

D.I.Y. LAW PR TOOLKIT #1

A Starter Guide

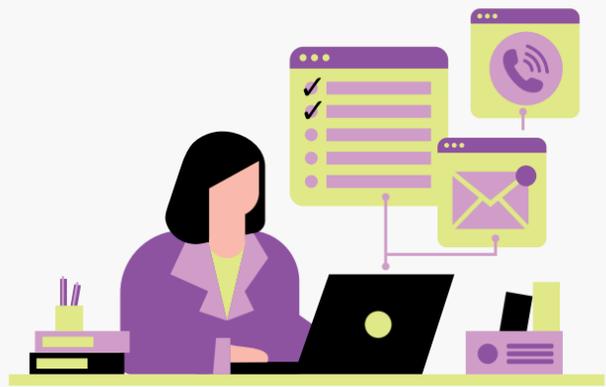


2

Biography

Legal Experience and Achievements

Aim for one A4 page with 3-4 paragraphs about your legal background, areas of expertise, and any awards, recognition or certifications you have received



3

In-Office PR

Professional and Welcoming Office

Your office needs to come across as professional with a welcoming environment and branding that reflects your firm's values, expertise, and commitment to clients.



4

Social Profiles

Maximise Your Presence

Select your social media channel(s) and optimise your profile. Post weekly and share, like and comment on other relevant posts.



5

Networking

Building Connections

Attend networking events to build connections that can lead to potential referrals.



D.I.Y. LAW PR TOOLKIT #2

5 Next Step Tips



1

Media Relations

Relationship Building

Develop relationships with key business, legal and industry media outlets and pitch story ideas, expert commentary, and bylined articles.

2

Awards and Recognition

Credibility Boost

Research and apply for relevant legal awards, rankings, and listings to boost your firm's credibility, visibility, sharing ability, and backlinks creation.



3

Content Creation

Information Sharing

Produce blog posts, newsletters, and client alerts and share insights, analysis, and valuable information.

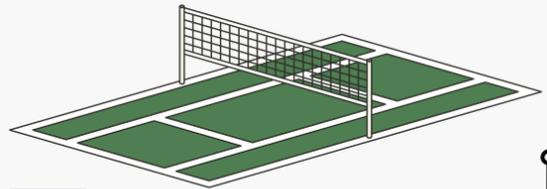


4

Events and Sponsorships

Networking Opportunities

Host or sponsor industry events, webinars, panel discussions or sports events to showcase your knowledge, network, and even generate media coverage.



5

Social Media

Stakeholder Engagement

Leverage social media platforms to share your firm's content, highlight achievements, and for stakeholder engagement.



D.I.Y. LAW PR TOOLKIT #3

5 Advanced Strategies



1

Thought Leadership

Strategic Content Plan

Include bylined articles, guest speaking engagements, and podcast interviews at a partner level. Can be firm, practice, and partner specific.

2

Video Content

Engage With Expertise

Showcase your firm's expertise and personality by creating video content to engage your audience across digital platforms.

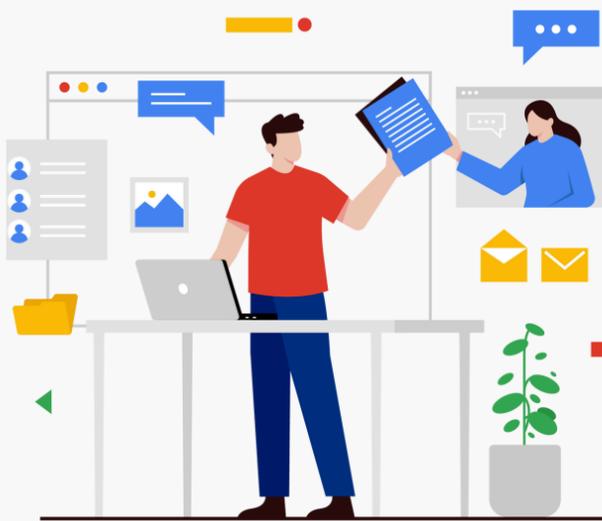


3

Strategic Partnerships

Cross-Promotional Opportunities

Partner with complementary organizations, legal associations, or industry publications for co-hosted events, and brand exposure.



