THE ORGANIC SOCIAL FIELD GUIDE FOR ATTORNEYS

Win on Facebook & Instagram.

How attorneys build trust on Meta without paying for reach: who to talk to, what to post, how to film it, how to handle comments and DMs inside your ethics rules, and how to turn attention into booked consultations. Written for family law, estate planning, criminal defense, and personal injury firms.

01
Position
Set up a profile that answers "can you help me?"

02
Plan
A month of posts from the questions you already get

03
Film
Reels from one phone and one morning a month

04
Engage
Comments, DMs, and Groups, handled ethically

05
Convert
Turn conversations into consults and signed cases

Prepared by **DuoDigital**, a marketing, intake, and reporting partner for growth-minded law firms · duodigital.io
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BEFORE YOU POST ANYTHING

The Ground Rules

A Reel is attorney advertising, and so is a Facebook post, a Story, or a reply in a DM. The Rules of Professional Conduct you already follow apply to every one of them. Here is how the ABA Model Rules translate to daily habits on Meta. Your state's version is the one that counts.

MISLEADING CLAIMS · RULE 7.1

No guarantees, no unexplained results

Don't promise outcomes. If you share a verdict or settlement, give the context and the disclaimer your state requires. A "we always win" caption is a problem even in a joke Reel.

SPECIALIZATION · RULE 7.2(C)

Watch "specialist" and "expert"

Many states only allow "certified specialist" when a recognized body has certified you. Check this in your bio, captions, and hashtags too.

SOLICITATION · RULE 7.3

Answer inbound. Don't cold-DM people in trouble.

Replying to someone who contacts you is fine. Messaging a stranger who just posted about an arrest, a crash, or a divorce can count as solicitation. Some states also set waiting periods after an accident.

CONFIDENTIALITY · RULE 1.6 & ABA OP. 480

Never post client stories without consent

Even a story with the names removed can identify a client in a small community. Get informed written consent, or use clearly hypothetical examples.

PROSPECTIVE CLIENTS · RULE 1.18

Comments aren't consultations

Give general information in public. Move specific facts to a private channel, run a conflict check, and don't give advice in a comment thread.

YOUR STATE'S EXTRAS

Labels, filing, and record-keeping

Some states (New York, Texas, and Florida among them) have labeling, filing, or retention rules that can apply to social media posts. Rule 7.2(d) also asks for a responsible lawyer's name and contact info, so put it on your profile.

The one-sentence version

Teach in public, advise in private, and never promise a result.

What organic Meta does, and what it doesn't

Before people call a lawyer, they often look the lawyer up. Your Facebook Page and Instagram profile are part of what they find. Organic content builds trust **before** someone needs you, so you're the familiar name when they do. It compounds slowly. It won't replace Google for "I need a lawyer today" searches, and it only pays off if someone answers the DMs and books the consult. This guide covers all of it.

General information for attorneys, not legal or ethics advice. Rules of Professional Conduct and advertising rules vary by jurisdiction. Check your state's rules and bar opinions before you publish. Meta features and policies change; confirm current options in your account.

KNOW WHO'S WATCHING

01 Position

Most attorney accounts post for other attorneys. Your future client is a stressed person scrolling at 11 p.m. Choose one person to talk to, and set up your profile so it answers their first question: "Can this lawyer help someone like me?"

Who's watching, by practice area

PRACTICE AREA	WHO YOU'RE TALKING TO	LEAD WITH	FORMATS THAT FIT
Family law	A parent thinking about divorce or a custody change, often researching quietly before telling anyone	Instagram + Facebook	Calm, steady Reels, "what happens next" carousels, Story Q&As (answer anonymously)
Estate planning	Adults planning ahead, and adult children helping an aging parent	Facebook first	Longer explainer videos, Facebook Live Q&As, Events for free workshops, local Groups
Criminal defense	People recently charged, and the family members searching for them in a panic	Instagram + Facebook	Know-your-rights Reels, "what happens at arraignment" walkthroughs, short Story tips
Personal injury	People recently hurt in a crash or at work, dealing with an insurer for the first time	Facebook + Instagram	"First 24 hours" Reels, insurance myth-busting carousels, local safety posts

Profile setup checklist

- [ ] **Name and bio say practice area + city.** "Divorce & custody attorney · Nashville" does more than a firm slogan. Use the same wording on Facebook and Instagram.
- [ ] **A face, not a logo.** Use the attorney's headshot. People hire a person.
- [ ] **One link that books.** Point the link at a page built for social visitors: who you help, how a consult works, a booking form, and a phone number. Not the homepage.
- [ ] **Action buttons on.** Turn on Call, Message, or Book on the Page and profile, and route them to someone who answers fast.
- [ ] **Pin three posts.** Who you help, what a first consult looks like, and your most-asked question. Add Story Highlights for FAQs and "meet the team."
- [ ] **Responsible attorney and office location** listed in the About section or bio.

> **Firm Page or personal profile?**
>
> Publish from the firm's Facebook Page and a professional Instagram account (business or creator). That's what gives you Insights, action buttons, scheduling, and the shared inbox. Attorneys can reshare to their personal profiles, since friends and family are a real referral source. The same advertising rules apply there too.

