

Win at social media. The lawyer edition.

The practical guide to building a credible legal presence on social media —
built on what 200+ lawyers do with Willow every week.

200+ LAWYERS COACHED

+1,046% IMPRESSIONS · QUINZ

+124% ENGAGEMENT · LM&DS

Most social media advice ignores your industry. **This guide doesn't.**

Willow works with 200+ lawyers every week — from solo practitioners to partner-led firms. We've seen what builds a credible legal presence on social media, and what wastes billable hours. This book is the distilled version.

The structure follows our Six Pillars framework — still the most reliable way to think about social media for a professional firm. But every chapter goes deep on the legal sector specifically: concrete strategies, real client results, and the workflow that makes it sustainable next to casework.

No theory you can't use. No examples from sneaker brands. Just what works for law firms, with the numbers to prove it.

ABOUT WILLOW

We bring inspiration. You bring your expertise.

Willow combines a planning and publishing platform with expert human coaching — so you always know what, how, and when to post. Built in Belgium, trusted by 1,000+ businesses since 2018.

EU SERVERS

GDPR COMPLIANT

SINCE 2018

How to win at social media **as a lawyer.**

I	Consistency	Know your audience, your competitors, and your targets
II	Value & content mix	The rule of thirds, and choosing your platform
III	Employees	Your team is your biggest reach multiplier
IV	Engage	The first 30 minutes, and how to show up as a firm
V	Personality	People hire people — show them who you are
VI	Workflow	An efficient system makes room for creativity
VII	Analyzing results	Set KPIs, measure, refine — and know when to get help

The Six Pillars. Deliver on all six, and social media works.



PILLAR 1

Consistency

A steady rhythm your audience can rely on — and your firm can sustain.



PILLAR 2

Value

Every post answers a question, solves a problem, or teaches something.



PILLAR 3

Content mix

Original, curated, and social — the rule of thirds keeps a feed alive.



PILLAR 4

Employees

Personal profiles carry further than firm pages. Use them.



PILLAR 5

Engage

Social media is a conversation. Firms that only broadcast lose.



PILLAR 6

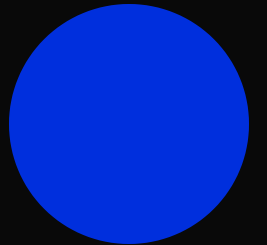
Personality

People hire people. Show the humans behind the letterhead.

31%

of lawyers who use social media professionally
have been retained by a client because of it —
directly or through a referral.

SOURCE: AMERICAN BAR ASSOCIATION — LEGAL TECHNOLOGY SURVEY



Consistency starts with knowing **exactly** who you're posting for.

Consistency goes way beyond posting four times a week. Posting consistently to the wrong audience is just consistent waste. So before you write a single post, build a profile of your ideal client.

One profile, three ingredients. Write them down — they decide every content choice you'll make in the next six chapters.

Demographics

Who they are — role, sector, company size, region. A startup founder and a divorcing parent read very different feeds.

Pain points

What keeps them up at night. Legal problems are stress problems — name the stress.

Interests

What they actually read and follow. Meet them there, not where you wish they were.

EXAMPLE — IP LAW

An intellectual property lawyer targeting startups and tech companies.

Their feed should answer the questions founders actually ask: How do I protect my name before launch? Do I need a patent or is speed-to-market the better defense? What does a copyright dispute really cost?

Every post that answers one of those is a post their ideal client saves, shares — and remembers when it's time to hire counsel.

Tailored content reads like it was written for one person.

EXAMPLE — FAMILY LAW

A family lawyer specializing in divorce and custody doesn't post about "our full-service offering." They post about navigating the process, co-parenting through the school year, what child support actually covers — and the emotional weight of all of it, with pointers to professional counseling.

That's content a person in crisis trusts. Trust converts.

The test for every post: would your ideal client stop scrolling? If the answer is "only a colleague would," it's a post for peers — fine, but know which audience you're serving.



