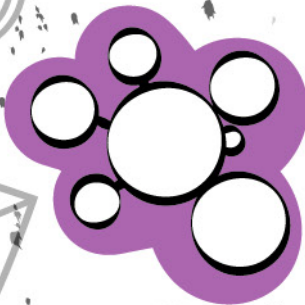
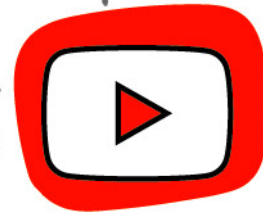


# THE SOCIAL LAW FIRM INDEX

Good2bSocial's annual study of digital marketing adoption, use, and best practices within the legal industry, including our rankings of America's Top 200 law firms for best social media achievement.

# 2022



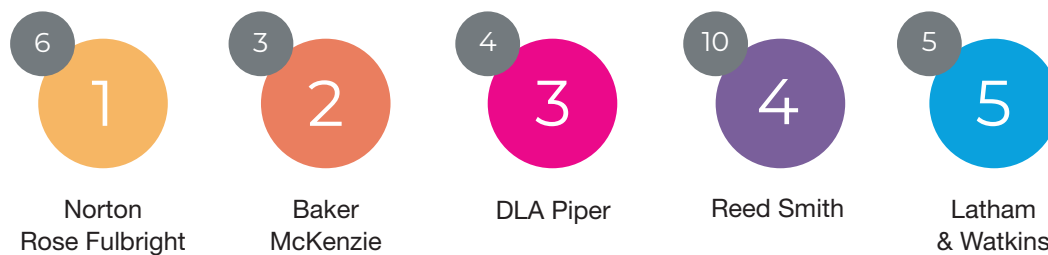
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# About this White Paper/ Executive Summary



## THE SOCIAL LAW FIRM INDEX | 2022 TOP FIVE, OVERALL



2021 Rank
  2022 Rank

Nowadays it's rare that someone isn't on social media. Even if they have a dormant Facebook profile or outdated LinkedIn account, at least they have some sort of presence. And while not everyone wants to post daily or share all their most personal details, more than 80 percent of Americans are on social media, up nearly 10 percent from 2020. But it's not just the number of people online, it's also how much time they're spending there. As of 2021, people were spending about 145 minutes on social media every day, with Facebook, TikTok, Instagram and Twitter leading the way at more than 30 minutes each day.

And while the time spent on social media is an important metric to pay attention to, we also need to make sure our prospective clients' time is well spent. Law firms should ensure they're providing information that is worthwhile to share. Law firms have become savvy at incorporating social media and digital communications into their marketing and business development strategies. Content remains the most effective way to communicate with and share your



expertise and thought leadership. And over the last few years, firms have found new channels beyond their traditional marketing activities.

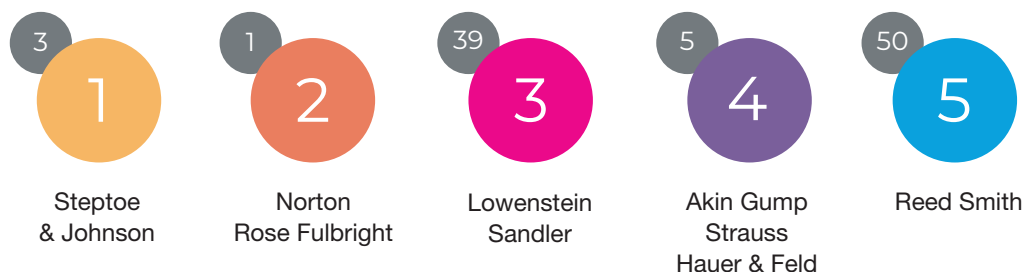
Firms have improved how they use analytics to tweak their strategies around engagement, measurement and ROI. They ask probing questions to ensure they continue to reach the right audience, digging into the analytics beyond just likes and retweets. When firms pay close attention to the metrics, they're far more effective and see better results from their social media activities.

Our Social Law Firm Index highlights the successes, reviews and rankings of all firms on the 2022 Am Law 200. We studied each firm's website and followed their presence across all public social media platforms. We assessed the firms' publicly available thought leadership content, social reach and engagement. Finally, we scored and ranked the effectiveness of their overall efforts on social media across various platforms and categories. Our analysis is further informed by the depth of our experience working in the industry, our familiarity with current trends and conditions in the marketplace, and best practices used across digital marketing channels. Our sample size remained the same this year and the results continue to demonstrate that size does not necessarily equate with social media success.

We measured reach, engagement and marketing performance on platforms including LinkedIn, Twitter, Instagram, Facebook, YouTube and podcasts. The Social Law Firm Index analyzes each firm's presence on the internet and across social media then evaluates their social usage to extend thought leadership messages and engage with clients and constituents. These factors are reduced to numerical measures, weighted and incorporated into our algorithm to develop each firm's rank. In addition to scoring and ranking each firm for its overall capability and impact, we also break out performance across the individual social media channels and digital marketing disciplines.



#### THE SOCIAL LAW FIRM INDEX | 2022 TOP FIVE, PODCAST



● 2021 Rank ● 2022 Rank

# WHY THE SOCIAL LAW FIRM INDEX?

We study and publish our findings on the adoption of digital marketing technologies by law firms to demonstrate the value of digital marketing for business development. When we first started seven years ago, law firm digital marketing was still in its infancy and digital marketing strategies weren't a reality for many firms.

The state of digital marketing and social media usage in our industry has significantly shifted since we published our first report. Every Am Law 200 firm now has a presence online, and most use at least two digital media platforms. Digital and social have developed into required components for law firm marketing. The Social Law Firm Index measures the effectiveness of law firm reach and engagement across the variety of online digital media channels.



# Key Findings For 2022



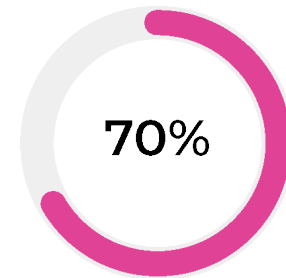
## MORE FIRMS ARE USING SHORT FORM VIDEO ON SOCIAL MEDIA

Legal video marketing is more relevant than it has ever been. Nearly 90 percent of marketing professionals use video as a marketing tool. Video marketing dominates because it gets results. Individuals are likely to select a law practice based on the quality and messaging of their digital video presence. There are around 250 million hours of videos watched on YouTube every single day, which doesn't even include Instagram Reels or TikTok. Those hours are spread across roughly five billion videos watched every day. Even if traditional marketing approaches work for your law firm, ultimately your business has an automatic competitive disadvantage if its digital presence isn't growing.

Consistency is key to driving engagement. No matter how frequently you decide to post your videos, it's best to create a realistic content calendar to keep your firm on track and plan your content. Posting on a regular schedule – at least weekly – will build your presence and help you retain your audience.



70% OF FIRMS ARE USING SHORT-FORM VIDEO



Videos are a great tool to authentically display the culture of your firm and give viewers a peek into the firm's personality. When sharing legal information, maintain a relaxed and approachable style. While it's fun to occasionally participate in some of the social media trends, try to keep the predominant focus of your content related to your firm practice areas and providing your viewers valuable insight.

## FIRMS WHO CATER TO MULTIPLE AUDIENCES ARE SEEING THE IMPORTANCE OF MARKET SEGMENTATION

So many firms try to be all things to all people. Afraid of missing a business opportunity, they market themselves as generalists. But an important part of marketing is targeting the correct

audience. Defining your target audience forces you to be strategic in your marketing tactics, thereby increasing your ROI and allowing you to get the most of your marketing and business development efforts. To do this, you need to ensure you know who your targets are and understand as much about them as possible.

Does your firm offer multiple practice areas? Market segmentation for law firms can help inform content strategy. Clients looking for help within different practice areas are most likely going to find different types of content useful. We've seen a growing trend of firms handling multiple twitter accounts, designing showcase LinkedIn pages or even creating entire podcasts around specific topics. Need-based segmentation can help you provide the right content to the right clients. The smaller company looking for help with employment law may find a blog post on workplace arbitration agreements helpful, while the large company may want a more in-depth webinar on the differences between patents, trademarks and copyrights.

### **FIRMS ARE GETTING CREATIVE WITH THEIR SITE'S ORGANIZATION AND DESIGN**

Website functionality is about user experience and how prospective clients will engage with your domain. It's also crucial that your prospects intuitively understand how to navigate through the menu on your website. The imaginative use of typography, fonts, textures, and suitable



legal colors, combined with a simple and fast navigation structure, can go a long way towards creating a modern-looking and stylish site, which at the same time conveys a sense of reliability, competence, and professional values to today's increasingly sophisticated visitors. Many firms have started emphasizing content and insights that are educational, rather than promotional. But no matter how aesthetically pleasing your site is, clarity and straightforwardness should not be compromised in the process. It's imperative that you simplify navigational tools like dropdowns and menus and make your CTAs prominent. Make it clear who you serve, your practice areas and how users can request case evaluations.

## Characteristics of Worst Performers



### **MOST CONTENT IS CENTERED AROUND FIRM PROMOTION AND NOT EDUCATION**

A consistent mistake law firms make is focusing too much on themselves and their successes. We all know how much attorneys love their rankings and awards, but do we know if that's actually important to your client? It is important to share content that drives audiences to your site, so the focus should be on potential clients and their pain points, not the firm or its solutions. Focusing only on attorney-centric content creates a one-sided conversation and limits your opportunity to tag other people and accounts to increase your reach. Make sure the information you're sharing is relevant to what a client may need or want.

### **FAILS TO ADJUST CONTENT STRATEGY BASED ON SOCIAL MEDIA PLATFORM**

Law firm teams are busy and it's hard to craft individual messages for multiple social media platforms. But you're missing an opportunity to really reach your audience if you don't actually tailor posts for each channel. Not only do the platforms have their own set of character limits, ideal image sizes and more, but their audiences have different expectations. For instance, on Instagram, hashtags can help to increase your reach, but they don't have the same impact on Facebook. If you're short-changing your followers on one platform by sharing content optimized for another, they're going to notice. Seeing a post with a cut-off caption or a poorly cropped image looks lazy and unintentional. Additionally, your clients will start to ignore you if they see the same posts on multiple platforms.

### **DOESN'T PRACTICE SOCIAL LISTENING IN ORDER TO LEARN BEST PRACTICES**

Social listening is the monitoring of your brand's social media channels for any feedback and DMs of your brand or discussions regarding specific keywords, competitors or industries. Ideally you would follow that up with an analysis to gain insights and act on those opportunities. It's an important two-part process that tracks social media mentions and conversations and also helps identify the root causes driving those conversations and implementing long-term strategy changes. Social media offers many opportunities to reach prospects. After all, your followers aren't just loyal clients; they're also people who sought out your content. These are the kinds of people you should be targeting.