YOUR INTAKE LINE IS YOUR CONTENT CALENDAR

02 Plan

The questions people ask your intake team every week are the questions they're searching before they call. Answer them in public, and the right people start to recognize you. Build your posts on five content pillars.

ANSWER

The weekly questions

"Do I have to move out if I file?" One question, one clear answer.

EXPLAIN

The process, step by step

What happens at the first hearing, at mediation, at probate. Remove the fear of the unknown.

MYTH VS. FACT

Correct what they heard

"Moms always get custody." "Insurance pays what's fair." Set the record straight.

PROTECT

Mistakes to avoid

What not to post, sign, say to police, or tell an adjuster. Useful content gets saved and shared.

HUMANIZE

Who you are

Your team, why you do this work, your community. This is what turns a stranger into "my lawyer."

CADENCE

A rhythm you can keep

Start with 3 posts a week: 2 that teach, 1 that humanizes, plus Stories most days. Consistency beats volume.

Post ideas to start from

PRACTICE AREA	ANSWER	MYTH VS. FACT	PROTECT
Family law	What a judge looks at in a custody decision in [state]	"The parent who moves out loses the house"	Three things not to text your ex during a divorce
Estate planning	Will vs. trust: which one avoids probate in [state]?	"My spouse gets everything automatically"	The documents every parent of minor kids needs
Criminal defense	Do you have to answer police questions?	"If they didn't read my rights, the case is thrown out"	Why you shouldn't post about your arrest
Personal injury	How long do you have to file an injury claim in [state]?	"I wasn't hurt badly, so I don't need a doctor"	Should you give the other driver's insurer a recorded statement?

COPY-PASTE · TURN INTAKE QUESTIONS INTO A MONTH OF POSTS (CLAUDE OR CHATGPT)

I'm a **[practice area]** attorney in **[city, state]**. Here are the questions callers ask us most: **[paste 10–20 questions from intake notes]**. Turn them into 12 posts for Facebook and Instagram: 8 short Reel scripts (under 45 seconds, hook in the first line), 2 carousels (6 slides), 2 "meet the team" ideas. Plain English, warm, no legal jargon. General information only: no advice about anyone's specific situation, no guarantees, no "best" or "expert" claims.

YOU DON'T NEED A STUDIO

03 Film

Short vertical video (Reels) is how Meta shows your face to people who don't follow you yet. You need a phone, a clip-on mic, a window, and one morning a month. Film in batches so posting never depends on finding time that week.

The four-beat Reel

Hook · 0–3 sec
The question your client is already asking

›

Answer
The plain-English answer in one or two sentences

›

Why it matters
The caveat, the mistake, or what it depends on

›

Next step
"Save this," "follow for part 2," or "link in bio to book"

SETUP

The one-morning batch

Write 8–12 hooks the day before. Film them in one sitting in the same spot, changing your shirt or angle every few videos. That's a month of Reels.

SETUP

Captions on every video

Many people scroll with the sound off. Use the built-in auto-captions, then read them, because legal terms often come out wrong.

REPURPOSE

One video, five posts

Film one 5-minute explainer. Cut 3–4 Reels from it, turn the outline into a carousel, and post the full video to your Facebook Page.

REPURPOSE

Post once, show up on both

Share Reels to Facebook from Instagram, or post from Meta Business Suite and schedule the week in one sitting.

HOOK TEMPLATES · FILL IN THE BRACKETS

If you're **[going through a divorce / just got arrested]**, don't **[mistake]** until you watch this.
The question I get asked most by **[clients in your practice area]**: **[question]**?
[Common myth]? Not in **[state]**. Here's how it actually works.
Three things to do in the first **[24 hours / week]** after **[crash / arrest / a parent's death]**.
What actually happens at **[a first hearing / mediation / probate]**, step by step.

Film the general, never the specific

No real client stories without written consent, no details from active cases, and no filming in courthouses where rules forbid it. "A lot of parents ask me..." is safe. "A client last week..." usually isn't.

POSTING IS HALF THE JOB

04 Engage

Meta shows more people the posts that start conversations. Replies, saves, shares, and DMs signal that a post is worth showing. That makes engagement a growth habit and an intake job, and both need rules your team can follow.

HABIT

Reply to comments within hours

Answer every genuine comment, ideally in the first hour or two after posting. Ask a follow-up question so the conversation keeps going.

HABIT

Show up in local Groups

Join community and parent Groups as yourself. Answer general questions when the rules allow it, and never pitch or DM people from a thread.

HABIT

Go Live once a month

A 20-minute "ask me anything (general questions only)" Live on Facebook or Instagram. Save it to your Page afterward.

HABIT

Collab with referral partners

Use Instagram Collab posts with therapists, financial planners, or realtors so you reach their audience. Never trade anything of value for referrals (Rule 7.2(b)).

