

Prominent London Legal Firms and Their Twitter Accounts



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ONLINE VENTURES
GROUP

The Role of Social Media in the Legal Sector

In the fast-paced and fiercely competitive world in which legal firms operate, it's easy for Twitter to seem like an afterthought.

Whether your expertise lies in real estate, litigation, or intellectual property; there is often very little time and manpower available to dedicate specifically to implementing an effective social media strategy. This is a challenge that all legal firms must face - and yet many are overcoming this problem with remarkable efficiency.

Twitter, for example, has the intrinsic ability to elevate legal firms and reinforce their business strategy. When done well, a great Twitter account has the capacity to generate leads, entice prospects, recruit employees, increase brand awareness, promote corporate news, and develop client relationships. And all with one click of a button.

There's no doubt that London legal firms are paving the way for other businesses across the world in terms of their social media strategy. Many of the firms in this report have demonstrated enormous skill and dedication to creating great social content. Others, however, are still struggling to compete with their contemporaries and maximise their business potential on Twitter.

This report will examine 20 of the most popular and interesting Twitter accounts of the London legal sector. There will be an in-depth summary of individual firm strengths, weaknesses, and potential areas of improvement.

Whether your firm is already convinced about the merits of Twitter, or is yet to be swayed, this report will aim to demonstrate how legal firms can benefit from implementing an effective social media campaign.

Slaughter and May

[@slaughterandmay](https://twitter.com/slaughterandmay)

Few can deny that Slaughter and May are one of the most established and revered legal firms in London. Founded in 1889, Slaughter and May have demonstrated their success by opening multiple offices in Hong Kong, Brussels, and Beijing.

Unlike other London-based legal firms, Slaughter and May have distinguished themselves with their seemingly unwavering domestic focus. They are also notable for their conservative outlook.

Throughout their existence, Slaughter and May have maintained a traditional partnership and preferred to develop their own lawyers rather than recruiting externally.

Unfortunately, this conservative outlook has managed to seep into their social media campaign. While Slaughter and May have a strong presence on Twitter, their outreach is limited by their 'protected' account. Furthermore, they don't have a company account on LinkedIn. This means that prospective clients and leads are strongly prohibited from learning more about Slaughter and May.

In a digital age where brand awareness and customer acquisition is paramount -

Slaughter and May are not reaching their social media potential.

Why has Slaughter and May made their account private?

@slaughterandmay's Tweets are protected.

Only confirmed followers have access to @slaughterandmay's Tweets and complete profile. Click the "Follow" button to send a follow request.

On the one hand, the limited access of their Twitter account means that Slaughter and May retain their reputation for exclusivity. They have complete control over their audience and enjoy virtual privacy while communicating with others.

However, this then begs the following question: can a business sustain social media without being social?

Exclusivity

Exclusivity and privacy limit Slaughter and May's outreach capacity. One of the key goals of social media is to increase brand awareness and generate client interest in your business. With a closed Twitter account, Slaughter and May fail to do this on a popular and widespread level.

To make matters worse, they also don't have a comprehensive LinkedIn account. There is a somewhat informative LinkedIn page about Slaughter and May - but there is no actual company account.

This is surprising, especially considering that over 5,800 users 'follow' the page. There are no updates, no an-

nouncements, and no information detailing Slaughter and May's recent successes.

It's not the case that there's no demand for Slaughter and May's social media presence (5,800 people would agree) - but there simply isn't a consistent effort to do so.

Internal promotion

Given that Slaughter and May produce their own regular news items, it's unfortunate that they don't have a public platform from which to promote their work.

In the world of digital marketing, it would be wrong to assume that content will automatically promote itself based on a company's prestige.

Like all forms of content marketing, it's paramount to have an accompanying social media campaign. Only by doing so can you ensure that your content will be widely seen.

What can Slaughter and May do to improve their social media presence?

Be more open

As one of the most prestigious legal firms in London, it's of paramount importance that Slaughter and May develop a comprehensive and consistent social media strategy.