4

Targeted Media Outreach

Tailored Pitches

Conduct a detailed analysis of your target media landscape and develop tailored pitches and personalised outreach.



5

Press Briefings

Generating Media Coverage

Organize and host periodic press briefings to share updates, in-depth insights or survey results. These events provide an opportunity to generate valuable media coverage.

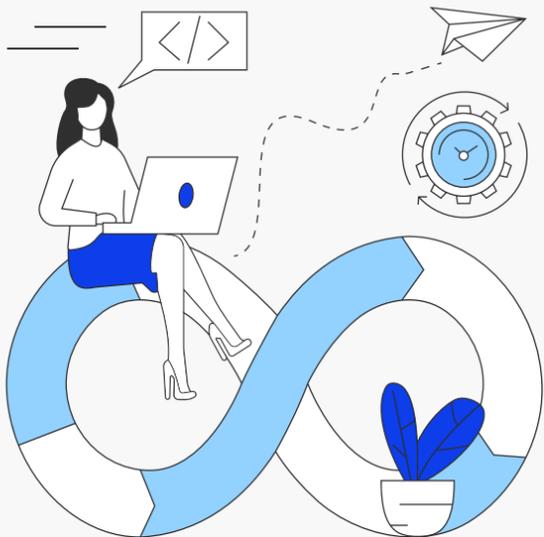
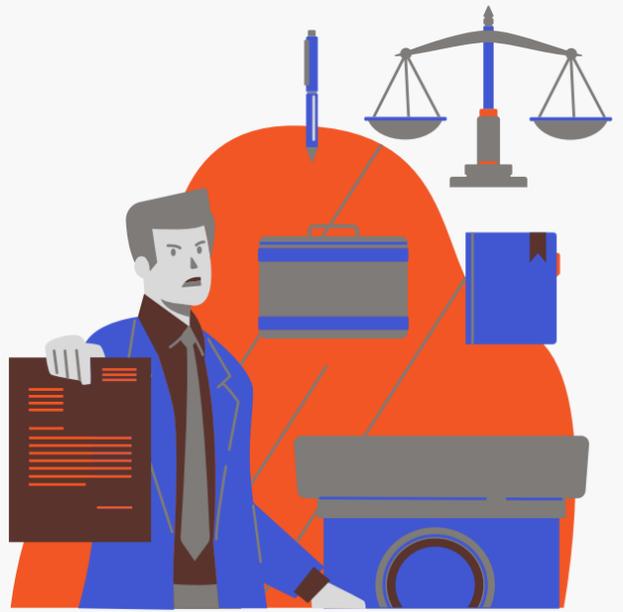


Contact Eight PR for a discussion about implementing these strategies

www.eightpr.com

D.I.Y. LAW PR TOOLKIT #4

5 Next-Level Approaches



2

Media Monitoring

Opportunities & Trends

Use tools and services to track mentions, analyze sentiment, identify opportunities, trends, media and keyword coverage.



3

Bus Dev Integration

PR and Marketing Alignment

Ensure your public relations initiatives are aligned and integrated with your marketing, branding, and business development efforts.



4

Explore Earned Media

Boost Visibility

Pursue feature stories, interviews, or expert commentary in top-tier legal, business, and industry publications to boost your firm's credibility and visibility.



5

Partner With PR

Specialised Expertise

Partner with a PR firm for strategic guidance and specialized expertise to elevate your firm's profile and communication.