### **POSTS INCONSISTENTLY ON SOME TO ALL PLATFORMS**

The worst thing you can do on social media is to be inconsistent. If you stop posting or sharing



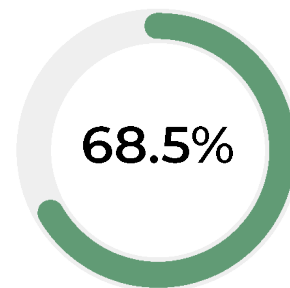
content, your audience will forget about your firm very quickly. Out of sight, out of mind, right? In our increasingly busy society, if you aren't staying top of mind, you will disappear amidst the noise prospects face daily. When you start publishing content regularly, it indicates you take your business and your clients' needs seriously. Consider creating a social media calendar that helps you schedule regular posts. Make sure to check your accounts to respond or monitor comments and questions.

## Characteristics of Best Performers

### **CREATES INFORMATIVE THOUGHT LEADERSHIP CONTENT WITH THEIR AUDIENCE IN MIND**

Thought leadership isn't just the written word. It includes all opinion-forming interactions, including webinars, roundtables and any resources law firms offer on their website. It means sharing essential insights. Law firms that position themselves as a resource to provide value and advice to their audience have created a distinct advantage. Based on the information they have provided, when a prospective client is seeking legal services in the future, they already know where to go. Make sure your firm's content is aligned with your areas of expertise and discuss issues that your audiences may need to know. Clients will not just seek advice for specific cases or challenges but also for broader, systemic ones. Attorneys need to think about being at the cutting edge of the issues that matter to their clients, broader stakeholders or even the public at large.

68.5% OF LAW FIRMS  
HAVE PODCASTS



### **HAS A STRONG AND COHESIVE PRESENCE ON ALL PLATFORMS THAT FALLS IN LINE WITH FIRM BRANDING**

Your branding sets the tone for your firm: it's the first impression for potential clients, whether by visiting your website, following you on social media, or receiving a piece of marketing collateral in the mail. Firms that present a cohesive presence across all social media channels also build trust and create a loyal client base that can then result in the desired ROI. In fact, according to Forbes, presenting a brand consistently across all platforms can increase revenue by more than 20 percent. It's important that your firm comes across as professional and consistent no matter which platform a potential client uses to reach you. Your firm's brand is what defines you and is the first step to communicating your story and building a strong reputation.

### **PRACTICES SOCIAL LISTENING AND ADJUSTS STRATEGY TO NEW NORMS AND TRENDS**

Conversations across social media create massive amounts of unstructured data. Because of that, it's important to know what your firm wants to achieve with a social media listening initiative.

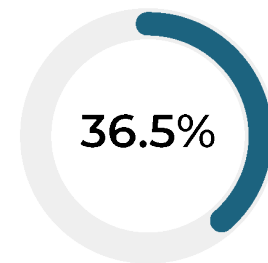
Firms that pay attention to forums or comments demonstrate responsiveness and devoted attention to their client-base.

They then use the conversational data they gather to adapt their offerings or communications. For example, if the conversation around a certain marketing campaign is negative, a firm can tweak the campaign to address the issue and then also use the lessons to craft better campaigns in the future. From understanding your campaign analytics, event monitoring and industry trends, social listening provides valuable data to help gauge your firm's brand awareness and improve their offerings.

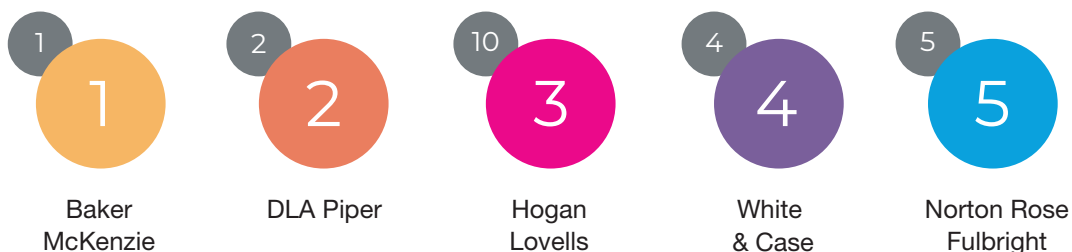
### LEVERAGES DIFFERENT PLATFORMS FOR DIFFERENT NEEDS/ GOALS

Just like in-person audiences, not every social media channel is the same. Firms that create unique goals for each platform will see the best results. Each platform has something to offer a firm looking to engage with current and prospective clients, and understanding each platform individually is crucial for sharing the appropriate type of content. LinkedIn is known as the best tool for targeting professionals, Instagram is great for demonstrating your firm's culture and YouTube allows for videos to showcase your thought leadership. Understanding how to connect with your target audience on each platform will help you create a more successful strategy.

36.5% OF FIRMS ARE USING LINKEDIN ADS



#### THE SOCIAL LAW FIRM INDEX | 2022 TOP FIVE, LINKEDIN



● 2021 Rank ● 2022 Rank

# Predictions for 2023



## **AN INCREASING USE OF VIDEO, ESPECIALLY SHORT FORM VIDEO ACROSS ALL PLATFORMS, EVEN ONES THAT ARE TRADITIONALLY NOT VIDEO FOCUSED.**

The legal industry is notoriously slow to adapt to any changes, let alone fast-changing trends. With the proven success of video marketing, firms will have to start embedding them into their digital marketing practices. Your prospective clients want video. Nearly 80 percent of people watch online videos every week and 55 percent watch every day. Video pulls everything else together into one powerful platform that helps your clients and community discern in just a few seconds many things about you.

Most lawyers frequently encounter the same questions over and over again in their practice. These repeat questions are perfect for video content. For YouTube, it would make sense to create a longer video detailing various considerations and ways to approach that situation. But for platforms like TikTok and Instagram, you should create a shorter version, such as a quick video breaking down a complicated topic. Also don't ignore the content that you already have. Your website and blog can also provide great analytics detailing the type of information clients are seeking from your firm. If a topic seems to be exceptionally popular on your blog or website, then it will probably be popular in a well-done video too.



## **A CHANGE IN FOCUS FROM QUANTITY TO QUALITY OF CONTENT. LAW FIRM BLOGS WILL BE PHASED OUT AND REPLACED WITH RESOURCE CENTERS AND MICROSITES THAT ARE INDUSTRY OR TOPIC DRIVEN.**

A law firm will have a main website that describes the firm as a whole. But sharing focused content for your website may be one of the best ways to connect with your audience. When you want something that looks or feels different from the firm's main website, you might want a microsite. A microsite is a separate site, with its own address, that has a lot less information. For law firms, microsites are typically about a specific campaign, or a particular practice area. They might include a blog or put a spotlight on specific practice groups within large law firms. Firms can also use microsites to host news, FAQs, testimonials, blog posts and attorney bios related to their

practice. A microsite promoting a specific practice or campaign is one of the best ways to engage with your audience and a powerful tool to add into your marketing mix.

### **THERE WILL BE AN INCREASE IN SOCIAL MEDIA AUDIO THROUGH HOSTING LIVE STREAMS TO DEMONSTRATE THOUGHT LEADERSHIP.**

Social audio refers to a type of social networking where members use voices to interact rather than text or images. Despite Clubhouse dropping in popularity since its launch, platforms have embraced the social audio trend and created multiple forums like Twitter Spaces, Facebook Live Audio, Spotify Live and LinkedIn Audio events. Using a social audio format creates an opportunity for law firms to have more nuanced conversations with their audience. Attention spans only last so long on a blog post or article. When you host conversations in a Clubhouse room or on LinkedIn, you have plenty of time to talk about case law or a legal issue relevant to your targeted audience. Additionally, by creating new and unique pathways to engage with your audience or even prospective clients, you're increasing the likelihood they choose your firm over a competitor.

### **ADVANCEMENT IN MARKETING ANALYTICS AND DATA. LAW FIRMS WILL LOOK TO GLEAN MEANINGFUL INSIGHTS FROM THEIR DATA THAT WILL GUIDE THEIR FUTURE MARKETING SPEND AND CHANNELS.**

If you're not tracking your digital campaigns, did they really even run? Embracing marketing analytics reveals a better understanding of the client's mind and user behavior. Companies and marketers no longer need to guess their client's behavior patterns — the data shows it all. This in turn helps law firms optimize how a service is positioned to improve their offerings and sales. Marketing analytics answer vital questions about marketing spends and campaign performance. Analytics could also give you insights into who your clients are, who are your most valuable paying clients, what kind of legal advice they are seeking, etc. Finally, understanding and anticipating your clients' behavior can help improve your client satisfaction.

### **DIGITAL FATIGUE IS LURKING ON THE HORIZON**

Digital fatigue is a growing problem. On average, a third of consumers say they have experienced digital fatigue in the past month. The data becomes more interesting when broken down by generation, however: The younger the generation, the more people experience digital fatigue, rising to almost 50 percent of Generation Z. More than 40 percent of parents reported feeling overwhelmed by tech devices during the pandemic. Overall society is being hit with too much information, messaging and content to pay close attention to what matters.

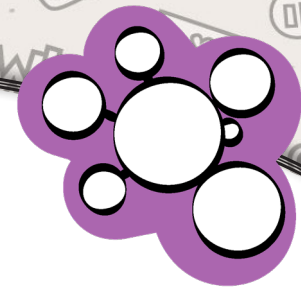
Clients are growing fatigued with the number of newsletters and alerts they receive that don't directly pertain to their businesses. Ensuring your content is truly tailored to a very targeted audience can help prevent your clients turning you off.