It would be wrong to think that Twitter should be used primarily as an exclusive and private tool for businesses in the le-

gal sector. When used properly, social media has the capacity to generate leads and develop customer relationships. This is hugely important for any legal firm - especially in London, where competition in the sector is particularly fierce.

Use social media to build on client relationships

For Slaughter and May, it's vital that social media is used in a constructive and positive way. An open Twitter account would allow the firm to promote their news updates to a far greater client network. It would also be a useful way to build relationships with Slaughter and May's international client base.

In addition to this, Slaughter and May would benefit from using social media on a more consistent level. If you want to develop meaningful relationships with your clients, then it can be very beneficial to use social media to develop a consumer following. Regular, useful tweets are an invaluable way of achieving this.

Unlike other firms in this report, Slaughter and May do not have a Twitter account specifically for graduates. This is disappointing, especially considering how revered the firm is amongst students.

Slaughter and May are the only firm in this report who have privatised their Twitter account.

Allen and Overy

@AllenOvery

Allen and Overy are one of the most important and influential legal firms in the city of London. They have been operating for over 83 years and are truly international, with 43 offices worldwide - including in Casablanca and Istanbul.

In terms of social media, Allen and Overy have excelled in establishing for themselves a strong and multifaceted Twitter campaign. Unlike other legal firms in London, Allen and Overy actually have multiple Twitter accounts dedicated to different client needs. This includes an account for graduates (@AllenOveryGrads), prospective employees (@AllenOveryJobs), and eco fundraisers (@AllenOveryCSR).

Unlike Slaughter and May, Allen and Overy have a public Twitter account which promotes their content for everyone to see. There are several good aspects about Allen and Overy's Twitter campaign, but there is also room for improvement.

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES
639	1,492	16.5K	6

With 16.4k followers, Allen and Overy's Twitter is surprisingly large - something which we'll examine later in this report.

What do Allen and Overy do well?

There are a variety of components which make the Allen and Overy Twitter campaign particularly effective.

Quality Content

Allen and Overy succeeds in using its Twitter account in a meaningful and valuable way. Most of their content includes a mixture of news updates and article shares. As you would expect, these tweets have been created with a specific legal audience in mind.

Allen and Overy are very good at using Twitter to promote their own news updates. The law firm have their own dedicated 'publication' section on their website which is predominantly used to discuss legal news and corporate matters in an in-depth and meaningful way.



It's refreshing to see that Allen and Overy use their social media presence to actively advertise their publications - rather than relying on their prestige to promote the material in the first place. This would be a good lesson for many London-based legal firms, especially those who wish to generate more leads.

For those who work in the legal sector, the Allen and Overy account is a very useful tool for keeping up to date with the latest legal news in the world. For this reason, the Allen and Overy Twitter account would be a good example of a law firm providing their followers with valuable content.

Nevertheless, there is certainly room for improvement. If you visit the Allen and Overy page, the first thing that strikes a user is that there's no images. Everything is very text-heavy and the Twitter account isn't immediately eye-catching.

Consistency

Consistency is one of the most important characteristics of any Twitter account. Allen and Overy are good at updating their tweets - usually every day - but this has slowed down in recent weeks. At the current rate, Allen and Overy are sending out tweets at least once a week. This is far from ideal, especially if Allen and Overy want to increase public awareness concerning their news updates.

Nevertheless, this law firm should be commended for its brand consistency on Twitter. It doesn't take very long to gain a clear understanding of who Allen and Overy are, where their interests lie, and which type of audiences they're targeting. Their tweets are somewhat regimented and their followers will quickly learn what to expect from the Allen and Overy Twitter account.

Consumer segmentation

One of the other reasons for Allen and Overy's social media success is their separate, audience-driven Twitter accounts.

There are five Allen and Overy accounts dedicated to different purposes and different online users. This might seem too much, but there is a lot of merit in approaching social media in this structured and audience-driven way.

Allen and Overy have recognised that their online users follow them for a variety of purposes and (crucially) for different lengths of time. Their graduate account, for example, is primarily targeted at students (undergraduate and postgraduate) who are interested in learning more about the firm. This Twitter account is much more engaging, with plenty of photographs and a more personal business-consumer relationship dynamic.

