate website and practice-area microsites. We captured all digital activities across all these platforms for the Am Law 200 firms from April 1 through August 30, 2021. For each medium, we applied measures of reach, engagement, and conversion, and we also scored for the application, or absence, of key best practice indicators.

Note: For entities not active on social media, certain platforms like Facebook will automatically generate a place-card page on behalf of the firm. As these pages are not owned by or monitored by the firms, they are excluded from consideration in this study.

Note: In cases where firms received the same score, a secondary ranking based on Am Law 200 rank was applied.

About the Authors

**Guy Alvarez**

Founder and CEO,

GOOD2BSOCIAL

Guy Alvarez is the founder and Chief Engagement Officer of Good2bSocial. Guy, a former practicing attorney, is one of the top digital marketing consultants in the legal industry. Guy's experience includes leading senior digital marketing roles at KPMG, ALM, and The Practising Law Institute. With a background in technology and marketing, Guy emerged as an early adopter and advocate of social media. Guy went on to cultivate his social media expertise as a consultant for a broad range of clients, including consumer goods specialists, such as Pernod Ricard, as well as legal industry leaders, such as Lexis-Nexis and LMA.

Guy has advised Fortune 100 companies and Am Law 100 law firms on all aspects of digital marketing, including social media training, search engine optimization, content marketing, measurement and analysis, and the development of thought leadership platforms and microsites.

Kevin Vermeulen

Partner/COO,

GOOD2BSOCIAL

Kevin Vermeulen is partner and Chief Operating Officer for Good2bSocial. He has over 30 years of marketing and advertising experience, including 22 years working in various senior management roles, including Chief Revenue Officer and Chief Marketing Officer for ALM Media, a leading legal publisher, helping lawyers, law firms, consultants, and vendors grow their business. During Kevin's tenure at ALM, he worked with professional services companies in the financial, digital, real estate, and legal industries.

Over the course of his career, Kevin has played a key role in the design and development of dozens of websites, digital revenue streams, publishing products, webinars, and conferences, as well as strategic partnerships globally. Kevin is generally recognized as an expert and thought leader in marketing strategy and implementation in the legal industry and was honored by B2B Media Business as "Innovator Of The Year."

Victoria Zimmon

Communications Strategist,

GOOD2BSOCIAL

Victoria Zimmon has spent nearly 20 years working in public relations and communications. With extensive experience in legal, corporate, education, nonprofit and agency environments, Victoria has expertise in media relations, writing/editing, social media, collateral development, account management and event planning.

At Good2bSocial, Victoria provides strategic public relations, content marketing and social media support to our clients.



Contributors

TALIA SCHWARTZ



BRANDON RAUDE



JON KLETSKY



CHRISTINA DOODNAUTH



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Good2bSocial works with law firms, legal marketers, companies and associations in the legal industry to help them understand and leverage the power of digital marketing. By combining our unmatched industry experience with the latest technology we are able to deliver and execute measurable marketing and business development strategies.

Good2bSocial offers a full suite of digital marketing services including high-impact content marketing, PPC, SEO, paid social, email marketing, marketing automation, website/microsite development, social media management and training.

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