# SOCIAL LAW FIRM INDEX 2022: **THE RANKINGS**



# Top Performers: Overall



Firm	Rank 2022	Rank 2021
Norton Rose Fulbright	1	6
Baker McKenzie	2	3
DLA Piper	3	4
Reed Smith	4	10
Latham & Watkins	5	5
Mayer Brown	6	7
Greenberg Traurig	7	19
Bracewell	8	9
White & Case	9	1
Orrick, Herrington & Sutcliffe	10	2
Sidley Austin	11	45
Hogan Lovells	12	11
Morgan, Lewis & Bockius	13	25
Jones Day	14	8
Skadden	15	12
Epstein Becker & Green	16	
Jackson Lewis	17	26
Squire Patton Boggs	18	18
Perkins Coie	19	20
Cooley	20	27
K&L Gates	21	22
Kirkland & Ellis	22	16
Morrison & Foerster	23	32
Covington & Burling	24	35
Fragomen	25	13
McDermott Will & Emery	26	21
Fox Rothschild	27	31
Paul Hastings	28	58
Ogletree Deakins	29	28
Dechert	30	38
Foley & Lardner	31	40
Milbank	32	44
Wilmer Cutler	33	83

Firm	Rank 2022	Rank 2021
Husch Blackwell	34	48
Sheppard Mullin	35	39
McGuireWoods	36	51
Seyfarth Shaw	37	14
Ballard Spahr	38	29
Weil, Gotshal & Manges	39	33
Holland & Knight	40	24
Akin Gump Strauss Hauer & Feld	41	15
Ropes & Gray	42	75
Proskauer Rose	43	36
Bryan Cave	44	107
Venable	45	55
Goodwin Procter	46	47
Gibson, Dunn & Crutcher	47	54
Lowenstein Sandler	48	50
Winston & Strawn	49	34
Troutman Pepper	50	60
Baker & Hostetler	51	46
Akerman	52	115
Duane Morris	53	30
Crowell & Moring	54	52
Hunton Andrews Kurth	55	71
O'Melveny & Myers	56	42
Brown Rudnick	57	164
Nixon Peabody	58	41
Littler Mendelson	59	23
Lewis Brisbois	60	121
Arnold & Porter	61	90
Vinson & Elkins	62	49
Quinn Emanuel	63	102
Fish & Richardson	64	86
Fenwick & West	65	59
Baker Botts	66	56

Firm	Rank 2022	Rank 2021
Alston & Bird	67	96
Baker Donelson	68	73
Debevoise & Plimpton	69	66
Nelson Mullins Riley	70	67
Debevoise & Plimpton	71	66
Mintz Levin Cohn	72	37
Shearman & Sterling	73	68
Blank Rome	74	89
Wilson Sonsini	75	91
Wiley Rein	76	155
Sullivan & Cromwell	77	82
Polsinelli	78	72
Haynes and Boone	79	64
Steptoe & Johnson	80	84
Pillsbury	81	100
Cleary Gottlieb	82	69
Dinsmore & Shohl	83	108
Foley Hoag	84	117
Offit Kurman	85	43
Faegre Drinker Biddle & Reath	86	98
King & Spalding	87	76
Snell & Wilmer	88	99
Womble Bond Dickinson	89	61
Cozen O'Connor	90	104
Quarles & Brady	91	159
Finnegan	92	124
Clark Hill	93	53
Barnes & Thornburg	94	110
Locke Lord	95	129
Burr & Forman	96	135
Kilpatrick Townsend	97	63
Davis Wright Tremaine	98	79
Bradley	99	106
Taft Stettinius & Hollister	100	92
Manatt, Phelps & Phillips	101	152
Greenspoon Marder	102	88
Butler Snow	103	118

Firm	Rank 2022	Rank 2021
Wilson Elser Moskowitz	104	114
Goldberg Segalla	105	95
Frost Brown Todd	106	171
Fisher & Phillips	107	80
Cravath, Swaine & Moore	108	105
Buchanan Ingersoll & Rooney	109	132
Holland & Hart	110	116
Paul Weiss	111	74
Porter Wright Morris & Arthur	112	101
Cadwalader	113	137
Stoel Rives	114	134
Ice Miller	115	112
Kelley Drye & Warren	116	154
Dorsey & Whitney	117	78
Thompson Coburn	118	111
Jenner & Block	119	122
Katten Muchin Rosenman	120	103
Allen Matkins Mallory & Natsis	121	57
Simpson Thacher & Bartlett	122	158
Willkie Farr & Gallagher	123	190
Thompson Hine	124	97
Saul Ewing	125	130
Dickinson Wright	126	77
Adams and Reese	127	133
Jackson Walker	128	170
Robins Kaplan	129	123
Fried Frank	130	149
Brownstein Hyatt Farber Schreck	131	120
Winstead	132	138
Williams Mullen	133	128
Vorys Sater	134	146
Knobbe Martens	135	17
Davis Polk & Wardwell	136	126
Loeb & Loeb	137	183
Hinshaw & Culbertson	138	147
Lewis Roca Rothgerber Christie	139	160
Kramer Levin	140	153

Firm	Rank 2022	Rank 2021
Benesch	141	169
Shook, Hardy & Bacon	142	142
Arent Fox Schiff	143	131
Carlton Fields	144	109
Robinson & Cole	145	87
McCarter & English	146	127
Hughes Hubbard & Reed	147	186
Dykema Gossett	148	136
Stinson	149	85
Gordon Rees Scully Mansukhani	150	148
Buckley	151	70
Warner Norcross + Judd	152	
Procopio Cory	153	165
Waller Lansden Dortch & Davis	154	199
Shumaker, Loop & Kendrick	155	94
Patterson Belknap Webb & Tyler	156	177
Kobre & Kim	157	144
Michael Best & Friedrich	158	143
Shutts & Bowen	159	125
Cole Schotz	160	139
Cole, Scott & Kissane	161	179
Sullivan & Worcester	162	93
FisherBroyles	163	81
Hanson Bridgett	164	156
Stroock & Stroock & Lavan	165	161
Morris, Manning & Martin	166	157
Goulston & Storrs	167	180
Miles & Stockbridge	168	167
Choate Hall & Stewart	169	195
Lathrop GPM	170	151
Vedder Price	171	178
GrayRobinson	172	119
Armstrong Teasdale	173	113
Buchalter	174	162
Smith, Gambrell & Russell	175	140
Phelps Dunbar	176	150
Day Pitney	177	189

Firm	Rank 2022	Rank 2021
Schulte Roth & Zabel	178	145
Honigman	179	163
Herrick Feinstein	180	65
Williams & Connolly	181	194
Spencer Fane	182	174
Kutak Rock	183	197
Wachtell	184	198
Moore & Van Allen	185	185
Hinckley, Allen & Snyder	186	181
Hodgson Russ	187	188
Tucker Ellis	188	
Pryor Cashman	189	184
Chapman and Cutler	190	172
Boies Schiller Flexner	191	196
Marshall Dennehey	192	166
Kasowitz	193	193
Arnall Golden Gregory	194	191
Eckert Seamans	195	182
Cahill Gordon & Reindel	196	175
Munger, Tolles & Olson	197	192
Rutan & Tucker	198	173
Susman Godfrey	199	
Irell & Manella	200	141





## Featured Profile: Overall First Place **NORTON ROSE & FULBRIGHT**

Our 2022 first place winner Norton Rose Fulbright wants to meet their existing and potential clients where they are. The firm has invested in its social media presence, emphasizing its integration into its overall marketing strategy.

“We see our social media channels as an essential part of our firm’s brand, in which we showcase our legal experience, share our culture and reinforce our principles,” said Emily Rogers, Norton Rose Fulbright’s U.S. Chief Marketing and Business Development Officer. “We make sure everyone at our firm knows how to use the different channels and understands how the audiences differentiate.”

The firm sees their role as providing content that adds value, is interesting, timely and generates engagement. Norton Rose Fulbright uses social media to push out thought leadership, share firm content and promote events or awards. With consistent posting and attention-grabbing images on LinkedIn and Twitter, the firm shifts to Instagram to share more of their culture and a human side of the firm. Firm members share photos of their homes, pets and scenery that spark interest and a smile.

“It’s important to have a consistent visual identity across all channels but also a tone that works for each,” said Rogers. “We are strategic in where we place specific content, as what is good for LinkedIn might look out of place on Instagram.”

Norton Rose Fulbright understands that social media is a primary method of communicating these days. While growing the business is a focus throughout its marketing and business development efforts, the firm’s overall digital marketing focus is aimed toward connecting with their clients and personnel along with raising awareness of life at Norton Rose Fulbright for potential recruits. The firm creates and delivers its content in a way that serves as a resource for its audiences, producing value-added insight, and using their digital channels strategically to deliver it to its targeted audiences.



# Top Performers: LinkedIn



Firm	Rank 2022	Rank 2021
Baker McKenzie	1	1
DLA Piper	2	2
Hogan Lovells	3	10
White & Case	4	4
Norton Rose Fulbright	5	5
Latham & Watkins	6	3
Kirkland & Ellis	7	26
Jones Day	8	9
Bracewell	9	6
Fragomen, Del Rey, Bernsen & Loewy	10	21
Orrick, Herrington & Sutcliffe	11	8
Skadden, Arps, Slate, Meagher & Flom	12	15
Sidley Austin	13	41
Mayer Brown	14	13
K&L Gates	15	18
Reed Smith	16	7
Shearman & Sterling	17	54
Cleary Gottlieb Steen & Hamilton	18	11
Epstein Becker & Green	19	
Brown Rudnick	20	121
Greenberg Traurig	21	16
Gibson, Dunn & Crutcher	22	48
Morgan, Lewis & Bockius	23	14
Morrison & Foerster	24	38
Squire Patton Boggs	25	34
Holland & Knight	26	59
Wilson Elser Moskowitz Edelman & Dickerson	25	67
McDermott Will & Emery	26	28
Cooley	27	30
Sullivan & Cromwell	28	33
Baker & Hostetler	29	36
Weil, Gotshal & Manges	30	32
Dechert	31	51

Firm	Rank 2022	Rank 2021
Davis Polk & Wardwell	32	40
Covington & Burling	33	79
Debevoise & Plimpton	34	12
Ropes & Gray	35	17
Jackson Lewis	36	35
Paul Hastings	37	31
Winston & Strawn	38	52
Goodwin Procter	39	45
Akerman	40	44
Crowell & Moring	41	53
Wilmer Cutler Pickering Hale and Dorr	42	72
Cravath, Swaine & Moore	43	23
Ogletree, Deakins, Nash, Smoak & Stewart	44	56
King & Spalding	45	65
Akin Gump Strauss Hauer & Feld	46	19
O'Melveny & Myers	47	29
Proskauer Rose	48	20
Milbank	49	22
Perkins Coie	50	63
Simpson Thacher & Bartlett	51	76
Fried, Frank, Harris, Shriver & Jacobson	52	73
Paul, Weiss, Rifkind, Wharton & Garrison	53	25
Wilson Sonsini Goodrich & Rosati	54	93
Fox Rothschild	55	55
Bryan Cave Leighton Paisner	56	198
Little Mendelson	57	24
Willkie Farr & Gallagher	58	109
Alston & Bird	59	152
Lewis Brisbois Bisgaard & Smith	60	98
Foley & Lardner	61	43
Cadwalader, Wickersham & Taft	62	47
Arnold & Porter Kaye Scholer	63	81
Vinson & Elkins	64	144