However, the Allen and Overy graduate account provides the firm with a fantastic opportunity for recruitment. For example, it doesn't take long to notice that Allen and Overy are creating close-working relationships with prospective employees from King's College London. This gives Allen and Overy a fantastic opportunity to cultivate their future interests and promote their company as the number one location for future graduates.

In this sense, Allen and Overy are very good at exploiting social media for its commercial and corporate potential.

Their ‘corporate responsibility’ Twitter account is as equally interesting. In conjunction with their wider business strategy, Allen and Overy have a clear set of corporate, moral, and ethical duties that they abide with. This includes raising awareness about important issues, but also taking part in various charity events and mentoring underprivileged young people in developing countries. All of these efforts are very admirable - but so is their dedicated Twitter account.

The Allen and Overy CSR Twitter account is used primarily to promote these efforts, whilst simultaneously increasing their brand awareness. At this moment in time, for example, Allen and Overy are currently taking part in the Legal Walk to raise money for several different charities. Their dedicated Twitter account is filled with advertisements for this event; encouraging their staff and stakeholders to take part in the walk.

This is a great example of purpose-driven social media by Allen and Overy. Unlike other accounts created by the firm, the CSR Twitter account is much more personal and consumer-orientated. Through the necessity to raise money for important causes, Allen and Overy have created a Twitter account which is much more engaging on an emotional level.

How can this be replicated?

If other legal firms wish to replicate this success, then there are plenty of lessons to be taken from Allen and Overy. The decision to make audience-driven, separate Twitter accounts for different purposes is extremely effective. It’s more user-friendly and helps to reinforce Allen and Overy’s unique brand identity.

As like any good Twitter account, Allen and Overy are efficient at creating and regularly distributing quality social content. This could be done better, especially in the case of their primary account, but overall Allen and Overy are doing well.

How can Allen and Overy improve?

Use Twitter regularly

In addition to updating their main account more regularly, Allen and Overy could benefit from interacting more with their followers. Their interactions are very one-sided and there lacks significant personal engagement with online users.

This is somewhat surprising because Allen and Overy have over 16.4k followers. On the surface, this appears incredibly impressive and elevates Allen and Overy’s Twitter following way above their competitors.

However, a quick scan using the software programme Twitter Fake on Allen and Overy’s primary account reveals some interesting statistics.

10% of their following can be attributed to fake accounts. Furthermore, 47% of Allen and Overy's Twitter followers are from inactive users. This is alarming, to say the least, and drastically cuts down their audience reach by nearly 60%.

Evidently, this is something which needs to be addressed by Allen and Overy. It's much better to focus on gaining quality followers, rather than simply relying on fake and inactive accounts.

Overall Allen and Overy have taken significant steps to thoroughly establish themselves on Twitter, but more still needs to be done.

Taylor Wessing

@TaylorWessing

Taylor Wessing are one of the most established and uniquely-cultured legal firms in London. They are very much an international business, with offices in (amongst others) Beijing, Dubai, Paris, and Vienna.

Overall, Taylor Wessing pride themselves in being a large company with a small-business mindset; valuing excellence service, professional development, and copious amounts of charity work. With a 7% increase in profits between 2013 and 2014, they obviously have a business strategy which works for them.

However, unlike other legal firms in London, Taylor Wessing benefit from having an independent brand image beyond their legal services. Many people know the law firm from their continuing sponsorship of the National Portrait Gallery. This has a huge marketing potential for Taylor Wessing - allowing them to attract a much greater audience than traditional law firms.

As a result, it's not surprising to learn that Taylor Wessing have a significant Twitter following and an established social media presence.

What do Taylor Wessing do well?

Consumer segmentation

Like Allen and Overy, Taylor Wessing have separate Twitter accounts for different purposes - their main account, for example, is dedicated primarily for news updates and sharing useful articles.

Their second account (@TWMediaTech), however, was created for the lawyers themselves to interact with their followers. This isn't just general conversation, though; the account is utilised to discuss various business and technological developments in the industry.

