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At Law Firms, LinkedIn And Facebook Are In, While X Is Out

By **Sarah Martinson**

Law360 (April 10, 2025, 11:21 AM EDT) -- LinkedIn and Facebook are the social media platforms of choice for law firms and their attorneys, while use of X, formerly Twitter, continues to decrease, according to law firm marketing experts and data from the American Bar Association.

Last month, the ABA **released** its 2024 legal technology survey report, which found Facebook and LinkedIn were the most popular social media platforms among law firms and their attorneys.

Of the attorneys who said that their law firms had a social media presence, 78% reported their firms were on LinkedIn and 53% responded their firms were on Facebook, according to the report.

In addition, the report found that LinkedIn was more popular among law firms with 100 or more attorneys than with solo and small firms, and Facebook was more popular among solo and small firms than with larger firms.

Law firm marketing experts told Law360 Pulse that the findings in the ABA's report about law firms' and attorneys' social media use generally align with what they were seeing in the industry.

They said that law firms focused on corporate clients are using LinkedIn to connect with businesspeople, while firms focused on consumers are using Facebook to connect with them.

"I can see Facebook playing a role in how a lawyer might market if they have a certain specialty that lends itself to business-to-consumer marketing, but for business-to-business marketing, or to general counsel, I still think LinkedIn is the place to be," said Deborah Farone, a former BigLaw chief business development and communications officer and founder of Farone Advisors LLC.

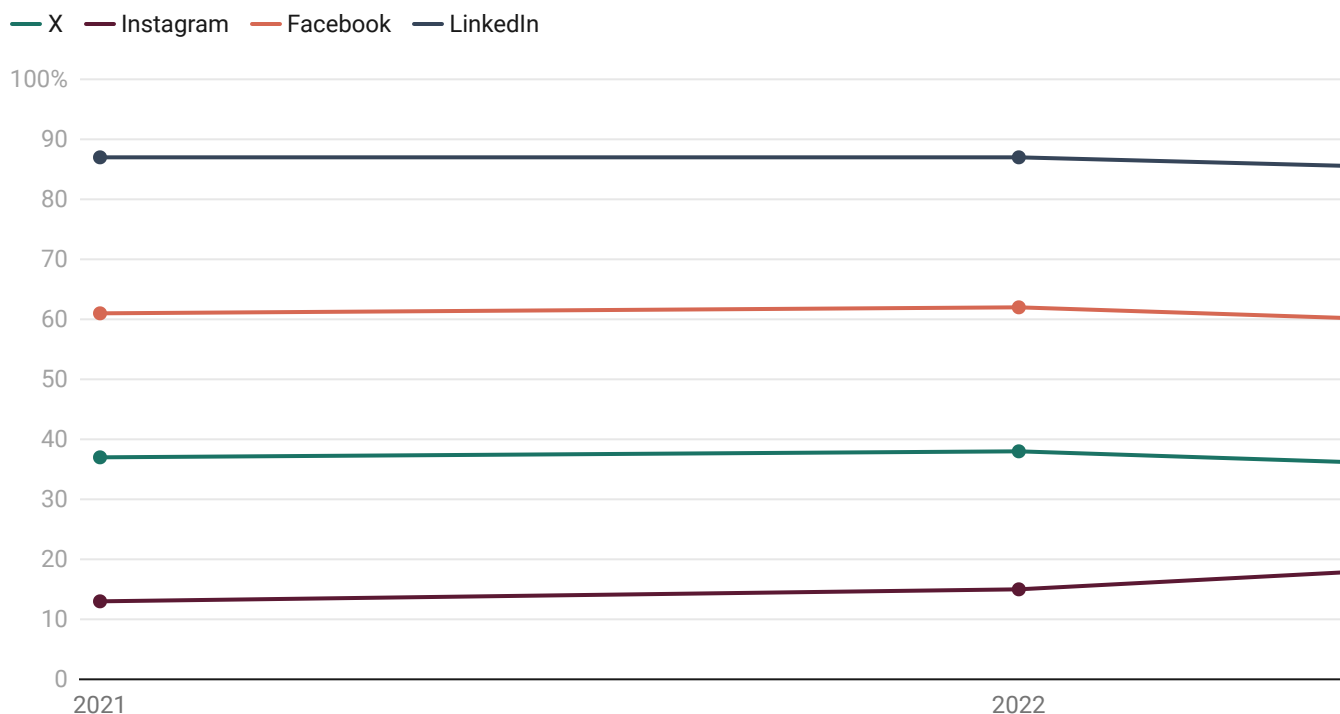
Stephanie Maher, senior vice president of marketing and social media at the national legal marketing agency Jaffe, noted that family law, personal injury and employment are practice areas that get traction on Facebook, regardless of the law firm's size.