Anke De Smet

LAWYER FOR STARTUPS · ILLUSTRATIVE

The contract clause founders skip most often — and regret most painfully — is the one about what happens when they disagree.

Not if. When.

A two-line founders' agreement today is cheaper than a two-year dispute later. Write it while you still like each other.

156 REACTIONS 24 COMMENTS 12 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

Your competitors are running the experiment **for free. Read the results.**

Other firms in your practice area are already posting. Their feeds tell you what your shared audience responds to — and what it scrolls past. Analyze three things:

- **Type of content** — what formats and topics do they publish, and which earn real engagement?
- **Tone of voice** — how do they explain legal concepts? Formal, plain-spoken, personal?
- **Audience engagement** — who comments, and do they respond?

Then do the important part: don't copy any of it. Use the insights to sharpen a voice that's unmistakably yours. A feed that looks like every other firm's is invisible.

WILLOW COACH NOTE

"This step is the one firms skip — and it shows. If you don't have the hours to map your competitors properly, that's a coaching session, not a reason to skip it."



Willow coaching team

LEGAL SECTOR · 200+ LAWYERS

Pick a target. Then make every post earn its place.

"Be more visible" is not a target. Choose what social media should actually do for your practice — the choice changes what you post.

TARGET 01

Brand awareness

Become the firm people have already heard of. Share milestones, awards, behind-the-scenes, and the team — recognition compounds.

TARGET 02

Professional network

Expand the referral engine. Engage with peers, join the legal conversations that matter, share insights that demonstrate expertise.

TARGET 03

Leads & conversions

Turn followers into clients. Success stories, clear expertise, and an unmissable way to contact you.

TARGET 04

Educate your audience

Simplify the law your clients struggle with. Explainers, myth-busting, and guidance build authority faster than any ad.

The reasons lawyers don't post — addressed head-on.

Every lawyer we coach arrives with at least one of these. They're legitimate concerns — and all of them are manageable.

CONCERN 01

"Ethics rules make this risky."

Ethics and professional responsibility are the backbone of your profession — and entirely compatible with social media. Know your jurisdiction's rules on attorney advertising, confidentiality, and professional conduct, and post within them.

An approval step before publishing — standard in Willow's workflow — keeps compliance in the loop without killing momentum.

CONCERN 02

"Which platform is even appropriate?"

Each platform has its own dynamics and audience. You don't need all of them — you need the one where your ideal client actually is.

Chapter II gives you the decision framework. Spoiler: for most firms it starts with LinkedIn.

CONCERN 03

"Client confidentiality."

Non-negotiable, obviously. Never discuss specific cases without explicit client permission. The good news: the best-performing legal content isn't about your cases — it's about your audience's questions.

CONCERN 04

"What about negative reviews?"

You can't control feedback — you can control your response. Monitor your presence, reply promptly and professionally, and address concerns with accurate information. A well-handled complaint is a public demonstration of how you treat clients.

CONCERN 05

"I don't have the time."

The most common one — and the most solvable. Lawyers don't fail at social media for lack of ideas; they fail for lack of system. Chapter VI is entirely about the workflow that fixes this.

Effortless content creation isn't a talent. It's the combination of a solid strategy and the right tools.

Quinz ruled in favour of consistency — **the numbers concurred.**

+1,046%

IMPRESSIONS · 6
MONTHS

+1,311%

ENGAGEMENTS · 6
MONTHS

6 mo

PILOT → EXTENDED
PARTNERSHIP

THE SETUP

Quinz, a boutique law firm, started with a six-month pilot: a fixed posting rhythm, partner voices kept front and center, and a Willow coach who knows the legal sector.

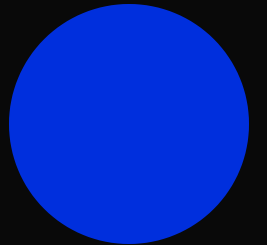
No heroics, no viral stunts — a sustainable weekly cadence the firm could keep next to casework. The pilot became an extended partnership.