D.I.Y. LAW PR TOOLKIT #5

Corporate Content - External



2

Executive Biographies

Profiles

Detailed profiles of the firm's lawyers, highlighting their key industry practice areas, deals (disclosed), education, admissions, memberships, languages, recognition,

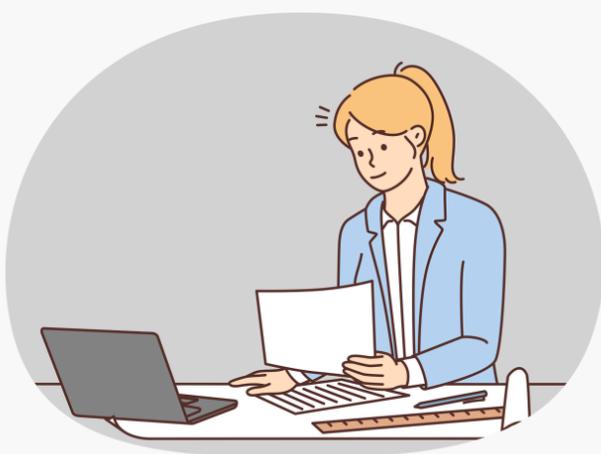


3

Corporate Fact Sheet

At A Glance

Core company statistics and metrics, such as year founded, headquarters, number of employees, awards, practices. 1 page.

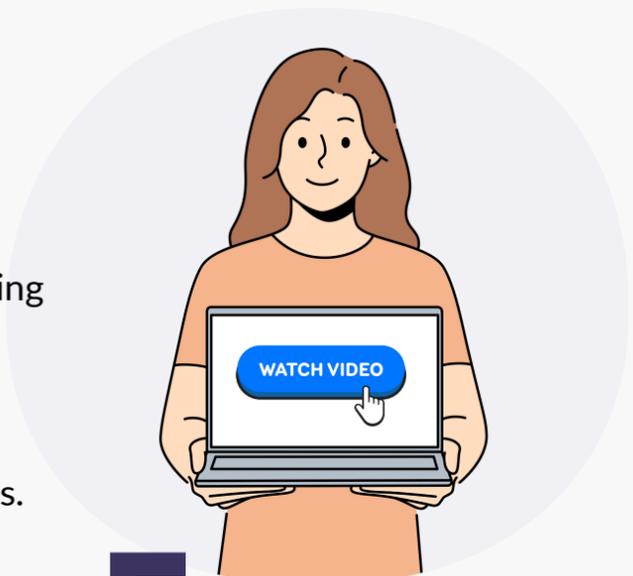


4

Company Video

Multiple Purposes

Short presentation visually introducing the company, its history, culture, practices, network, competitive advantages. For social media, recruitment, and marketing purposes.



5

Corporate Guides

Reports for Professionals

Strategic survey reports provide insights and analysis to support and drive PR and marketing goals.



D.I.Y. LAW PR TOOLKIT #6



Internal Communications



1

Designated Spokespeople

Authorised Representatives

Establish a process to designate official spokespersons authorised to speak to the media and provide media training and refresh courses.

2

Disclosure Protocols

Information Guidelines

Provide standard operating procedures on information about the firm, clients, staff or financials that can or cannot be shared externally.



3



Key Messages

Same Page Orchestration

Develop overarching themes focused on key strengths, initiatives, values and stats that all spokespersons can reference when talking about the firm to the media.

4

Crisis Communications

Preparedness Protocols

Establish protocols for coordinating rapid, strategic response to issues through messaging development, spokesperson designation, and scenario preparation.