"Family law, personal injury, and some employment law firms will have good engagement on Facebook because of the individual appeal of those services and issues to such a broad base, while other practice areas won't necessarily see that type of energy," she said.

Solo and small law firms' attorneys were more likely to say they had clients retain legal services as a result of their social media presence, according to the ABA's report.

Law Firms Use Facebook and LinkedIn Most

Over the last year, law firms' social media presence has gone down across platforms, but Facebook and LinkedIn remain the most popular platforms among firms that have a social media presence.



Source: ABA's 2024 Legal Technology Survey Report • Created with [Datawranner](#)

While the ABA's report showed that Facebook was more popular among smaller law firms, large law firms are using the platform, but for different reasons than smaller firms, Paul Manuele, founder of PR Manuele Consulting, said.

Large law firms use Facebook to showcase social events, pro bono work and participation in charity events, Manuele said.

"This is a type of content that they're putting out there, primarily not to attract clients, but for recruiting law students and associates, and it's the way that they're able to [pull] back the curtain ... and provide an inside look at firm culture," he said.

The ABA's report also showed that LinkedIn was the most popular social media platform for personal use among lawyers at midsize and large law firms.

Ninety-two percent of the attorneys who have a personal social media presence at law firms with 10 to 49 lawyers and 92% of attorneys who have a personal social media presence at firms with 100 or more are on LinkedIn, according to the report.

Josh Anisfeld, chief digital strategist at legal business advisory firm Baretz & Brunelle, said that some law firms are training their lawyers on how to use LinkedIn and encouraging them to share the firm's content on social media platforms.

"Having more attorneys being active, and showing that there are more attorneys in different practices — it helps the firm, by being more established," he said.

Michelle Calcote King, principal and president at public relations and marketing agency Reputation Ink, noted that corporate business for law firms is driven by relationship building over many months, which is increasingly done online, and LinkedIn is an "ideal place" for lawyers to build those business relationships.

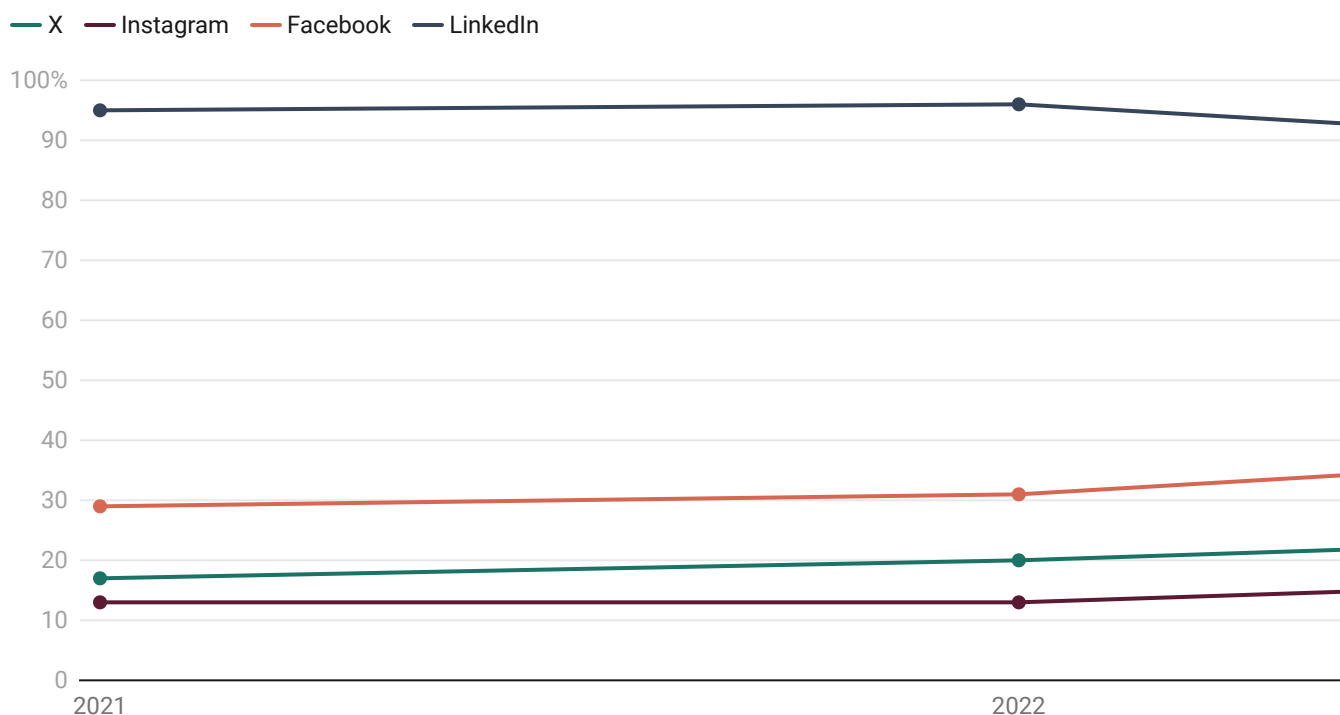
"In the legal world, a lot of work is referred back and forth between lawyers at other firms. So LinkedIn is the place to build your reputation for having a certain area of expertise [and] to find other lawyers that might have an area of expertise that you don't have that you can refer work to," she said.

