

Online PSC Elective - Business development, marketing & social media

Synopsis

Successful law firms ensure that all of their lawyers are involved in business development and marketing activities.

This e-learning course looks at how law firms get work and what you can do to play your part. It also looks at social media platforms and how lawyers can use them to engage with current and prospective clients. In particular it focuses on the two key social media platforms used by lawyers – Twitter and LinkedIn.

Duration

1 hour

Format

You can work through the course at your own pace. You can stop at any time. The next time you log-in you will be prompted to restart the course at the place you left off.

Delegates

Trainee solicitors

Outcomes

As a result of completing this course, you will:

- understand the difference between business development and marketing;
- know how law firms generate new business;
- have considered how to support the activities of your marketing department;
- know what you can do to contribute to business development and marketing;
- understand the benefits of engaging in social media;
- have the skills to engage with social media confidently;
- be able to take into account professional conduct issues when using social media;
- be able to differentiate between good and bad practice;
- understand the practicalities of using Twitter; and
- know what you need to do to improve your LinkedIn profile.