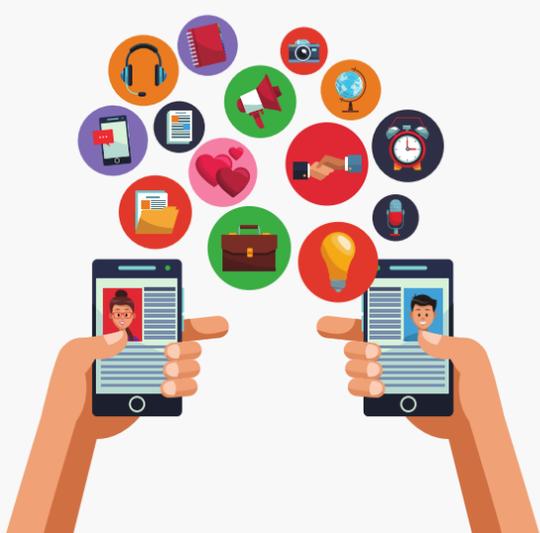


5

Social Media Presence

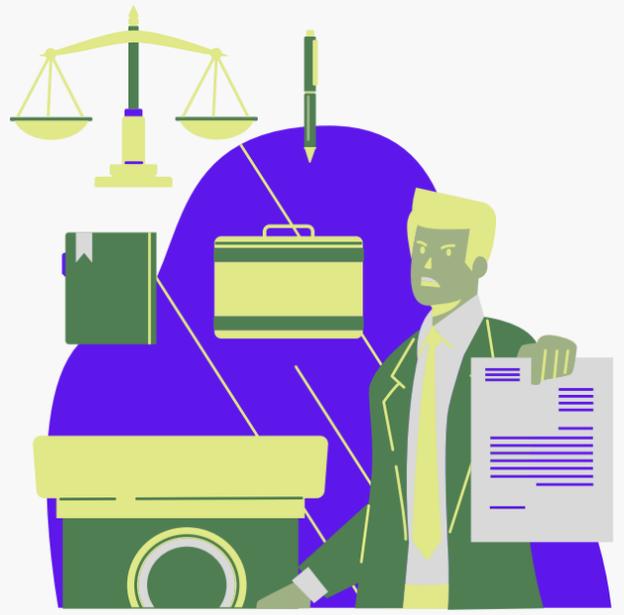
Participation Standards

Establish guidelines for employee engagement on social media to maintain confidentiality and positive brand representation.



D.I.Y. LAW PR TOOLKIT #7

Generating Coverage



2

Feature Articles

Expert Positioning

Contribute articles to publications in your industry or niche to promote your thought leadership on relevant hot legal or business topics.



3



4

Media Alerts

Advanced Notice

Issue advisories about upcoming events or milestones to give journalists ample time to plan and incorporate exclusive details into their stories.

Press Releases

News Announcement

Draft and distribute fluffless news releases with details and quotes to share your firm's newest developments with targeted media.



5

Newsjacking

Insight Opportunities

Share relevant insights relevant to local and global trending topics to promote the firm or partner's expertise to gain coverage and build media relationships.



D.I.Y. LAW PR TOOLKIT #8

Media Liaison Preparation



1

Establish Guidelines

Define Information Sharing

Establish clear guidelines on what to do when a journalist calls and the information that can be disclosed publicly. Review and update the guidelines to adapt to change.



2

Designate Spokesperson(s)

Speak With One Voice

Designate spokespersons to centralise all media relations, media responses, and crisis communications, ensuring consistent, controlled messaging to protect or to promote the reputation of the firm.



3

Media Training

Effective Communications

Train spokespersons in techniques for staying on message, handling difficult questions, delivery, and mock media interviews to communicate with clarity and confidence.



4

Media Briefing Book

Be Prepared

A comprehensive guide with firm overview, messaging guidance, past coverage, anticipated questions, and interview tips for spokespersons. This is provided at least 48 hours prior to any media engagement and is personalised.



5

Crisis Communications

Reputation Protocols

Law firms can manage sensitive situations and safeguard their brand reputation by implementing a crisis communication plan.



D.I.Y. LAW PR TOOLKIT #9

Media Briefing Book



An illustration of four people in business attire working together to assemble puzzle pieces. The puzzle pieces are yellow, blue, and green, and feature icons of a megaphone, a bar chart, a lightbulb, and a clock. The background is a light blue circle with a gear icon.

1

Interview Preparation

Equipping Spokespeople

The objective of a media briefing book is to equip spokespeople with the necessary resources and guidance to effectively represent the firm during interviews.

