

SOCIAL MEDIA USAGE AMONG LARGE AUSTRALIAN LAW FIRMS

WHO IS USING SOCIAL MEDIA?

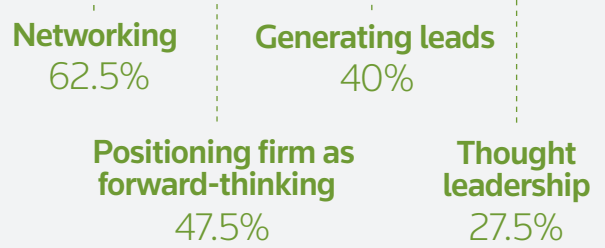
Firms using social media in a professional capacity

Yes 75%

No 24%



Who in a law firm is responsible for social media?



SOCIAL MEDIA STRATEGY

Firms with a strategy in place to cover social media use



61% Yes
23% No
16% Don't know

Firms that provide social media training for staff



39% Yes
47% No
14% Don't know

What are the main barriers to using social media in a professional capacity?



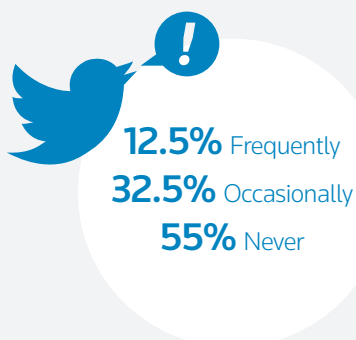
41% Too risk-averse
30% Too busy
27% Don't have the technical nous
27% Don't know what to say

What are the most and least acceptable social networks to use professionally?

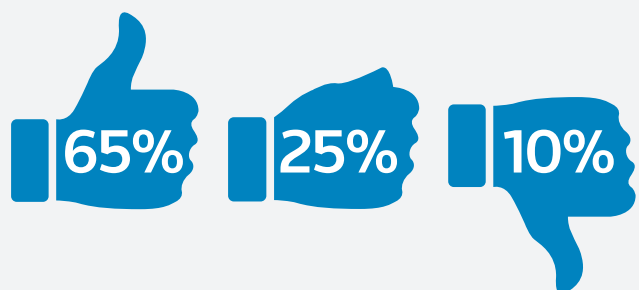


POTENTIAL ISSUES AND PROBLEMS

Have you ever seen a tweet or post from a colleague, contact or peer that you deemed inappropriate?



Are there people in your firm using social media who don't fully understand it?



What are the top fears of using social media professionally?