This is a great use of social media and is obviously very popular with their followers. In fact, Taylor Wessing has some the largest numbers of Twitter followers than any other London legal firm.

Quality Content

One defining characteristic of Taylor Wessing's Twitter updates is that they are interesting and immediately engaging. They don't just use Twitter to tell their followers about the latest company news. Their @TWMediaTech account is also utilised to share other interesting articles and retweet useful content.

Taylor Wessing LLP @TaylorWessing · 7m

Beckham's summer collection for British label Belstaff - read this & more in [#Fashion](#) & [#Luxury](#) [#Brands](#) update bit.ly/Fa5h131

This might seem mundane, but it shows that Taylor Wessing isn't just interested in using Twitter to promote their own

material. Instead, they actively engage with other online users and create a personal platform for their employees to make a valuable contribution to the company's public image.

In addition to this, Taylor Wessing is quick to use Twitter for a very practical purpose: recruitment.

Taylor Wessing LLP @TaylorWessing · Jun 9
Are you an experience Banking & Fin Services Disputes
Lawyer looking for a new challenge? bit.ly/1ifSBn6

This is a good use of social media, especially considering that it allows Taylor Wessing to communicate with prospective employees on a personal level.

Nevertheless, this isn't always utilised to its fullest potential. Like many law firm Twitter accounts, Taylor Wessing could benefit from being dynamic in their social content. The use of images and more interaction would go some way to achieving this.

Consistency

One of the ways that Taylor Wessing succeed in using Twitter efficiently is through regular use and distribution consistency. In fact, Taylor Wessing are very good at sending out tweets several times a day. This is in stark contrast to many other London legal firms who simply don't afford time to pursuing social media.

One of the ways that Taylor Wessing produces consistent social content is by promoting its Guardian blog. The Media

Tech Law blog is a fantastic resource for Taylor Wessing to discuss important industry issues on a public platform.

However, it wouldn't be nearly as successful without the law firm actively promoting it on Twitter. This is something that Taylor Wessing is incredibly good at achieving.

How can this be replicated?

If other legal firms want to achieve the same success as Taylor Wessing, then there are several steps that they should follow.

tweet engaging social content

First of all, Taylor Wessing's separate Twitter account is a fantastic platform to promote their lawyers and their individual interests. Legal firms often suffer from owning overly-conservative Twitter accounts. However, Taylor Wessing's account is more engaging and gives a personal edge to the company's public image.

Promote regularly

One of the most significant aspects of Taylor Wessing's success is that they promote quality content on a frequent basis. Rather than updating their Twitter feed once a day, or less, they make a consistent effort to provide their followers with useful information. This is an important lesson for any firm who wants to improve their social media status.

How can Taylor Wessing improve?

Interacting more with users

One of the ways that Taylor Wessing could improve is by interacting more with their users. Unfortunately, their Media Tech account is continually updating their newsfeed but they receive very little in the ways of replies. This means that their content, while popular, might not be engaging with users to its fullest potential.

Given that their Twitter account also contains very little in terms of visuals, Taylor Wessing could benefit from creating a more image-heavy social media campaign. This would be more appealing to users and help them to increase the firm's social media outreach.

Take full advantage of their business connections

In addition to this, Taylor Wessing do not currently take advantage of their sta-

tus as an avid supporter of the arts in London. If they had a separate Twitter account dedicated to this topic, for example, Taylor Wessing would succeed in accessing a far greater audience reach. At this moment in time, no other London legal firm is doing this - giving Taylor Wessing a uniquely advantageous position.

If Taylor Wessing want to increase their brand awareness and diversify their social media following, then they should exploit their unique position within the arts sector.

Nevertheless, Taylor Wessing obviously have a strong Twitter presence. Their Media Tech account, moreover, is a great example of consistent and useful social content being distributed to a far-reaching audience. It's just their primary account that requires further work.

DLA Piper

@DLA_Piper

DLA Piper are undoubtedly one of the biggest names in the London legal sector. They have endured enormous financial success and have been a major competitor in various areas of expertise, including banking, corporate finance, and real estate. DLA Piper are also one of the largest legal firms in London, with offices in over 30 countries throughout the world.