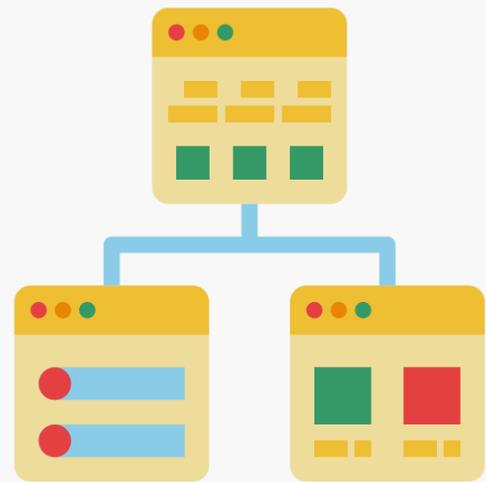
2

Structured Sections

Detailed & Current

A briefing book typically includes:

1. Publication / journalist biography
2. Firm, practice overview
3. Messaging guidance
4. Anticipated questions with answers
5. Relevant coverage



3



4

Interview Tips

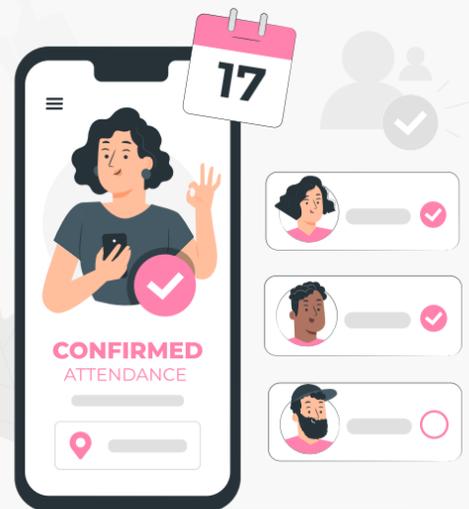
Print, Online, Broadcast

The briefing book provides detailed guidance on the media engagement format and communication techniques to help ensure a positive outcome.

Engagement Details

What To Expect

The document outlines the exact format of the media engagement, providing detailed information on the sequence of events, time allotments, and logistics.



5

Housekeeping

5 Rules

1. Accurate and current information
2. Organise content in a logical flow
3. Include only essential details
4. Highlight sensitive areas
5. Provide ample time for review and reading by the recipient



D.I.Y. LAW PR TOOLKIT #10

In-House Law PR Team



1

Head of PR

Develop, Execute, Manage

Responsible for developing and executing the law firm's PR and communications strategy, crisis communications, media relations, media training, and stakeholder management, and oversees social media.

2

Content Writer/Editor

Internal and External

Creates, curates, edits and proofreads high quality content for the firm's external and internal communications, including blog posts, press releases, newsletters, and talking points.

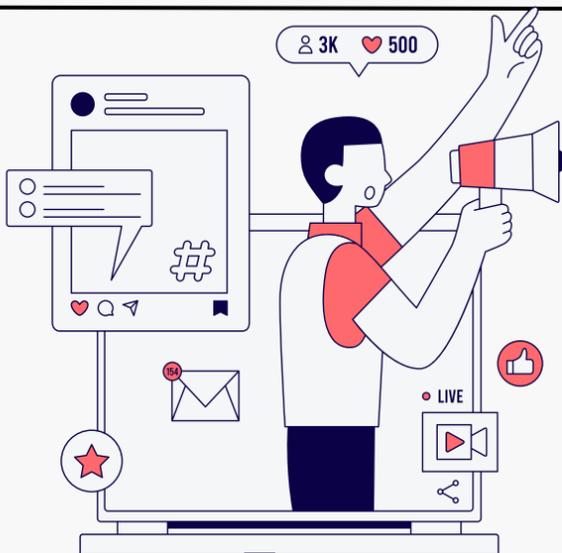


3

Digital Specialist

Presence and Engagement

Responsible for the law firm's social media presence and engagement across relevant platforms, search engine optimisation, to help achieve the overall marketing and business goals.