Firm	Rank 2022	Rank 2021
Baker Botts	65	60
Seyfarth Shaw	66	46
Quinn Emanuel Urquhart & Sullivan	67	37
Haynes and Boone	68	42
Blank Rome	69	71
Locke Lord	70	82
McGuireWoods	71	87
Polsinelli	72	68
Fish & Richardson	73	57
Troutman Pepper	74	61
Jenner & Block	75	49
Kobre & Kim	76	101
Duane Morris	77	91
Katten Muchin Rosenman	78	100
Davis Wright Tremaine	79	70
Lowenstein Sandler	80	146
Finnegan, Henderson, Farabow, Garrett &	81	168
Sheppard, Mullin, Richter & Hampton	82	64
Wachtell, Lipton, Rosen & Katz	83	199
Vedder Price	84	148
Ballard Spahr	85	53
Husch Blackwell	86	89
Dinsmore & Shohl	87	99
Clark Hill	88	141
Venable	89	127
Nixon Peabody	90	39
Pillsbury Winthrop Shaw Pittman	91	125
Fenwick & West	92	77
Kilpatrick Townsend & Stockton	93	95
Cozen O'Connor	94	92
Taft Stettinius & Hollister	95	137
Barnes & Thornburg	96	120
Mintz, Levin, Cohn, Ferris, Glovsky and P	97	58
Nelson Mullins Riley & Scarborough	98	66
Kelley Drye & Warren	99	158
Foley Hoag	100	174
Holland & Hart	101	117

Firm	Rank 2022	Rank 2021
Vorys, Sater, Seymour and Pease	102	182
Stephoe & Johnson	103	83
Manatt, Phelps & Phillips	104	187
Baker, Donelson, Bearman, Caldwell & Be	105	133
Bradley Arant Boult Cummings	106	162
Honigman	107	80
Fisher & Phillips	108	194
Jackson Walker	109	179
Hunton Andrews Kurth	110	116
Brownstein Hyatt Farber Schreck	111	145
Snell & Wilmer	112	96
Hughes Hubbard & Reed	113	108
Shook, Hardy & Bacon	114	178
Offit Kurman	115	119
Gordon Rees Scully Mansukhani	116	85
Winstead	117	175
Quarles & Brady	119	176
McCarter & English	120	123
Faegre Drinker Biddle & Reath	121	111
Goldberg Segalla	122	115
Ice Miller	123	147
Cole, Scott & Kissane	124	105
Frost Brown Todd	125	190
Loeb & Loeb	126	188
Marshall, Dennehey, Warner, Coleman & C	127	74
Womble Bond Dickinson	128	103
Hinshaw & Culbertson	129	122
Stinson	130	84
Kramer Levin Naftalis & Frankel	131	134
Greenspoon Marder	132	88
Schulte Roth & Zabel	133	107
Buchanan Ingersoll & Rooney	134	62
Shutts & Bowen	135	106
Stoel Rives	136	192
Day Pitney	137	130
Choate Hall & Stewart	138	157
Boies Schiller Flexner	139	180

Firm	Rank 2022	Rank 2021
Cole Schotz	140	164
Dykema Gossett	141	126
Adams and Reese	142	150
Robins Kaplan	144	110
Dickinson Wright	145	172
Armstrong Teasdale	146	104
Butler Snow	147	165
Thompson Hine	148	114
GrayRobinson	149	118
Spencer Fane	150	124
Saul Ewing Arnstein & Lehr	151	196
Chapman and Cutler	152	171
Lewis Roca Rothgerber Christie	153	160
Morris, Manning & Martin	154	149
Michael Best & Friedrich	155	186
Stroock & Stroock & Lavan	156	159
Benesch, Friedlander, Coplan & Aronoff	157	112
Thompson Coburn	158	153
Munger, Tolles & Olson	159	151
Knobbe Martens	160	129
FisherBroyles	161	170
Wiley Rein	162	184
Warner Norcross + Judd	163	
Burr & Forman	164	167
Phelps Dunbar	165	86
Hinckley, Allen & Snyder	166	156
Cahill Gordon & Reindel	167	78
Herrick Feinstein	168	90
Robinson & Cole	169	94
Carlton Fields	170	191
Moore & Van Allen	171	161
Kutak Rock	172	185
Hanson Bridgett	173	128
Williams Mullen	174	102
Goulston & Storrs	175	181
Smith, Gambrell & Russell	176	143
Sullivan & Worcester	177	135

Firm	Rank 2022	Rank 2021
Procopio, Cory, Hargreaves & Savitch	178	142
Miles & Stockbridge	179	163
Waller Lansden Dortch & Davis	180	189
Susman Godfrey	181	
Shumaker, Loop & Kendrick	182	113
Porter Wright Morris & Arthur	183	97
Hodgson Russ	184	173
Buckley	185	195
Tucker Ellis	186	
Kasowitz Benson Torres	187	132
Arnall Golden Gregory	188	177
Pryor Cashman	189	138
Eckert Seamans Cherin & Mellott	190	169
Williams & Connolly	191	131
Allen Matkins Leck Gamble Mallory & Nat	192	53
Buchalter	193	136
Rutan & Tucker	194	69
Patterson Belknap Webb & Tyler	195	155
Lathrop GPM	196	197
Irell & Manella	197	27
Arent Fox Schiff	198	193
Dorsey & Whitney	199	50



## Featured Profile: LinkedIn **BAKER MCKENZIE**

For the second year in a row, our first-place winner is Baker McKenzie. The firm's approach to LinkedIn has always been about providing insightful and relevant content. They review what resonates most and adjust both the content and the format to remain top of mind with their audience. The firm has also made use of LinkedIn features such as polls and events, which provide new ways to share and engage with their community.

**Baker  
McKenzie.**

"It's become critical to share easy-to-digest content that doesn't involve a large time commitment by the viewer," said Gary McRae, Associate Director – Digital at Baker McKenzie. "That isn't to say that long form content has gone out of fashion, simply that digestible content is appealing to our audience."

The firm reaches a broad and varied audience. To cater to such a broad audience, they share a wide variety of content, from updates about their people, expertise and accolades to thought leadership, market insight and recognition of key events. The firm uses paid advertising to improve the reach of their content.

"LinkedIn advertising enables us to target our audience with relevant content," said McRae. "We regularly use paid media to target the right audience with the right content."

The importance of reviewing social analytics to make decisions on what type of content is resonating is crucial. They consistently review campaign performance to learn what type of content and format works best.

"As much as we discuss what to post, the Digital team spends as much time or more listening to what our audience is telling us through their engagement," said McRae.



# Top Performers: Twitter



Firm	Rank 2022	Rank 2021
White & Case	1	2
DLA Piper	2	8
Latham & Watkins	3	14
Hogan Lovells	4	3
Baker McKenzie	5	4
Orrick, Herrington & Sutcliffe	6	1
Squire Patton Boggs	7	40
Kirkland & Ellis	8	6
Brown Rudnick	9	109
Jones Day	10	5
Norton Rose Fulbright	11	7
Mayer Brown	12	9
Reed Smith	13	10
Weil, Gotshal & Manges	14	12
Greenberg Traurig	15	11
Winston & Strawn	16	15
Akin Gump Strauss Hauer & Feld	17	13
Skadden	18	17
Bracewell	19	20
Epstein Becker & Green	20	
Perkins Coie	21	16
McDermott Will & Emery	22	19
Milbank	23	45
Fenwick & West	24	35
Cooley	25	18
Morrison & Foerster	26	25
Covington & Burling	27	23
Seyfarth Shaw	28	22
Foley & Lardner	29	21
Gibson, Dunn & Crutcher	30	26
Nixon Peabody	31	24
King & Spalding	32	30
Morgan, Lewis & Bockius	33	28

Firm	Rank 2022	Rank 2021
Duane Morris	34	29
Baker & Hostetler	35	52
Sidley Austin	36	27
O'Melveny & Myers	37	32
Dechert	38	33
Goodwin Procter	39	31
Bryan Cave	40	38
Alston & Bird	41	36
Holland & Knight	42	37
K&L Gates	43	41
Wilson Sonsini	44	43
Wilmer Cutler	45	44
Fox Rothschild	46	39
Arnold & Porter	47	48
Troutman Pepper	48	49
Katten Muchin Rosenman	49	53
Vinson & Elkins	50	47
Paul Hastings	51	54
Littler Mendelson	52	42
Ballard Spahr	53	55
Steptoe & Johnson	54	56
Jackson Lewis	55	50
McGuireWoods	56	57
Shearman & Sterling	57	51
Fragomen	58	61
Proskauer Rose	59	60
Haynes and Boone	60	46
Mintz Levin Cohn	61	62
Blank Rome	62	59
Faegre Drinker Biddle & Reath	63	63
Crowell & Moring	64	69
Baker Botts	65	66
Lowenstein Sandler	66	88

Firm	Rank 2022	Rank 2021
Baker Donelson	67	64
Womble Bond Dickinson	68	34
Fish & Richardson	69	71
Fisher & Phillips	70	77
Davis Wright Tremaine	71	65
Finnegan	72	75
Polsinelli	73	74
Sullivan & Cromwell	74	81
Debevoise & Plimpton	75	79
Stoel Rives	76	76
Husch Blackwell	77	58
Sheppard Mullin	78	84
Kramer Levin	79	78
Wiley Rein	80	114
Manatt, Phelps & Phillips	81	73
Foley Hoag	82	82
Cozen O'Connor	83	72
Barnes & Thornburg	84	67
Davis Polk & Wardwell	85	195
Nelson Mullins Riley	86	85
Schulte Roth & Zabel	87	99
Locke Lord	88	86
Saul Ewing	89	70
Ice Miller	90	89
Pillsbury	91	98
Jenner & Block	92	105
Kilpatrick Townsend	93	91
Adams and Reese	94	93
Snell & Wilmer	95	97
Burr & Forman	96	102
Goldberg Segalla	97	107
Clark Hill	98	80
Butler Snow	99	106
Hinckley, Allen & Snyder	100	101
Cleary Gottlieb	101	87
Lewis Brisbois	102	126
Paul Weiss	103	127

Firm	Rank 2022	Rank 2021
Thompson Coburn	104	103
Dinsmore & Shohl	105	90
Loeb & Loeb	106	112
Jackson Walker	107	115
Hunton Andrews Kurth	108	119
Buchanan Ingersoll & Rooney	109	121
Dorsey & Whitney	110	113
Bradley	111	94
Quarles & Brady	112	118
Frost Brown Todd	113	122
Taft Stettinius & Hollister	114	95
Kelley Drye & Warren	115	128
Holland & Hart	116	96
Allen Matkins Mallory & Natsis	117	110
Cadwalader	118	123
Quinn Emanuel	119	150
Michael Best & Friedrich	120	124
Lathrop GPM	121	183
Goulston & Storrs	122	117
Dickinson Wright	123	104
Thompson Hine	124	129
GrayRobinson	125	125
Warner Norcross + Judd	126	
Willkie Farr & Gallagher	127	146
Brownstein Hyatt Farber Schreck	128	111
Hughes Hubbard & Reed	129	120
Ropes & Gray	130	144
McCarter & English	131	133
Carlton Fields	132	130
Robinson & Cole	133	108
Hinshaw & Culbertson	134	134
Armstrong Teasdale	135	131
Knobbe Martens	136	132
Shook, Hardy & Bacon	137	116
Benesch	138	148
Dykema Gossett	139	135
Williams Mullen	140	142