In terms of Twitter, DLA Piper have managed to cultivate for themselves a substantial following. They also update their social content regularly and have created individual accounts dedicated to different topics.

What do DLA Piper do well?

Consumer Segmentation

DLA Piper have realised that online users turn to Twitter for different reasons. That's why they've created individual accounts to suit separate purposes - such as their news account (@DLA_Piper_News) and dedicated real estate account (@DLARealEstate). This should allow them to promote different types of content with the separate audiences, but there is an immediate problem.

Their @DLA_Piper_News account is entirely inactive - in fact, there has only

ever been one tweet. Even though this is almost entirely useless for consumers, there are still nearly 4000 people following this Twitter account. This would strongly suggest that there's an audience who wants to hear about DLA Piper's news updates, but they simply don't have the energy or resources to complete this.

Unfortunately, this reflects very badly on DLA Piper and it's a wonder why they've maintained the account this long.

Nevertheless, the DLARealEstate account is a good example of Twitter being used in an audience-driven way. With nearly 2000 followers, DLA Real Estate has managed to attract users who turn to the firm specifically for news and shares. However, this relationship isn't just one-sided; this account also follows a substantial number of users and frequently retweets useful updates.

Sharing Content That People Want

DLA Piper @DLA_Piper - Jun 11

DLA Piper will be at the @TechCityNews startup surgery to launch a legal startup pack during @LDNTechWeek. To attend: bit.ly/1kX2P1q

Like some other legal firms, DLA Piper is good at sharing relevant and useful articles with their followers on Twitter. Not only are they just concerned with legal matters, they also distribute content relating to the media, entertainment, and technological industries.

This might seem like DLA Piper lack any focus on social media, but it's actually very useful for improving their consumer outreach. Even if an online user isn't interested in buying services from the firm, they might still follow the account because of its interesting shares.

All of these efforts help to make DLA Piper a thought-leader in their industry and reinforce their brand image across a multi-sectored platform.

How can this be replicated?

There are several key points for businesses who wish to replicate the success of DLA Piper and their social media strategy.

Know your audience

DLA Piper have legal expertise in a variety of industries, but they have chosen to create a Twitter account dedicated to one of the most competitive sectors - real estate. This serves the double purpose of allowing DLA Piper to solidify their status as a premiere provider of legal real estate advice; while also increasing their brand awareness and skills amongst the general public.

By creating a Twitter account which is driven entirely by the audience's needs, DLA Piper have succeeded where many could not. Their account has a strong following and exists purely to provide useful and meaningful content to people who are interested in real estate.

Achieve consistency

One of the most important ways of building brand awareness and developing long-term consumer relationships is through regular social media interactions. Consistently producing tweets is much more useful for users who want to learn more about a company. If your brand is boring, then they'll simply move on elsewhere.

Build Trust

Although there are many commendable areas of DLA Piper's Twitter activity, there is still the issue of trust. The inactive DLA_Piper_News account suggests that the firm doesn't have the energy to complete the task it set out to do. This gives an incredibly bad impression and doesn't reflect on the firm's elite status.

How can DLA Piper improve?

Be less conservative

DLA Piper suffer many from the same social media problems as their competitors. Their tweets are somewhat conservative and lack any immediate sense of personality. Overall, there is very little in the way of photographs and visual engagement.

Develop quality followers

In addition to this, DLA Piper have an issue with their follower numbers like Allen and Overy. 10% of the followers which subscribe to their primary account are fake. Furthermore, 45% of the rest are inactive accounts. This is ex-

tremely bad for DLA Piper because it means that their customer outreach is much lower than previously anticipated.

To improve this problem, DLA Piper should develop meaningful relationships with their consumers to build upon their customer base. Other than making your brand look better, fake accounts achieve nothing for a company from a business and marketing perspective. Quite simply, there's no point in creating social content if over half of your followers won't even see it.