The lesson for chapter I: consistency — not volume — moved the numbers.

64%

of people seeking legal help turn to online content first — articles, guides, and videos.

SOURCE: MARTINDALE-AVVO CONSUMER RESEARCH



The rule of thirds. One formula, no blank page.

Believe it or not, a law firm has plenty to post. Split your calendar three ways and each third feeds the others.

1/3

Original content

Updates about you and your practice — tips, success stories, myth-busting, milestones. The third that builds authority.

1/3

Curated content

Legal news, useful resources, sharp commentary on developments in your field. The third that keeps your feed current.

1/3

Social engagement

Reposting your team, celebrating clients, joining conversations. The third that makes you part of a community instead of a billboard.

Give advice away. **It comes back as clients.**

Answer the questions potential clients are already typing into search bars: what a legal process involves, what a recent development means for them, what to do first when something goes wrong.

EXAMPLE — PERSONAL INJURY

A personal injury lawyer posts a plain-language checklist: what to document after an accident, when the clock starts on a claim, and the one mistake that weakens most cases.

Nobody hires that lawyer because of one post. They hire the lawyer whose name they've seen being useful for six months.

Free advice doesn't cannibalize your practice. The people who can solve it themselves were never your clients — the rest now know who to call.

POST BLUEPRINT — TIPS & ADVICE

- **Hook** — a question a client actually asks
- **Answer** — plain language, no article numbers
- **Why it matters** — the cost of getting it wrong
- **Soft CTA** — “save this” or “ask us”

SAMPLE OPENING LINE

“Can I use this template I found online?” Sometimes. Here's the one clause that decides whether it protects you or quietly works against you.”

Success stories are **the most powerful social proof.**

The outcome of a case. A client review. A milestone for the firm. These posts do the selling you can't do yourself — a third party saying "they delivered" beats any claim you could make.

Mind the rules: get client permission, anonymize where needed, and let the result speak. The format is simple — the situation, what was at stake, the outcome.

One strong success story per month outperforms weekly self-promotion. Scarcity keeps it credible.



Van Weert & Partners

LAW FIRM · EXAMPLE POST

Eighteen months ago, a family business came to us mid-crisis: a supplier dispute that threatened a contract worth half their revenue.

This week the matter settled — on their terms, with the relationship intact.

Not every dispute belongs in court. Sometimes the best legal work is the trial that never happens.

148 REACTIONS 23 COMMENTS 9 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

Debunk a myth. Become the source of truth.

Every practice area drags a tail of folklore behind it — things everyone believes that are simply wrong. Correcting them publicly is the fastest way to demonstrate expertise, because the reader feels the gap between what they thought and what's true.

EXAMPLE — IP LAW

"You don't need to register a copyright to protect your work." True or false? An IP lawyer who unpacks that in three sentences — what protection is automatic, what registration adds, when it matters — earns more trust than ten posts about their award nominations.

THE FORMAT THAT WORKS

- **The myth** — state it the way people actually say it.
- **The reality** — short, plain language. No statute numbers.
- **Why it matters** — the cost of getting it wrong.
- **One action** — what the reader should check or do today.

Humanize the firm. **It's the content people actually engage with.**

BEHIND THE SCENES

A day in the life. The new trainee's first week. The team at a seminar, the office dog, the war room before a deadline. This is the content that makes your firm feel like a place — and your lawyers feel like people a client could call.

It consistently earns the highest engagement of any legal content category. Don't fight it; schedule it.

MILESTONES

Work anniversaries, speaking engagements, a published article, a marathon finished. Professional and personal milestones both work — they give your network a low-stakes reason to interact with the firm.

Tag the people involved. Every congratulation in the comments is reach you didn't pay for.

You read the legal news anyway. **Your audience doesn't.**

LEGAL NEWS & UPDATES

A regulation changes. A landmark ruling lands. You understood it before breakfast — your clients will misunderstand it for weeks. Share the development, add two sentences of "what this means for you," and you've turned reading you already do into authority.