Firm	Rank 2022	Rank 2021
Sullivan & Worcester	141	138
Hodgson Russ	142	141
Morris, Manning & Martin	143	143
Vorys Sater	144	139
Gordon Rees Scully Mansukhani	145	149
Day Pitney	146	154
Waller Lansden Dortch & Davis	147	199
Lewis Roca Rothgerber Christie	148	151
Stinson	149	159
Winstead	150	145
Offit Kurman	151	158
Robins Kaplan	152	147
Fried Frank	153	160
Hanson Bridgett	154	156
Greenspoon Marder	155	152
Wilson Elser Moskowitz	156	157
Kobre & Kim	157	174
Procopio Cory	158	162
Honigman	159	166
Marshall Dennehey	160	153
Phelps Dunbar	161	168
Smith, Gambrell & Russell	162	167
Buckley	163	164
Pryor Cashman	164	175
Vedder Price	165	172
Shutts & Bowen	166	163
Shumaker, Loop & Kendrick	167	170
Stroock & Stroock & Lavan	168	137
Spencer Fane	169	165
Boies Schiller Flexner	170	178
Cole Schotz	171	177
Herrick Feinstein	172	173
Irell & Manella	173	181
Buchalter	174	182
Miles & Stockbridge	175	169
Arnall Golden Gregory	176	176
Tucker Ellis	177	

Firm	Rank 2022	Rank 2021
Chapman and Cutler	178	180
Akerman	179	83
Eckert Seamans	180	185
FisherBroyles	181	179
Cole, Scott & Kissane	182	184
Kasowitz	183	188
Patterson Belknap Webb & Tyler	184	191
Moore & Van Allen	185	187
Kutak Rock	186	190
Arent Fox Schiff	187	100
Choate Hall & Stewart	188	192
Porter Wright Morris & Arthur	189	171
Rutan & Tucker	190	193
Simpson Thacher & Bartlett	191	196
Wachtell	192	197
Cravath, Swaine & Moore	193	92
Venable	194	155
Ogletree Deakins	195	68
Cahill Gordon & Reindel	196	194
Williams & Connolly	197	198
Munger, Tolles & Olson	198	186
Susman Godfrey	199	





## Featured Profile: Twitter

# WHITE & CASE

Twitter is a crowded platform with constant updates, news alerts, memes and more. Breaking through that noise is challenging, even for the savviest user. But first place winner White & Case has managed to keep their feed active, consistent and relevant to their brand, making them a dependable and informative presence.



“The main content we promote on Twitter is our thought leadership and recruitment-related content,” said Elizabeth Gleeson, senior manager, digital communications at White & Case. “We keep our feed as active as possible and try to continue to provide value to our followers by sharing content that will be useful to them and their business.”

They’ve developed a consistent strategy over the years and have optimized it with creative and eye-catching elements to share alongside their content and encourage their audience to learn more by visiting the firm’s website. The firm deliberately avoids posting too much firm-centric content, like awards or accolades, and instead shares industry insights and legal views.

“We intentionally don’t talk about ourselves too much on our channels,” said Gleeson. “Our best practice is to share content that will provide value to our followers and keep engagement high.”

White & Case deliberately keeps their tweets concise and straightforward, and connects back to the accompanying image. “We also ensure that there is always room for a call-to-action to read more or register, and make sure that we use creative to assist in the user’s understanding of the content we are posting.”

# Top Performers: SEO



Firm	Rank 2022	Rank 2021
McDermott Will & Emery	1	13
Skadden	2	3
Jones Day	3	2
Greenberg Traurig	4	6
Baker McKenzie	5	7
Norton Rose Fulbright	6	14
Pillsbury	7	31
Latham & Watkins	8	5
Dinsmore & Shohl	9	61
Bracewell	10	51
Gibson, Dunn & Crutcher	11	8
Paul Hastings	12	46
Squire Patton Boggs	13	40
Troutman Pepper	14	44
Sheppard Mullin	15	77
Orrick, Herrington & Sutcliffe	16	43
Manatt, Phelps & Phillips	17	55
Wiley Rein	18	117
DLA Piper	19	4
O'Melveny & Myers	20	79
Loeb & Loeb	21	109
Ogletree Deakins	22	12
White & Case	23	18
Ropes & Gray	24	36
Hogan Lovells	25	21
Hunton Andrews Kurth	26	60
Proskauer Rose	27	42
K&L Gates	28	11
Bradley	29	82
Epstein Becker & Green	30	
Cooley	31	45
Jackson Lewis	32	9
Reed Smith	33	26

Firm	Rank 2022	Rank 2021
Williams & Connolly	34	159
Akin Gump Strauss Hauer & Feld	35	33
Kirkland & Ellis	36	20
Morrison & Foerster	37	25
Wilson Sonsini	38	86
Crowell & Moring	39	32
Wilmer Cutler	40	56
Porter Wright Morris & Arthur	41	137
Venable	42	28
Fisher & Phillips	43	19
Ice Miller	44	118
Fenwick & West	45	81
Bryan Cave	46	58
Knobbe Martens	47	143
Baker & Hostetler	48	68
Benesch	49	163
Cadwalader	50	111
Perkins Coie	51	41
Quarles & Brady	52	101
Mintz Levin Cohn	53	27
Mayer Brown	54	15
Lowenstein Sandler	55	39
Foley Hoag	56	116
Arnold & Porter	57	63
Littler Mendelson	58	10
Alston & Bird	59	66
Steptoe & Johnson	60	53
Duane Morris	61	59
Husch Blackwell	62	38
Fox Rothschild	63	24
Blank Rome	64	76
Seyfarth Shaw	65	29
Ballard Spahr	66	64

Firm	Rank 2022	Rank 2021
Wilson Elser Moskowitz	67	48
Morgan, Lewis & Bockius	68	16
Shearman & Sterling	69	49
Stoel Rives	70	103
Foley & Lardner	71	17
Nelson Mullins Riley	72	105
Sidley Austin	73	30
McGuireWoods	74	35
Allen Matkins Mallory & Natsis	75	166
Frost Brown Todd	76	96
Holland & Knight	77	1
Locke Lord	78	91
Cozen O'Connor	79	69
Akerman	80	106
Faegre Drinker Biddle & Reath	81	37
Cleary Gottlieb	82	87
Katten Muchin Rosenman	83	113
Covington & Burling	84	57
Goldberg Segalla	85	173
Baker Donelson	86	47
Hinshaw & Culbertson	87	121
Kilpatrick Townsend	88	114
Kutak Rock	89	161
Davis Wright Tremaine	90	23
Dykema Gossett	91	136
Dorsey & Whitney	92	78
Goodwin Procter	93	50
Dickinson Wright	94	89
Saul Ewing	95	124
King & Spalding	96	67
Fish & Richardson	97	104
Lathrop GPM	98	151
Buchanan Ingersoll & Rooney	99	107
Womble Bond Dickinson	100	70
Winston & Strawn	101	34
Thompson Hine	102	123
Polsinelli	103	93

Firm	Rank 2022	Rank 2021
Paul Weiss	104	65
Kelley Drye & Warren	105	141
Fragomen	106	22
Vinson & Elkins	107	88
Dechert	108	74
Hughes Hubbard & Reed	109	144
Nixon Peabody	110	52
Arent Fox Schiff	111	102
Barnes & Thornburg	112	72
Buckley	113	122
Lewis Brisbois	114	108
Debevoise & Plimpton	115	85
Holland & Hart	116	71
Weil, Gotshal & Manges	117	62
McCarter & English	118	120
Smith, Gambrell & Russell	119	84
Snell & Wilmer	120	75
Robinson & Cole	121	149
Haynes and Boone	122	90
Burr & Forman	123	138
Taft Stettinius & Hollister	124	100
Jenner & Block	125	83
Davis Polk & Wardwell	126	73
FisherBroyles	127	188
Stinson	128	140
Spencer Fane	129	167
Moore & Van Allen	130	147
Hanson Bridgett	131	178
Vorys Sater	132	129
Sullivan & Cromwell	133	54
Baker Botts	134	98
Gordon Rees Scully Mansukhani	135	177
Shumaker, Loop & Kendrick	136	191
Cole Schotz	137	193
Finnegan	138	80
Miles & Stockbridge	139	196
Brownstein Hyatt Farber Schreck	140	112

Firm	Rank 2022	Rank 2021
Quinn Emanuel	141	95
Kramer Levin	142	119
Simpson Thacher & Bartlett	143	133
Vedder Price	144	156
Procopio Cory	145	176
Thompson Coburn	146	94
Jackson Walker	147	126
Warner Norcross + Judd	148	
Willkie Farr & Gallagher	149	92
Sullivan & Worcester	150	180
Patterson Belknap Webb & Tyler	151	128
Clark Hill	152	131
Michael Best & Friedrich	153	160
Armstrong Teasdale	154	115
Hodgson Russ	155	97
Offit Kurman	156	127
Shook, Hardy & Bacon	157	146
Butler Snow	158	148
Winstead	159	179
Shutts & Bowen	160	170
Waller Lansden Dortch & Davis	161	172
Day Pitney	162	130
Carlton Fields	163	99
Fried Frank	164	110
Milbank	165	125
Lewis Roca Rothgerber Christie	166	199
Greenspoon Marder	167	168
Morris, Manning & Martin	168	162
Choate Hall & Stewart	169	189
Cravath, Swaine & Moore	170	139
GrayRobinson	171	132
Buchalter	172	150
Schulte Roth & Zabel	173	145
Williams Mullen	174	134
Robins Kaplan	175	135
Wachtell	176	171
Brown Rudnick	177	164

Firm	Rank 2022	Rank 2021
Phelps Dunbar	178	187
Arnall Golden Gregory	179	155
Marshall Dennehey	180	175
Honigman	181	157
Goulston & Storrs	182	154
Adams and Reese	183	142
Cole, Scott & Kissane	184	185
Eckert Seamans	185	174
Tucker Ellis	186	
Kobre & Kim	187	197
Stroock & Stroock & Lavan	188	158
Chapman and Cutler	189	165
Cahill Gordon & Reindel	190	186
Munger, Tolles & Olson	191	182
Boies Schiller Flexner	192	169
Susman Godfrey	193	
Herrick Feinstein	194	184
Pryor Cashman	195	194
Hinckley, Allen & Snyder	196	190
Rutan & Tucker	197	195
Kasowitz	198	183
Irell & Manella	199	198



## Featured Profile: SEO

# MCDERMOTT WILL & EMERY

Staying high on search results is a challenge for most, but McDermott Will & Emery, our 2022 first-place winner has managed to create a robust SEO process that boosts each and every page of their website. They emphasize a holistic approach for their user experience, with the goal of driving visitors to content on the website that matches their intended search.