Engage better with prospects

In terms of their content on Twitter, DLA Piper could benefit from engaging better with their consumers. Although nearly all of DLA Piper's tweets are always retweeted, they receive almost no replies on a regular basis. Users are seeing their Twitter updates, but they simply aren't interested in engaging with the brand on a meaningful level. This is a huge problem for their DLA_Piper_News account - in which the administrators only follow one user. As a result, the communication is entirely one-sided and lacks any basic interaction.

With regards to their main account, this shortfall in the business-consumer relationship is extremely detrimental. They are failing to maximise the potential of their customer outreach and promote their content in the most effective way.

It's not the case that DLA Piper doesn't have enough followers - they have thousands - however, the firm need to produce social media content that entices people. Regular interaction would go some way in achieving this.

Freshfields

@freshfields

Freshfields is a somewhat unusual case for a large-scale legal firm with regards to their presence on social media. Although the company is frequently regarded as within the top 5 legal firms in London, it doesn't have the same substantial Twitter following as its competitors.

On the face of it, this seems extremely problematic for Freshfields. However, the firm produces some of the best tweets amongst London legal firms. They don't have a disproportionate number of fake followers, unlike other companies, and they produce genuinely engaging social content.

What do Freshfields do well?

Great content

Freshfields is one of the few legal firms in this report who have a genuinely interactive and interesting Twitter account. It's much more engaging with its followers compared to other accounts; with plenty of catchy headlines such as:

RT [@londonlegal](#): Off to play golf this weekend? Join our 100-hole challenge and raise funds for [#legalaid](#)
tinyurl.com/l1stgolf

This might seem like a small point to dwell on, but this is a rare example of a

legal twitter account directly communicating with a user. It's much more engaging than simply sharing an interesting article with no comment or personal opinion.

Furthermore, Freshfields uses Twitter to promote video content; creating an engaging platform to communicate with its followers. Many Twitter accounts from the legal sector are somewhat conservative and fail to create visually interesting content that users want to share.

This is not the case with Freshfields.

Useful shares

It's always refreshing to see a professional Twitter account which actively follows other users too. It suggests that the account isn't just used as a waste bin for news updates, but is utilised in a more meaningful way.

Freshfields is continually retweeting articles and news items that its followers might find interesting.

Overall, this is a much more useful and engaging way of utilising social media content.

Communicating with followers

In addition to this, the Freshfields Twitter account is good at replying to users who contact them.



[@l1st_natalia](#) Thanks! We'll pass that on... see you soon

There is more of a dialogue between Freshfields and its consumers compared to other legal Twitter accounts. This helps to inject some personality into the firm - but more still needs to be done.

How can this be replicated?

If companies want to create a Twitter following based on real accounts and distributing meaningful content, then the Freshfields example is a useful place to start. Here are some useful tips on how to replicate Freshfields' success.

Engage directly with users

As has been previously suggested, the Freshfields' Twitter account is quite good at enticing people to communicate with them. For instance:

RT [@londonlegal](#): Off to play golf this weekend? Join our 100-hole challenge and raise funds for [#legalaid](#)
tinyurl.com/llstgolf

This is a positive example of social media being used in a much more engaging way than simply sending out news updates. It directly communicates with the audience and offers a useful way to donate for their charitable cause. All round, this is a good and meaningful tweet.

Create content that audiences want

Freshfields has a good understanding of who their audience is and what they want from using Twitter. That's why they often advertise their vacancies and job opportunities to graduates.

They have also helped to establish themselves as thought-leaders through their promotion of 'how to' videos on Twitter. Here is an example:

 Freshfields @Freshfields · Jun 4
Why does supply chain integrity matter?
play.buto.tv/2NsGX



Videos are incredibly useful for engaging with users and encouraging them to share your content with their followers. They're easy to understand, cheap to make, and much more memorable than written text.

If you are a business who wants to cultivate your Twitter following, then videos and quality content are an excellent place to start.

How can Freshfields improve?

Achieve consistency

As you can guess by now, regular tweeting is extremely important for businesses who want to develop long-term and meaningful relationships with their customers. While Freshfields do well in creating interesting content, they simply don't tweet enough.

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