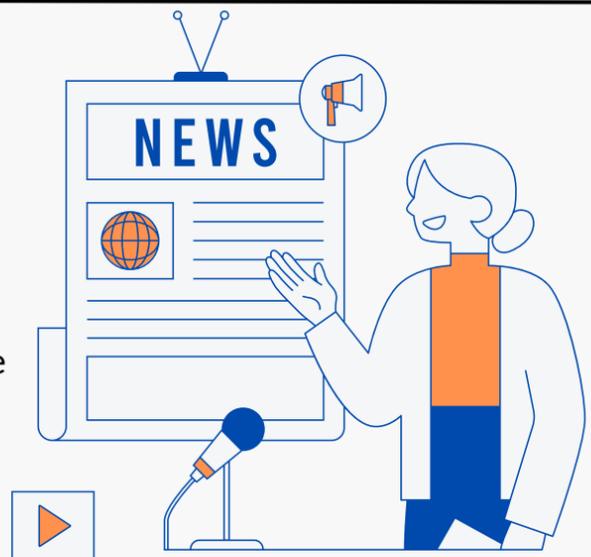


4

Media Relations

Critical Link

This is the crucial connection between the law firm and the media, responsible for securing positive coverage, amplifying key messages, and building and sustaining media relationships.

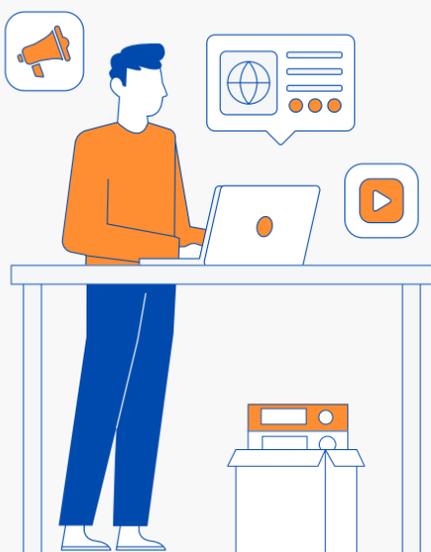


5

Communications Coordinator

Integrated Management

Provides administrative and project management support to ensure the seamless execution of the law firm's PR and communications initiatives.



D.I.Y. LAW PR TOOLKIT #11

TL;DR Executive Recap



1

Develop Media Connections

Pitch Content

Develop relationships with key business, legal, and industry media outlets and pitch story ideas, expert commentary, and bylined articles.

2

Leverage Social Media

Share, Highlight, Engage

Leverage social media platforms to share your firm's content, highlight achievements, and engage stakeholders.

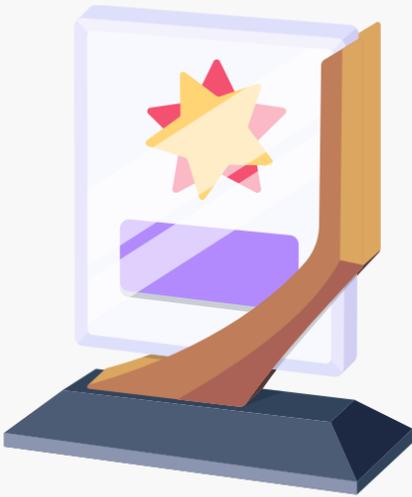


3

Earn Accolades

Apply for awards, rankings, listings

Research and apply for relevant legal awards, rankings, and listings to boost your firm's credibility and visibility including search engine optimisation.



4

Host Impactful Events

Showcase, network, generate coverage

Host or sponsor industry events, webinars, panel discussions, or sports events to showcase your knowledge, network, and, maybe, generate media coverage.



5

Partner with PR Experts

Elevate Profile

Partner with a PR firm for strategic guidance and specialised expertise to elevate your firm's profile and communication.