To achieve this, the firm focused on optimizing each page of the website around a target keyword phrase. They also developed a three-pillared strategy focused on technical, on-page and off-page SEO optimization to improve the health of the website, UX/UI design, content quality, brand recognition, search engine rankings, website performance, and most importantly the user experience.

A few components involved in executing this strategy included maintaining an SEO project roadmap, training staff on SEO best practices and optimizing low-hanging fruit, like updating titles, meta tags and fixing broken links.

When working on backlinks, the firm strives to gain those credibly. They have a deep roster of attorneys who actively create content, participate in interviews by the media or launch industry-specific microsites. The firm also hosts a large number of conferences, events and webinars each year that drive traffic to the sites.

When working with attorneys and their BD teams, the team encourages everyone to write from the perspective of the reader and answer specific questions so that they generate the most relevant search result. Additionally, anyone working on the firm's websites is trained on how to use the WordPress SEO plugin Yoast, so they are driven to fill in the essential SEO elements and get the green smiley faces that indicate SEO optimization before they hit publish.

Some of the firm's best practices include:

- Think about the site and its content from the perspective of the client/prospect
- Follow relevant trends in client industries and produce timely content surrounding them
- Stay up to date on the latest SEO trends
- Monitor site performance and don't be afraid to adjust your tactics
- Be consistent. SEO changes can take a long time, and with so many projects, it's easy to let SEO-related tasks slip. It's important to have an SEO cheerleader/evangelist to help maintain momentum and drive

# Top Performers: INSTAGRAM



Firm	Rank 2022	Rank 2021
White & Case	1	4
DLA Piper	2	5
Bracewell	3	2
Hogan Lovells	4	43
Brown Rudnick	5	67
Greenberg Traurig	6	13
Latham & Watkins	7	62
Norton Rose Fulbright	8	6
Kirkland & Ellis	9	26
Squire Patton Boggs	10	1
Fragomen	11	18
Womble Bond Dickinson	12	16
Weil, Gotshal & Manges	13	49
Paul Hastings	14	21
Orrick, Herrington & Sutcliffe	15	10
Morgan, Lewis & Bockius	16	14
Milbank	17	27
Reed Smith	18	15
O'Melveny & Myers	19	29
Mayer Brown	20	23
Bryan Cave	21	24
Husch Blackwell	22	17
Cooley	23	33
Winston & Strawn	24	9
Vinson & Elkins	25	8
Gibson, Dunn & Crutcher	26	19
Ropes & Gray	27	58
Sidley Austin	28	95
Quinn Emanuel	29	22
Goodwin Procter	30	3
Proskauer Rose	31	12
Baker Botts	32	39
Morrison & Foerster	33	11

Firm	Rank 2022	Rank 2021
Baker McKenzie	34	31
Willkie Farr & Gallagher	35	61
K&L Gates	36	41
Haynes and Boone	37	45
McGuireWoods	38	57
Nelson Mullins Riley	39	25
Jackson Walker	40	34
Fried Frank	41	30
Fox Rothschild	42	35
Baker & Hostetler	43	53
Holland & Knight	44	42
Polsinelli	45	56
Shook, Hardy & Bacon	46	20
Fenwick & West	47	54
Ballard Spahr	48	36
Littler Mendelson	49	40
Jackson Lewis	50	50
Wilmer Cutler	51	73
Kilpatrick Townsend	52	70
Duane Morris	53	47
Cole, Scott & Kissane	54	78
Cozen O'Connor	55	74
Locke Lord	56	44
Davis Wright Tremaine	57	68
Burr & Forman	58	48
Buchalter	59	69
Butler Snow	60	66
Greenspoon Marder	61	94
Shumaker, Loop & Kendrick	62	46
Barnes & Thornburg	63	87
Seyfarth Shaw	64	38
Porter Wright Morris & Arthur	65	7
Snell & Wilmer	66	76

Firm	Rank 2022	Rank 2021
McDermott Will & Emery	67	59
Morris, Manning & Martin	68	80
Sheppard Mullin	69	
Waller Lansden Dortch & Davis	70	86
Robins Kaplan	71	52
Fish & Richardson	72	82
Baker Donelson	73	75
Hunton Andrews Kurth	74	101
Nixon Peabody	75	77
Williams Mullen	76	85
King & Spalding	77	113
Offit Kurman	78	89
Pryor Cashman	79	
Lowenstein Sandler	80	79
Cole Schotz	81	71
Foley & Lardner	82	108
Brownstein Hyatt Farber Schreck	83	
Thompson Coburn	84	63
Stroock & Stroock & Lavan	85	37
Winstead	86	64
Pillsbury	87	102
Phelps Dunbar	88	106
Stinson	89	28
Cleary Gottlieb	90	
Adams and Reese	91	103
Wiley Rein	92	55
Wilson Sonsini	93	60
Holland & Hart	94	92
Dickinson Wright	95	32
Epstein Becker & Green	96	
Kasowitz	97	93
Hanson Bridgett	98	97
Foley Hoag	99	90
Troutman Pepper	100	
Dorsey & Whitney	101	91
Benesch	102	84
Kelley Drye & Warren	103	96

Firm	Rank 2022	Rank 2021
Chapman and Cutler	104	72
Arnold & Porter	105	
McCarter & English	106	105
Blank Rome	107	104
Sullivan & Worcester	108	109
Crowell & Moring	109	51
Herrick Feinstein	110	88
Kobre & Kim	111	99
Day Pitney	112	
Kutak Rock	113	111
Debevoise & Plimpton	114	
Kramer Levin	115	
Lewis Roca Rothgerber Christie	116	
Miles & Stockbridge	117	98
Akin Gump Strauss Hauer & Feld	118	110
Manatt, Phelps & Phillips	119	112
Faegre Drinker Biddle & Reath	120	
Bradley	121	81
Sullivan & Cromwell	122	
Cadwalader	123	
FisherBroyles	124	114
Knobbe Martens	125	
Hinshaw & Culbertson	126	107
Skadden	127	
Jones Day	128	
Simpson Thacher & Bartlett	129	
Davis Polk & Wardwell	130	83



## Featured Profile: Instagram **BROWN RUDNICK**

When the pandemic started in 2020, like most of us, the overall purpose of Brown Rudnick’s Instagram page came to a screeching halt. No longer could they share photos of their summer associates at baseball games, meetings and firm outings or exploring the sights in a city. The firm’s feed went dark for about two years. So as folks started to return to work and adjust to a new normal, the firm revived their channel.

“We revived our Instagram feed with not only photos of in-person gatherings, but also podcasts and videos showcasing our lawyers,” said Stephen Clark, Brown Rudnick Senior Marketing and Communications Manager. “With a new CMO in charge, we wondered about what kind of responses we would get on different platforms and where our audiences were.”

Instagram is the firm’s primary platform for sharing photos, videos and podcasts of their lawyers and business professionals in action – whether mingling at social events, receiving awards or appearing as guests for interviews. Given Instagram’s popularity with a younger crowd, they use the platform to reach new audiences, raise brand awareness and attract more followers. They have also found that Instagram is a great platform to showcase their humanity.

“We’ve found people engage it in a different way when they can see faces, hear voices and experience the intimacy and authenticity of it,” said Clark.

BR’s Instagram followers skyrocketed after they represented actor Johnny Depp in his defamation suit. Clark said their 17,000-plus followers are incredibly passionate about their content and engagement on this platform is off the charts. Sharing videos of attorneys helps drive feedback.

“We make it a priority to share any TV appearances featuring our lawyers,” said Clark. “That especially came in handy after we won a jury verdict for Depp and our attorneys Ben Chew and Camille Vasquez appeared on the morning shows of the major television networks.”

**brownrudnick**



# Top Performers: THOUGHT LEADERSHIP



Firm	Rank 2022	Rank 2021
Baker McKenzie	1	4
Norton Rose Fulbright	2	6
Buckley	3	17
Squire Patton Boggs	4	16
Reed Smith	5	3
Sheppard Mullin	6	7
Jackson Lewis	7	19
Foley & Lardner	8	40
Proskauer Rose	9	21
Mayer Brown	10	1
Skadden	11	9
Orrick, Herrington & Sutcliffe	12	5
Epstein Becker & Green	13	
Proskauer Rose	14	21
DLA Piper	15	34
White & Case	16	10
Covington & Burling	17	25
Troutman Pepper	18	39
Bracewell	19	21
Husch Blackwell	20	23
McDermott Will & Emery	21	31
Ballard Spahr	22	12
Hogan Lovells	23	42
Seyfarth Shaw	24	11
Lowenstein Sandler	25	56
Fox Rothschild	26	24
Crowell & Moring	27	14
Greenberg Traurig	28	49
Goodwin Procter	29	47
Ogletree Deakins	30	2
Paul Hastings	31	69
Hunton Andrews Kurth	32	43
Baker & Hostetler	33	61

Firm	Rank 2022	Rank 2021
Perkins Coie	34	32
McGuireWoods	35	77
Jones Day	36	81
Duane Morris	37	13
Holland & Knight	38	38
Morrison & Foerster	39	36
Winston & Strawn	40	27
Faegre Drinker Biddle & Reath	41	74
Kelley Drye & Warren	42	110
Vinson & Elkins	43	18
Sidley Austin	44	44
Offit Kurman	45	30
Pillsbury	46	41
Mintz Levin Cohn	47	15
Ropes & Gray	48	63
Akin Gump Strauss Hauer & Feld	49	8
Bradley	50	80
Arent Fox	51	62
Foley Hoag	52	57
Cooley	53	28
K&L Gates	54	51
Morgan, Lewis & Bockius	55	35
Nelson Mullins Riley	56	93
Wilmer Cutler	57	96
Davis Wright Tremaine	58	45
Steptoe & Johnson	59	94
Robinson & Cole	60	33
Frost Brown Todd	61	117
Latham & Watkins	62	29
Barnes & Thornburg	63	65
Blank Rome	64	59
Finnegan	65	83
Snell & Wilmer	66	68

Firm	Rank 2022	Rank 2021
Arnold & Porter	67	142
Dorsey & Whitney	68	99
FisherBroyles	69	52
Holland & Hart	70	130
Patterson Belknap Webb & Tyler	71	91
Allen Matkins Mallory & Natsis	72	119
Fragomen	73	66
Wiley Rein	74	104
Thompson Coburn	75	118
Cleary Gottlieb	76	139
Nixon Peabody	77	48
Alston & Bird	78	132
Robins Kaplan	79	115
Goldberg Segalla	80	46
Bryan Cave	81	87
Venable	82	20
Baker Donelson	83	158
Winstead	84	72
Thompson Hine	85	88
Carlton Fields	86	76
Procopio Cory	87	127
Lewis Brisbois	88	123
Butler Snow	89	120
Milbank	90	175
Dechert	91	53
Locke Lord	92	101
Jenner & Block	93	171
Brownstein Hyatt Farber Schreck	94	133
Lathrop GPM	95	136
Lewis Roca Rothgerber Christie	96	145
Weil, Gotshal & Manges	97	149
Taft Stettinius & Hollister	98	111
Akerman	99	135
Burr & Forman	100	107
Hinshaw & Culbertson	101	151
Greenspoon Marder	102	89
Buchanan Ingersoll & Rooney	103	157