In contrast, consumers are not trying to build relationships with lawyers for future legal needs, so law firms can engage with consumers by putting an ad on Facebook without their individual lawyers being active on the platform, according to King.

"Within the B2B world, purchase decisions are made over a very long period of time. It takes a lot of credibility building, relationship building, and very much so people want to build a relationship with an individual attorney," King said.

LinkedIn Surpasses Other Platforms for Attorney Use

Over the last year, attorneys' personal use of X has dipped, while their use of Instagram has gone up. However, LinkedIn and Facebook remain the top platforms among lawyers who personally use social media.



Source: ABA's 2024 Legal Technology Survey Report • Created with [Datawrapper](#)

Another key finding from the ABA's report is that law firms' and individual attorneys' presence on the social media platform X is continuing to decline.

Elon Musk **bought** Twitter for \$44 billion in 2022 after a monthslong legal battle and renamed the social media platform X a few months later.

According to the ABA's report, law firms' presence on X post-acquisition dipped slightly from 38% in 2022 to 33% in 2023, while individual attorneys' presence on the platform rose from 20% to 25% during that same time period.

However, over the last year, law firms' presence on X has decreased from 33% in 2023 to 18% in 2024, and individual attorneys' presence on the platform has dropped from 25% to 14% during the same time period, the report shows.

Attorneys have been **joining** alternative social media platforms like Bluesky and Mastodon.

"A partner with whom I worked told the marketing team: 'I don't want my clients to see what I see on X — and know that I am seeing it, too.' He was concerned that his clients would associate him with the radical right and increasingly violent, hateful and deeply disturbing material," Manuele said.

Another reason they are exiting the platform is it has become "increasingly polarized," Manuele said.

"Law firms, especially large ones, want to avoid being associated with a platform that has become a lightning rod for political controversy. It's no longer seen as a neutral space for professional discourse," he said.

Maher noted that maintaining a successful X presence requires posting three to 15 times per day, which is not feasible for most working attorneys.

King said that over the last six months to a year she has heard many legal marketers say that their law firm's posts are getting low interactions on X, and they are considering leaving the platform.

"No matter where your politics are, X has become a specific space for a specific type of dialogue. So I think law firms are saying we want to keep our dialogue within a space that is more professional, more controlled, more aligned with the kind of content that is where we want to be in terms of our professional brand," she said.

Despite the ABA's data and what law firm marketing experts are hearing about X, many BigLaw firms are still on the platform and posting daily.

Manuele said that many law firms are staying on X out of "inertia more than anything else."

"A significant number of firms are on X because they were on Twitter, and a lot of times it's easier to continue doing something than to stop doing it," he said, adding that he expects X use to continue to decline.

According to the ABA's report, law firm and individual attorney use of other social media platforms such as Instagram, TikTok and YouTube is fairly low.

Of the respondents whose law firms have a social media presence, 22% said their firms were on Instagram, 10% on YouTube and 4% on TikTok, the report found.

But Maher said she is keeping watch of these platforms that have transformed from entertainment outlets to search engines.

"These platforms can be effective for firms that prioritize video to showcase their attorneys' personalities along with the firm's culture, values and legal services," she said.

Anisfeld said that BigLaw firms are starting to use Instagram for exhibiting their firm culture by posting pictures from social hours or industry events.

"They are really putting some focus on using Instagram as an extension of their talent acquisition practice," he said.

--Editing by Robert Rudinger.