

## ELEVARE EDGE: WEEKLY TIP

# Which Social Media Platform to Pick?

Maximise your reach with the  
right channel!



# Start with Strategy, Not Platforms

Before you post *anything*, ask two key questions:

## WHO is your ideal audience?

In-house counsel, B2B clients, potential recruits, referral partners...

## WHAT is your primary goal?

Build partner reputation? Generate leads?  
Showcase firm culture...





# LinkedIn: The B2B Default



**Best For:** Building professional credibility and thought leadership.



**Use Case:** Connecting with corporate clients, in-house counsel, and referral sources.



**Content:** LinkedIn Articles, case studies, firm news, legal insights, events

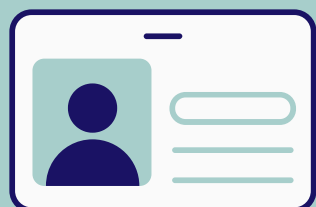




# WeChat: The China Gateway



**Best For:** Engaging the Mainland China market (and diaspora).



**Use Case:** This is your digital business card for China. Essential for any firm with a China practice.



**Content:** In-depth articles and insights, videos via an Official Account (Service or Subscription).





Meta

# The "Brand & Culture" Channels

**X (Twitter):** For real-time legal news commentary and building a partner's personal brand as a go-to expert.



**Facebook & Instagram:** For "humanising" your firm. Use it to showcase culture, CSR, and employer branding to attract talent.



# A Final, Critical Check

Always remember your professional obligations.

- ✓ **Confidentiality:** Protect all client-identifying information; never disclose without consent.
- ✓ **Integrity:** Avoid misleading claims or "guaranteeing" results.
- ✓ **Compliance:** Check your local Law Society/Bar rules on advertising.



# Start Focused. Stay Consistent.

You don't need to be **everywhere**.

Choose **1-2 platforms** that  
directly align with your goals

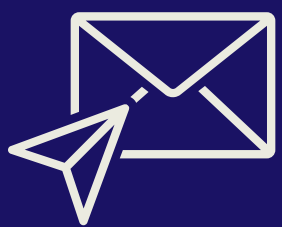


Monitor engagement and **stay consistent.**

Trust is built over time.



# Need help crafting your strategy?



DM us to start the conversation!

Elevare Asia has hands-on experience in setting up and managing social media strategies and content for law firms and professional services.



LinkedIn



Website



Instagram

ELEVARE ASIA CONSULTING PTE LTD

Delivering Asia relevant business development and marketing strategies for professional services firms and law firms.