Firm	Rank 2022	Rank 2021
Dickinson Wright	104	75
Stoel Rives	105	105
Vorys Sater	106	137
Sullivan & Cromwell	107	114
Warner Norcross + Judd	108	
Gordon Rees Scully Mansukhani	109	97
Fish & Richardson	110	143
Saul Ewing	111	109
Cole Schotz	112	73
Wilson Elser Moskowitz	113	121
Quarles & Brady	114	170
Knobbe Martens	115	168
Dykema Gossett	116	141
Waller Lansden Dortch & Davis	117	173
Smith, Gambrell & Russell	118	84
McCarter & English	119	102
Williams Mullen	120	156
Kramer Levin	121	193
Goulston & Storrs	122	161
Miles & Stockbridge	123	113
Kirkland & Ellis	124	155
Debevoise & Plimpton	125	64
Herrick Feinstein	126	159
Littler Mendelson	127	22
Cozen O'Connor	128	78
Vedder Price	129	148
Sullivan & Worcester	130	86
Hughes Hubbard & Reed	131	196
Spencer Fane	132	116
Tucker Ellis	133	
Adams and Reese	134	126
Quinn Emanuel	135	178
Haynes and Boone	136	95
Dinsmore & Shohl	137	144
Stinson	138	71
Stroock & Stroock & Lavan	139	122
Ice Miller	140	131

Firm	Rank 2022	Rank 2021
Michael Best & Friedrich	141	112
Porter Wright Morris & Arthur	142	85
King & Spalding	143	82
Manatt, Phelps & Phillips	144	153
Clark Hill	145	189
Fisher & Phillips	146	26
Shutts & Bowen	147	129
Shumaker, Loop & Kendrick	148	125
Gibson, Dunn & Crutcher	149	55
Simpson Thacher & Bartlett	150	98
Polsinelli	151	70
Honigman	152	169
Eckert Seamans	153	92
Hodgson Russ	154	172
Baker Botts	155	166
Shook, Hardy & Bacon	156	147
Brown Rudnick	157	160
Paul Weiss	158	60
Shearman & Sterling	159	90
Womble Bond Dickinson	160	50
Kilpatrick Townsend	161	67
Moore & Van Allen	162	163
Hanson Bridgett	163	154
Wilson Sonsini	164	138
Cadwalader	165	185
Davis Polk & Wardwell	166	79
Cravath, Swaine & Moore	167	174
Fenwick & West	168	37
O'Melveny & Myers	169	54
Choate Hall & Stewart	170	197
Kasowitz	171	186
Buchalter	172	128
Hinckley, Allen & Snyder	173	164
Willkie Farr & Gallagher	174	194
Loeb & Loeb	175	180
Jackson Walker	176	181
Day Pitney	177	187

Firm	Rank 2022	Rank 2021
Arnall Golden Gregory	178	167
Fried Frank	179	179
Schulte Roth & Zabel	180	103
Kutak Rock	181	191
Cahill Gordon & Reindel	182	152
Kobre & Kim	183	150
Armstrong Teasdale	184	134
Pryor Cashman	185	162
Phelps Dunbar	186	183
Wachtell	187	195
Katten Muchin Rosenman	188	124
Williams & Connolly	189	188
Chapman and Cutler	190	106
Benesch	191	192
Cole, Scott & Kissane	192	190
Morris, Manning & Martin	193	146
GrayRobinson	194	108
Munger, Tolles & Olson	195	176
Marshall Dennehey	196	165
Susman Godfrey	197	
Boies Schiller Flexner	198	198
Irell & Manella	199	184
Rutan & Tucker	200	182



## Featured Profile: Thought Leadership

# BAKER MCKENZIE

Thought leadership is a core component of first-place Baker McKenzie's relationship with their clients. The firm is always thinking about the bigger picture in its approach to content. That means considering the implications of any given issue from different perspectives, considering multiple areas of law and then offering a joined-up solution that allows them to deliver on their business objectives while mitigating risk.

"We're really focused on improving the quality of our data, from a systems perspective, to ensure we're reaching the right audiences with our campaigns," said Emily Gray, Associate Director, Marketing Strategy and Campaigns. "We're also striving to make continual improvements to our content – supported by robust metrics and the right technology – to reflect the changing behavior of our clients."

Within the legal industry, the content marketing team is uniquely positioned to help join the dots across the entire firm, given their knowledge of projects taking place within different regions, across industries and practice areas.

"Bringing all that together is the most challenging and also the most rewarding part of the job in a global organization like ours," said Gray. "When we get it right, we can tell really compelling stories that show the value we provide to clients, bringing together a global perspective and local nuance."

When it comes to trends, Baker McKenzie pays close attention to their analytics and patterns they see occurring. During the peak of the Covid pandemic, they noticed "content fatigue" as longer

# Baker McKenzie.



form content dropped in popularity. They increased their focus on social media as more visitors were arriving from mobile devices.

“Social media became an increasingly important source of digital engagement,” Gray said. “This accelerated our efforts to take a digital-first approach to content, delivering more bite-sized campaigns and increasingly serializing our content. This approach has resonated well with clients and driven higher engagement rates.”

As discussed earlier, video has grown in popularity as another way to digest thought leadership. Baker has embraced that trend and even shifted their video approach to respond to how clients consume their content.

“Initially, video teasers were a great tool for driving traffic to our landing pages but as people spend less and less time engaging with any one piece of content, we’re now very focused on giving them a reason to stop scrolling,” Gray said. “In practice, that means creating very short videos, which share some of the key takeaways up front – reducing the need for further clicks!”



**...as people spend less and less time engaging with any one piece of content, we’re now very focused on giving them a reason to stop scrolling.**

# Top Performers: FACEBOOK



Firm	Rank 2022	Rank 2021
Baker McKenzie	1	2
Clark Hill	2	6
Milbank	3	45
Brown Rudnick	4	144
DLA Piper	5	5
Latham & Watkins	6	1
White & Case	7	4
Skadden	8	11
Norton Rose Fulbright	9	8
Fragomen	10	7
Sidley Austin	11	42
Greenberg Traurig	12	35
Orrick, Herrington & Sutcliffe	13	3
Jones Day	14	10
Bracewell	15	18
Cooley	16	76
Holland & Knight	17	19
Polsinelli	18	23
Lewis Roca Rothgerber Christie	19	75
Greenspoon Marder	20	24
Hogan Lovells	21	152
Squire Patton Boggs	22	77
Taft Stettinius & Hollister	23	13
Fox Rothschild	24	15
Foley & Lardner	25	78
K&L Gates	26	12
Dinsmore & Shohl	27	41
Mayer Brown	28	17
Perkins Coie	29	38
Little Mendelson	30	22
Reed Smith	31	47
Baker & Hostetler	32	39
Epstein Becker & Green	33	

Firm	Rank 2022	Rank 2021
Lewis Brisbois	34	49
Butler Snow	35	37
Shumaker, Loop & Kendrick	36	21
Cole, Scott & Kissane	37	81
Dechert	38	88
Nelson Mullins Riley	39	25
Jackson Lewis	40	40
Husch Blackwell	41	162
Fenwick & West	42	123
Morgan, Lewis & Bockius	43	64
Morrison & Foerster	44	56
Robins Kaplan	45	50
Haynes and Boone	46	58
Offit Kurman	47	46
Bryan Cave	48	126
Adams and Reese	49	105
Quarles & Brady	50	84
Baker Donelson	51	66
Kilpatrick Townsend	52	63
GrayRobinson	53	34
Baker Botts	54	14
Goodwin Procter	55	97
Hunton Andrews Kurth	56	16
Shutts & Bowen	57	32
Snell & Wilmer	58	59
McGuireWoods	59	27
Weil, Gotshal & Manges	60	31
Shearman & Sterling	61	117
Foley Hoag	62	106
Fish & Richardson	63	67
Quinn Emanuel	64	60
Duane Morris	65	73
Covington & Burling	66	20

Firm	Rank 2022	Rank 2021
Sheppard Mullin	67	48
Phelps Dunbar	68	53
Armstrong Teasdale	69	26
Womble Bond Dickinson	70	54
Ballard Spahr	71	65
Dickinson Wright	72	9
Paul Weiss	73	69
Warner Norcross + Judd	74	
Gibson, Dunn & Crutcher	75	121
Jackson Walker	76	83
Paul Hastings	77	119
Bradley	78	36
Nixon Peabody	79	110
Ice Miller	80	30
Wilson Sonsini	81	92
Vorys Sater	82	101
Brownstein Hyatt Farber Schreck	83	33
Cravath, Swaine & Moore	84	154
McDermott Will & Emery	85	120
Troutman Pepper	86	91
Lowenstein Sandler	87	94
Davis Wright Tremaine	88	112
Winstead	89	72
Arnold & Porter	90	87
Mintz Levin Cohn	91	79
Stinson	92	104
Seyfarth Shaw	93	95
Benesch	94	128
Waller Lansden Dortch & Davis	95	147
Cozen O'Connor	96	148
Knobbe Martens	97	109
Hinshaw & Culbertson	98	122
Kramer Levin	99	85
Alston & Bird	100	155
Faegre Drinker Biddle & Reath	101	98
O'Melveny & Myers	102	93
Vinson & Elkins	103	62

Firm	Rank 2022	Rank 2021
Thompson Hine	104	114
Williams Mullen	105	68
Procopio Cory	106	113
Loeb & Loeb	107	142
Dorsey & Whitney	108	102
Wilson Elser Moskowitz	109	61
Fisher & Phillips	110	125
Stroock & Stroock & Lavan	111	115
Goldberg Segalla	112	99
Katten Muchin Rosenman	113	132
Proskauer Rose	114	90
Burr & Forman	115	82
Robinson & Cole	116	107
Day Pitney	117	149
Porter Wright Morris & Arthur	118	29
Stoel Rives	119	103
Carlton Fields	120	51
Finnegan	121	139
Dykema Gossett	122	52
Cleary Gottlieb	123	74
Manatt, Phelps & Phillips	124	133
Cole Schotz	125	70
FisherBroyles	126	118
Tucker Ellis	127	
Winston & Strawn	128	131
Wilmer Cutler	129	158
Frost Brown Todd	130	143
Sullivan & Worcester	131	43
Buchanan Ingersoll & Rooney	132	124
Thompson Coburn	133	57
Allen Matkins Mallory & Natsis	134	108
Pillsbury	135	135
Saul Ewing	136	145
Michael Best & Friedrich	137	71
Hanson Bridgett	138	80
Shook, Hardy & Bacon	139	146
Moore & Van Allen	140	127