The commentary is the value. A bare link says "I read the news." Your take says "I can interpret it for you."

RESOURCES & RECOMMENDATIONS

Articles, books, tools, official guidance — anything that helps your audience navigate legal processes. Recommend only what you'd hand a client across the desk; your feed is your reading list, and people judge it.

Willow's daily newsroom can be tuned to your practice area, so the raw material finds you instead of the other way round.

Celebrate other people. **It's the cheapest reach you'll ever get.**

REPOST YOUR TEAM

When someone on your team posts something good, repost it from the firm. It signals support, encourages the next post, and puts the firm in front of their network. LinkedIn is built for exactly this.

CELEBRATE CLIENTS & COLLEAGUES

A client closes a funding round you supported. An industry colleague publishes something sharp. Repost it with your perspective — one insightful sentence, not "Great post!"

Celebrating clients' wins you contributed to is the most elegant self-promotion in existence: their success story is your case study.



LinkedIn first. For most firms, it's not close.

Professional networking, thought leadership, and — if you serve businesses — your actual clients, all in one place. Publish insights on your practice area, take part in the discussions that matter, and stay top of mind in your network.

Articles and posts on topics you know cold build credibility with peers and clients alike. Firm updates and behind-the-scenes round out the picture.

78%

OF LAW FIRMS WITH
A SOCIAL PRESENCE
ARE ON LINKEDIN —
THE NO. 1
PLATFORM

5×

PERSONAL PROFILES
OUT-REACH COMPANY
PAGES

ABA LEGAL TECHNOLOGY SURVEY · WILLOW ACCOUNT DATA

The other platforms — each earns its place differently.



Facebook

Community and testimonials. Strong for firms serving private clients — family, inheritance, property. Local events, client reviews, and groups where people ask legal questions out loud.

1 in 3 people checking out a law firm will look at its Facebook presence.



Instagram & TikTok

Visual storytelling and personal branding. Team culture, short video explainers, the humans behind the work. If recruiting young talent matters to your firm, this is where they're looking.

X

Quick takes on legal developments and live commentary. Be honest with yourself here: big-firm usage has been declining, while solo lawyers are finding audiences. Only invest if fast public debate is genuinely your medium.

Should you be on every platform?

Absolutely not.

Spreading a small firm across four platforms produces four mediocre presences. One well-run channel beats them all. Quality over quantity — every time.

Start where your ideal client persona from chapter I actually spends time. Corporate clients? LinkedIn. Private individuals in your region? Probably Facebook. Master that channel — learn its dynamics, build the habit, grow the audience — then expand only when the first one runs itself.

01

RESEARCH WHERE
YOUR AUDIENCE IS
MOST ACTIVE

02

FOCUS ON ONE
PLATFORM FIRST —
MASTER IT

03

EXPAND ONLY WHEN
IT ADDS REAL
VALUE

LM&DS established itself on LinkedIn — without posting weekly.

+100%

IMPRESSIONS ·
YEAR OVER YEAR

+124%

ENGAGEMENT · YEAR
OVER YEAR

4

PARTNER VOICES ·
SVEN, SENNE,
ANNELORE & NINA

THE PLAYBOOK

LM&DS chose quality over volume: fewer posts, each one substantial, each one in a partner's own voice. No filler content to hit an arbitrary quota.

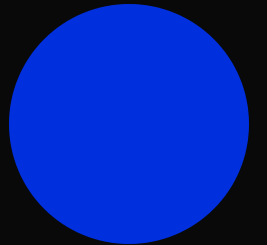
The result proves the rule of thirds isn't about posting more — it's about every post earning its place. Impressions doubled anyway.

The lesson for chapter II: a deliberate content mix beats a busy one.

5x

Personal profiles reach roughly five times further than company pages on LinkedIn. Your team is your distribution.

OBSERVED ACROSS WILLOW CUSTOMER ACCOUNTS



Your firm page has hundreds of followers. Your team has thousands.

