

Name: \_\_\_\_\_  
 Date: \_\_\_\_\_

Current Score: \_\_\_\_\_  
 New Score Goal: \_\_\_\_\_

# THE SOCIAL PRACTICE SCORECARD™

Online Strategies	Score (1 low-10 high)	How Can We Improve on This?	Next Action Step(s)	By Who/When
We Have a Clear Purpose for Starting and/or Improving a Social Media Campaign				
We Claimed Our Attorney Directory Profiles (i.e Avvo) & Added Details About the Practice				
We Created/Updated LinkedIn Profiles for Every Attorney in the Firm and for the Firm's Paralegals and Legal Assistants				
We Created/Updated Our Firm's LinkedIn Business Page and Update it Frequently				
We Participate in LinkedIn's Legal & Other Professional Groups				
We Created a Facebook Business Page for the Firm and Update it Frequently				
We Visit and Comment on the Facebook & LinkedIn Pages of Referral Sources				
We Created a Twitter Account for the Firm & Registered It on Attorney Twitter Directories				
We Created/Updated a Video Channel or a Podcast & Update it Regularly				
We Email Newsletters Consistently to Clients & Referral Sources				
<b>What Does Our Current Score Say About Our Practice?</b>	Total			