Comment & DM rules for your team

SITUATION	DO	DON'T
Someone shares their facts in a comment	Thank them, give general info, invite them to message or call	Analyze their situation in public or tell them what to do
A DM asks "do I have a case?"	Reply within minutes, get contact info, offer a consult	Give advice, predict an outcome, or ask for the full story before a conflict check
A hostile or negative comment	Respond once, calmly, or hide it if it's abusive	Argue, or reveal anything about anyone's matter
A client tags or praises you	Thank them warmly and generally	Confirm their matter or add details

COPY-PASTE · DM REPLY FOR A NEW INQUIRY (SAVE AS A QUICK REPLY IN META BUSINESS SUITE)

Thanks for reaching out, **[first name]**. I'm sorry you're dealing with this. We can't give legal advice over social media, but we'd be glad to talk it through in a confidential consultation. You can book here: **[booking link]**, or call **[phone]**. For now, please share only your name and a good number. We'll go over the details once we've confirmed we can help. If it's urgent, call us now.

FOLLOWERS DON'T SIGN RETAINERS

05 Convert

Social attention only matters if it turns into a conversation, and the conversation turns into a consult. This is where most attorney accounts leak: the bio link goes to the homepage, the DM gets answered tomorrow, and nobody records where the client came from.

The path from post to signed case

Post
A Reel answers their question

›

Profile
Bio confirms you help people like them

›

Link or DM
A booking page, or a message

›

Minutes 0–5
A person responds by text, email, or call

›

Consult
Booked, reminded, shows up

›

Signed
Tagged with "source: Meta organic"

FIX THE LEAK

Treat DMs like phone calls

Route Facebook and Instagram messages to intake, not the attorney's personal phone. Same speed rule as a call: respond in minutes, not hours.

FIX THE LEAK

A link-in-bio page that books

Booking form, click-to-call, three FAQs, and what a consult costs (or that it's free). Nothing that sends them looking around your site.

TRACK IT

Tag every source

Add UTM tags to your bio links, make "How did you hear about us?" a required intake question, and set a "Meta organic" source in your CRM.

OFFER IT

"Comment a keyword" resources

Post a free checklist, then send it by DM to everyone who comments the keyword. They asked first, so you're answering a request, not soliciting. Follow up the same day.

AMPLIFY IT

Retarget the people who already watch you

People who watched your Reels or engaged with your Page can become a paid audience. A small Meta ad budget gets your consult offer in front of people who already know your face.

ATTORNEY

Mention social in the consult

"You found us on Instagram. Which video was it?" tells you what to make more of, and reminds the prospect why they trusted you.

HOW WE USE THIS AT DUODIGITAL

We build the after-the-click half for law firms: landing pages built for social traffic, a 5-minute response to every new inquiry, follow-up sequences in the CRM, and Meta campaigns that retarget people by how warm they are. Every inquiry carries its source into the CRM, so the firm can see which content and campaigns turn into signed cases.

START SMALL, STAY CONSISTENT

Your 30-Day Plan

Don't try everything at once. One month of steady posting, fast replies, and honest tracking will tell you more than a year of random posts.

WEEK 1

Set up

Fix the bio, headshot, and link page. Pin 3 posts. Decide who answers DMs and how fast. Set the instant reply.

WEEK 2

Plan & film

Pull 20 questions from intake. Write 12 hooks. Batch-film one morning. Schedule two weeks in Business Suite.

WEEK 3

Publish & engage

3 posts a week plus Stories. Reply to every comment within hours. Route every DM to intake.

WEEK 4

Measure

Count conversations, consults, and signed cases from Meta. Keep the topics that started conversations and drop the rest.

The scorecard: measure what pays

LEVEL	WHAT TO TRACK	WHAT IT TELLS YOU
1 · Attention	Reel views, how long people watch, reach to non-followers	Which hooks and topics to make more of
2 · Trust	Saves, shares, profile visits, follows	Whether people find you useful enough to keep
3 · Conversations	DMs, link clicks, calls and forms from social	Whether content turns into inquiries
4 · Cases	Consults booked and cases signed with source "Meta organic"	Whether it's worth the attorney's time

Before you hit post

- [ ] No guarantees, outcome promises, or "best lawyer" claims, including in captions and hashtags.
- [ ] Any results shared include the context and disclaimer your state requires.
- [ ] No client details without informed written consent. Hypotheticals are labeled as hypotheticals.
- [ ] General information only, with an invitation to talk privately for anything specific.
- [ ] A copy is saved if your state requires you to keep advertising records.

Give it 90 days

Organic reach compounds. Judge the first month on whether you posted consistently and answered fast. Judge month three on conversations and signed cases. Follower count shouldn't be the main measure.

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Want your Meta attention to turn into signed cases?

Organic content earns attention and trust. What happens after that decides whether a viewer becomes a client: how fast someone replies, where the link goes, whether the follow-up keeps going, and whether you can see which posts and campaigns produced the case. That part is our specialty.

- Meta ad campaigns that retarget the people already watching your videos
- Landing pages and video funnels built for traffic from social
- Intake automation in Lawmatics or GoHighLevel, so every DM and form gets a response in minutes
- Reporting from the post or ad to the signed case, by source and campaign

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