Add up the LinkedIn connections of everyone in your firm. That combined network dwarfs your company page — and it trusts its members in a way no firm account is ever trusted. People choose services recommended by people they know.

Encouraging your team to take part in the firm's social media isn't a nice-to-have. It's the single highest-leverage move in this book.

Start small: a like costs one second, a comment costs ten. Posting comes later.

STRATEGY — MONTHLY SPOTLIGHT

People love to see people. Once a month, put one team member in the spotlight: their skills, a win, a lesson learned. They'll repost it to their own network — and their network will meet your firm.

Bonus: candidates see it too. Firms that showcase their people out-recruit firms that showcase their conference rooms.

Tagging your team is **free promotion in their entire network.**

Every time you tag a team member in a firm post, that post becomes visible to their connections. Every comment it earns extends the reach again. These are consistently the highest-engagement posts a firm publishes.

If attracting the right employees is a priority for your firm, this is the low-hanging fruit — candidates research firms through the people who work there.

FROM THE WILLOW TEAM

"Tagging your team members provides free promotion for your firm inside their networks. These posts get the highest engagement rates we see — and every comment buys extra visibility."



Rani

CONTENT MARKETEER · WILLOW

Your team wants to post. **Remove every excuse not to.**

FEED THEM CONTENT

A steady stream of high-quality, shareable material: firm updates, industry news, thought leadership. If finding something to share takes more than a minute, nobody shares.

GIVE THEM TOOLS

A shared content calendar everyone can see, contribute ideas to, and draft in. Pre-drafted templates that need one personal sentence, not a blank page.

Willow's shared calendar and tunable newsroom do exactly this — the whole team sees what's coming and what's worth sharing.

LOWER THE BAR

Nobody needs to write essays. A repost with one added insight is a contribution. Make the minimum viable participation genuinely minimal.

Guidelines prevent problems. **Recognition creates momentum.**

GUIDELINES & TRAINING

A short social media policy — acceptable behavior, confidentiality lines, how to represent the firm — protects everyone and removes the fear of "saying the wrong thing." Pair it with one training session on best practices.

In a law firm, this isn't bureaucracy. It's the thing that makes partners comfortable letting associates post at all.

RECOGNIZE & REWARD

Celebrate the people who consistently share, comment, and contribute. Public appreciation, a personal note, a small incentive — visibility inside the firm fuels visibility outside it.

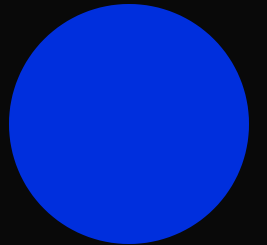
What gets recognized gets repeated.

**Always tag your team members
in a LinkedIn post, when possible.**

30 min

The activity a LinkedIn post earns in its first thirty minutes decides how far the algorithm carries it.

WILLOW COACHING INSIGHT — OBSERVED ACROSS CUSTOMER ACCOUNTS



A post's fate is decided **before most of your team has seen it.**

Posting content is half the job. The other half is what happens in the thirty minutes after — likes, comments, and shares in that window tell the algorithm the post deserves an audience.

So make it routine: when a firm post goes live, the team hears about it immediately — and shows up. A handful of genuine comments in the first half hour routinely doubles a post's reach.

The LinkedIn algorithm rewards engagement with more visibility.
Engagement early is worth triple.

BE THE EXAMPLE

If you run the firm's social media, model the behavior you're asking for. Don't just request engagement on firm posts — engage with your team's posts, your clients' posts, your peers' posts.

Engagement culture is set from the top, like every other culture in a firm.

Reply to everything. The public is reading over your shoulder.

COMMENTS & MESSAGES

Respond promptly, personally, and with substance. A detailed answer to one person's question is a public demonstration of expertise to everyone who reads it.

98% of people will look at what others say about a firm before hiring it. Your reply threads are part of that record.

OTHER PROFILES

Follow your clients — personal and company profiles — and show up for their wins. Interacting beyond your own posts expands reach, builds relationships, and surfaces collaboration you'd never find otherwise.

