IMPLIFIRE

FIELD GUIDE · LAW FIRMS

Local Firm Visibility Playbook

Careful, attorney-approved social posting for small law firms.

Short sentences. Lead with how it helps the firm. Not legal advice. Never “specialist” or “expert”.

Implifire · We’re on Fire for Implementation
Free PDF · No stock or AI images are presented as real.

00 · How to use this guide

- Read it once, then pick one chapter and run it for a week.
- It’s written for managing attorneys and office managers.

Disclaimer: this is general marketing education, not legal advice or ethics advice. Follow your state's rules. The responsible attorney, or a documented designee (one named accountable person), signs off on every post and reply.

01 · Why a quiet page costs you trust

- People look up a firm before they call. A stale page can read as “not active”.
- You don’t need to post a lot. You need posts that keep going up.
- Show real people and your real office. Skip slogans and stock gavels.

02 · Every post is attorney advertising

- Each state has its own rules. Add any other legend your counsel requires.
- Every legal post carries “Attorney Advertising”. This is Implifire’s house standard, not a legal requirement.
- Every legal post carries the name and contact info of the responsible lawyer or firm (GA Rule 7.2).
- No live person-to-person solicitation, and no written outreach to accident or disaster victims within 30 days (Rule 7.3).
- Never “specialist”, “expert”, “best” or “#1” unless your state allows it and you can document it.
- Keep copies of your posts as long as your state and counsel require.

03 · What’s safe to post

OK: team introductions, office news, community involvement, areas of practice, general “how the process works” explainers marked “Not legal advice.”

Never: client names, case details, documents, wins, verdicts, settlements, or anything aimed at accident victims.

- Use real photos only: office, team, community. Never stock or AI shown as real.

04 · A weekly rhythm you can keep

Three posts a week: meet the team, a community or office post, and a general explainer.

Ten ready ideas

- New attorney or staff welcome
- Office hours
- Holiday closures
- A community event
- A bar or CLE day (no award claims)
- A “what to bring to a first meeting” checklist
- How to reach the office
- A team volunteer day
- A “glossary term” post
- A thank-you to the community

If you miss a day, skip it. Don’t catch up with a burst of posts.

05 · Reviews and replies, the careful way

- Ask in plain words, with no pressure and nothing in exchange.
- When you reply, thank the reviewer. Never confirm someone is a client or mention a matter. Invite them to call the office.
- The responsible attorney, or a documented designee (one named accountable person), signs off on every post and reply, before it posts. Vera checks this guidance; your approver checks your replies.

06 · Your 30-day starter plan

- **Week 1:** a photo pull (10 real office and team photos), team photo OKs, and your state's label rule written down.
- **Week 2:** start the three-post rhythm and set up your review ask.
- **Weeks 3–4:** keep the rhythm going and write a one-page "what we post / never post" sheet that your approver (the responsible attorney, or a documented designee) signs off.

07 · When to do it yourself vs get help

- **Do it yourself:** someone has about two hours a week, and an attorney reviews each post.
- **Social Pro:** nobody has the time, but you want posts that keep going up, and the responsible attorney, or a documented designee (one named accountable person), signs off on every post and reply in the app.
- **Strategy Session ($149, about 50 minutes):** you're not sure where your page or process is weak. "Bring the problem. We work through it together and you leave with prioritized next steps."

Closing card: Social Pro for law firms

Social Pro is $300/mo for up to 3 accounts. You send photos and updates. We write the posts, you approve every post in the app, and our team posts them by hand once you give us partner access. For firms, the responsible attorney, or a documented designee (one named accountable person), signs off on every post and reply. Image edits are included in the $300. We start from your real photos, and you approve every image along with its post. (Edits to your own real photos only; we never create or generate images.) We leave client names and case details out. Not legal advice. We help keep your firm's page active. We can't promise new clients, calls, or cases.

30-day money-back: pay when you start. If you cancel within 30 days of purchase, you get a full refund of everything you've paid.

Start Social Pro: https://start.implifire.com

Not sure where to start? Strategy Session: $149, about 50 minutes. https://grow.implifire.com/#strategy