THE BOLDER PLAY

Comment on your competitors' posts. Agree, disagree, add nuance — visibly and professionally. Their audience is your audience; a sharp comment in the right thread positions you as a thought leader in front of it.

"With Willow, we manage our LinkedIn presence consistently without it consuming partner time — **and clients notice.**"

C

Cresco

PARTNER-LED LEGAL PRACTICE • WILLOW CUSTOMER

WHY IT MATTERS HERE

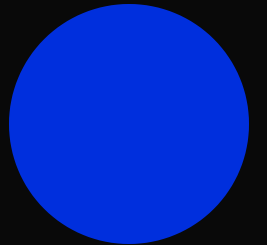
"Clients notice" is the entire point of chapter IV. Engagement isn't a vanity exercise — it's the visible, public proof that your firm is responsive, current, and human.

Cresco's presence runs on partner expertise without partner hours: drafted, scheduled, and kept consistent through Willow, engaged with by the team.

1 in 3

people researching a lawyer will check the firm's
social media presence before making contact.

SOURCE: ILAWYERMARKETING CONSUMER STUDY, 2024



People, reputation, expertise. In that order.

01 — YOUR WHY

Why did you become a lawyer? The story behind the choice — justice, advocacy, a case that changed you — resonates more than any credential.

02 — CHALLENGES

The difficult case, the heavy workload, the lesson that cost you. Resilience humanizes; perfection alienates.

03 — BEHIND THE SCENES

Office, courtroom, legal events, current research. Give a glimpse of the daily reality of the work.

04 — VALUES & MISSION

Pro bono work, community initiatives, the principles that guide your practice. Like-minded clients select on this.

05 — COLLABORATE

Partner with adjacent professionals — financial advisors, real estate agents, counselors. Joint content reaches both networks.

06 — HUMOR, CAREFULLY

A lighthearted legal anecdote lands well — when it fits your brand. Stay professional; dry beats wacky.

What personality looks like in the wild.



Saar Vermeulen

PARTNER · ILLUSTRATIVE

We tell clients when they don't need us.

It costs us a few billable hours and buys us something worth far more: the call they make next time, and the colleague they send our way.

Trust is the only asset in this firm that compounds.

142 REACTIONS 18 COMMENTS 5 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT



De Vos & Partners

COLLABORATION · ILLUSTRATIVE

We ran a joint session with an accountancy firm last month: "What a founder actually needs to sign in year one."

Their clients met a lawyer. Our clients met an accountant. Nobody pitched anything.

The best referrals start as a shared audience, not a sales call.

167 REACTIONS 21 COMMENTS 8 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

The same expertise, **with a person attached.**



Elise Maes

PARTNER · EXAMPLE POST

Ten years ago today I argued my first case. I prepared for three weeks and was still terrified.

I lost.

What I learned that day shaped how I practice more than anything since: preparation gets you in the room, but listening wins the room.

To every junior lawyer about to stand up for the first time — the fear is part of the job. Use it.

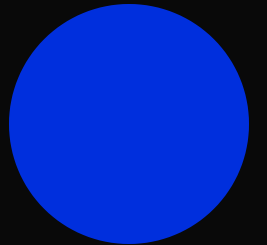
312 REACTIONS 47 COMMENTS 18 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

WHY THIS WORKS

- **A real moment** — specific date, specific stakes. Not "thoughts on advocacy."
- **Vulnerability with a point** — the loss isn't the story; the lesson is.
- **A gift to the reader** — junior lawyers get encouragement; clients see self-awareness.
- **Zero self-promotion** — and yet it's the best marketing on this page.

An efficient workflow makes
time and space **for creativity.**



Consistency is a system, **not a personality trait.**

PLAN CONTENT IN ADVANCE

A content calendar — topics, formats, dates — turns "what should we post?" from a weekly crisis into a quarterly planning session. Batch the thinking; spread the publishing.

AUTOMATE THE POSTING

Schedule posts ahead so the rhythm survives busy periods — which, in a law firm, is all of them. Willow schedules across LinkedIn, Facebook, Instagram, and X from one calendar, at the times your audience is actually online.

WILLOW COACH TIP

"Don't get too many people involved in the content process. Streamlining the flow inside your team avoids delays — and delays are how posting rhythms die."



Virginie

CUSTOMER SUCCESS TEAM LEAD • WILLOW

The 2026 toolkit. **Four jobs, four tools.**

SCHEDULING & INSPIRATION

Willow

Calendar, publishing, a newsroom tuned to your legal field, and analytics — plus a human coach. Since June 2026, Willow Create drafts your posts from a profile of your firm, not a generic prompt. The blank page is over.

VISUAL DESIGN

Canva

Templates and pre-designed elements for post visuals. Set up brand colors and fonts once; everything after stays consistent without a designer.

VIDEO EDITING

CapCut / iMovie

Professional-looking short video without technical knowledge. Video consistently out-engages static posts — one explainer a month is a fine start.

EVERGREEN RESERVE

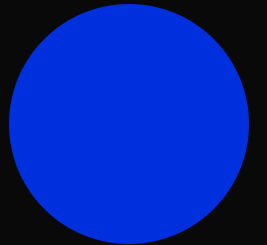
Your own archive

FAQs, explainers, and legal tips that stay relevant. Build a reserve of evergreen posts to repurpose — it's the buffer that keeps the calendar full during trial weeks.

+1,046%

Quinz's six-month impression growth
wasn't luck. It was measured, reviewed, and
adjusted monthly.

WILLOW CUSTOMER DATA — QUINZ, BOUTIQUE LAW FIRM



Decide what winning means **before you measure anything.**

Pick the goal first — website traffic, audience growth, or leads — then choose the two or three metrics that prove it. Without that, analytics is just a dashboard of numbers going up and down for no reason anyone can act on.

Review monthly. Not daily (noise), not yearly (too late). Monthly is where patterns become visible and strategy can still respond.

Without regular analysis you're not running a strategy. You're running a superstition.

Engage

LIKES, COMMENTS,
SHARES, SAVES —
DOES IT RESONATE?

Reach

UNIQUE VIEWERS &
IMPRESSIONS —
DOES IT TRAVEL?

Convert

CLICKS,
DOWNLOADS,
INQUIRIES — DOES
IT PAY?

Double down on what works. Kill what doesn't. Repeat.

ANALYZE & REFINE

Look for the patterns: which themes consistently perform, which days and times your audience shows up, which formats earn comments instead of just likes. Then shift the calendar toward the winners.

Pulling metrics platform-by-platform is tedious — Willow's analytics put every channel in one view, so the monthly review takes minutes, not a morning.

EXPERIMENT & ADAPT

What works today won't work forever. Platforms change, formats rise and fall, audiences move. Hold a small share of your calendar — one post in five — for experiments.

Staying current is a commitment. A Willow coach who works with lawyers every day makes it theirs instead of yours.

Agency, freelancer, or tool? **Wrong question.**

The right question: will the setup you choose deliver on all six pillars? If not — whoever runs it — you're in for a disappointing ride.

AGENCIES

Excellent creatives, stunning visuals. But they'll never know your expertise like you do, can't write in your partners' voices, and are slow to react to what's happening today. €50–300 per post, every post, forever.

FREELANCERS

Same strengths and weaknesses as agencies, with one upgrade: a personal connection. A good freelancer learns your business — but you're betting the whole system on one person's availability.

TOOLS

They organize, save time, and tell you what to post and when. But like running shoes and running apps — you still do the running. The honest version: a tool plus your expertise plus a coach covers all six pillars. That combination is, not coincidentally, what Willow is.

You want a 6 out of 6?

Willow is the social media engine for busy professionals. Run your channels on our platform, let Willow Create end the blank page, and trust a coach who works with 200+ lawyers to tell you exactly how to push through.

[Book a demo at willow.co](#)

30 MINUTES — WE'LL MODEL YOUR FIRM LIVE