Firm	Rank 2022	Rank 2021
Arent Fox Schiff	141	153
Miles & Stockbridge	142	89
Jenner & Block	143	100
Honigman	144	136
Kelley Drye & Warren	145	138
Buckley	146	96
Rutan & Tucker	147	130
Buchalter	148	116
Debevoise & Plimpton	149	160
McCarter & English	150	55
Arnall Golden Gregory	151	140
Vedder Price	152	134
Lathrop GPM	153	44
Holland & Hart	154	157
Boies Schiller Flexner	155	
Davis Polk & Wardwell	156	168
Kobre & Kim	157	137
Fried Frank	158	129
Crowell & Moring	159	164
Smith, Gambrell & Russell	160	86
Hodgson Russ	161	166
Morris, Manning & Martin	162	141
Kasowitz	163	
Williams & Connolly	164	
Wiley Rein	165	
Eckert Seamans	166	
Chapman and Cutler	167	163
Choate Hall & Stewart	168	
Step toe & Johnson	169	161
Kirkland & Ellis	170	159
Ropes & Gray	171	165
Simpson Thacher & Bartlett	172	169
King & Spalding	173	
Sullivan & Cromwell	174	
Akin Gump Strauss Hauer & Feld	175	
Willkie Farr & Gallagher	176	
Wachtell	177	

Firm	Rank 2022	Rank 2021
Venable	178	156
Cadwalader	179	
Ogletree Deakins	180	
Barnes & Thornburg	181	
Blank Rome	182	167
Cahill Gordon & Reindel	183	
Locke Lord	184	
Akerman	185	
Gordon Rees Scully Mansukhani	186	
Schulte Roth & Zabel	187	
Munger, Tolles & Olson	188	
Hughes Hubbard & Reed	189	
Kutak Rock	190	
Susman Godfrey	191	
Marshall Dennehey	192	
Patterson Belknap Webb & Tyler	193	
Goulston & Storrs	194	151
Spencer Fane	195	
Pryor Cashman	196	170
Irell & Manella	197	
Herrick Feinstein	198	
Hinckley, Allen & Snyder	199	





## Featured Profile: Facebook **BAKER MCKENZIE**

Facebook hosts 1.37 billion users every day. In addition to your friends, family and other pages to follow, there are thousands of law firms that have created a page, hoping to break through that traffic and build trust and connection. Among those law firms that stands out is Baker McKenzie, our 2022 first-place winner.

“Facebook has always leaned towards people-centric content with a focus on the human face of the brand,” said Gary McRae, Associate Director – Digital at Baker McKenzie. “It comes as no surprise that content related to our people, community participation and sustainability resonate more so than other types of content.”

Regardless of the social platform, the firm’s aim remains the same: provide relevant and timely information that resonates with our community. Even as people move away from the network, the firm recognizes its importance and reach.

“We still have an engaged community on Facebook and serve content relevant and appropriate to that channel,” said McRae.

**Baker  
McKenzie.**

# Top Performers: YOUTUBE



Firm	Rank 2022	Rank 2021
Quinn Emanuel	1	88
Jones Day	2	1
Kobre & Kim	3	49
Morgan, Lewis & Bockius	4	55
Dechert	5	5
Mayer Brown	6	2
Bracewell	7	6
Fox Rothschild	8	
Baker McKenzie	9	4
Sidley Austin	10	84
White & Case	11	3
DLA Piper	12	26
Burr & Forman	13	78
Hogan Lovells	14	10
Latham & Watkins	15	13
Covington & Burling	16	148
Baker & Hostetler	17	21
Wilmer Cutler	18	63
Baker Donelson	19	12
Epstein Becker & Green	20	
Norton Rose Fulbright	21	56
Fragomen	22	17
Venable	23	28
Fish & Richardson	24	51
Milbank	25	14
Porter Wright Morris & Arthur	26	143
Sullivan & Cromwell	27	33
Choate Hall & Stewart	28	95
Holland & Hart	29	30
Thompson Coburn	30	41
Morrison & Foerster	31	46
Reed Smith	32	23
Shearman & Sterling	33	35

Firm	Rank 2022	Rank 2021
Perkins Coie	34	15
Fried Frank	35	87
Lewis Brisbois	36	138
Debevoise & Plimpton	37	134
Offit Kurman	38	32
O'Melveny & Myers	39	66
McGuireWoods	40	9
Seyfarth Shaw	41	7
Kirkland & Ellis	42	73
Allen Matkins Mallory & Natsis	43	86
Bryan Cave	44	81
Polsinelli	45	109
Baker Botts	46	22
Husch Blackwell	47	19
Michael Best & Friedrich	48	97
Weil, Gotshal & Manges	49	38
Foley & Lardner	50	45
Hunton Andrews Kurth	51	65
Akerman	52	145
Miles & Stockbridge	53	150
McDermott Will & Emery	54	27
K&L Gates	55	20
Hanson Bridgett	56	93
Arent Fox	57	58
Alston & Bird	58	36
Dorsey & Whitney	59	25
Paul Hastings	60	48
Crowell & Moring	61	122
Goulston & Storrs	62	118
Blank Rome	63	102
Ballard Spahr	64	112
Wilson Sonsini	65	
Sullivan & Worcester	66	

Firm	Rank 2022	Rank 2021
Ropes & Gray	67	69
Pillsbury	68	108
Cadwalader	69	70
Brown Rudnick	70	123
Winston & Strawn	71	107
Shook, Hardy & Bacon	72	34
Womble Bond Dickinson	73	68
Arnold & Porter	74	79
Williams Mullen	75	64
Quarles & Brady	76	80
Goodwin Procter	77	103
Greenspoon Marder	78	39
Greenberg Traurig	79	43
Nixon Peabody	80	29
Akin Gump Strauss Hauer & Feld	81	37
Finnegan	82	74
Benesch	83	47
Carlton Fields	84	42
Thompson Hine	85	18
Cooley	86	85
Fenwick & West	87	94
Mintz Levin Cohn	88	82
McCarter & English	89	117
Procopio Cory	90	126
Foley Hoag	91	120
Fisher & Phillips	92	119
Snell & Wilmer	93	146
Cozen O'Connor	94	127
Buchanan Ingersoll & Rooney	95	131
Kilpatrick Townsend	96	11
Step toe & Johnson	97	53
Squire Patton Boggs	98	24
Gordon Rees Scully Mansukhani	99	140
Frost Brown Todd	100	
Haynes and Boone	101	139
Stroock & Stroock & Lavan	102	98
Boies Schiller Flexner	103	128

Firm	Rank 2022	Rank 2021
Troutman Pepper	104	90
Nelson Mullins Riley	105	40
Barnes & Thornburg	106	121
Saul Ewing	107	59
Hodgson Russ	108	136
Lowenstein Sandler	109	44
Moore & Van Allen	110	144
Holland & Knight	111	16
Chapman and Cutler	112	60
Vinson & Elkins	113	99
Adams and Reese	114	62
Hinshaw & Culbertson	115	61
Skadden	116	76
Robins Kaplan	117	116
Hinckley, Allen & Snyder	118	130
Pryor Cashman	119	89
Dinsmore & Shohl	120	141
Warner Norcross + Judd	121	
Duane Morris	122	115
Buchalter	123	83
Orrick, Herrington & Sutcliffe	124	77
Cole Schotz	125	92
Ice Miller	126	110
Lewis Roca Rothgerber Christie	127	96
Stoel Rives	128	104
Wiley Rein	129	71
Goldberg Segalla	130	52
Kramer Levin	131	114
Morris, Manning & Martin	132	57
Jackson Walker	133	106
GrayRobinson	134	137
Shumaker, Loop & Kendrick	135	31
Brownstein Hyatt Farber Schreck	136	100
Smith, Gambrell & Russell	137	135
Dickinson Wright	138	50
Bradley	139	133
Kelley Drye & Warren	140	91

Firm	Rank 2022	Rank 2021
Littler Mendelson	141	
Vorys Sater	142	54
Lathrop GPM	143	67
Butler Snow	144	72
Loeb & Loeb	145	113
Gibson, Dunn & Crutcher	146	
Honigman	147	101
Herrick Feinstein	148	
Armstrong Teasdale	149	
Shutts & Bowen	150	149
Locke Lord	151	
Davis Wright Tremaine	152	
Simpson Thacher & Bartlett	153	142
Davis Polk & Wardwell	154	105
Paul Weiss	155	
King & Spalding	156	
Cleary Gottlieb	157	
Willkie Farr & Gallagher	158	
Proskauer Rose	159	125
Wachtell	160	
Sheppard Mullin	161	
Cravath, Swaine & Moore	162	
Faegre Drinker Biddle & Reath	163	
Katten Muchin Rosenman	164	
Ogletree Deakins	165	
Jackson Lewis	166	
Cahill Gordon & Reindel	167	
Schulte Roth & Zabel	168	
Jenner & Block	169	151
Taft Stettinius & Hollister	170	111
Williams & Connolly	171	
Wilson Elser Moskowitz	172	129
Manatt, Phelps & Phillips	173	
Clark Hill	174	
Munger, Tolles & Olson	175	
Hughes Hubbard & Reed	176	
Kutak Rock	177	

Firm	Rank 2022	Rank 2021
Susman Godfrey	178	
Stinson	179	
Vedder Price	180	
Winstead	181	
Knobbe Martens	182	
Kasowitz	183	
Marshall Dennehey	184	
Patterson Belknap Webb & Tyler	185	
Dykema Gossett	186	132
Spencer Fane	187	
Day Pitney	188	
Waller Lansden Dortch & Davis	189	
Cole, Scott & Kissane	190	
Phelps Dunbar	191	
Robinson & Cole	192	
Buckley	193	147



## Featured Profile: YouTube

# QUINN EMANUEL URQUHART & SULLIVAN

Quinn Emanuel's YouTube page is a place for industry-leading legal experts to share their acumen in an approachable way. The firm's strategy has evolved over the years by focusing more on accessibility, consistency, presentation and promotion.

"We create quality content that focuses on both fundamental and hot legal topics in which our lawyers have unparalleled expertise," said Dan Posner, Partner. "We want people to know that any content they find on our YouTube page will meet a high standard and be insightful."

Along the way they've learned some important lessons to ensure their channel grabs viewers' attention. All their video thumbnails are eye-catching, relevant and consistent and they include the topic and title in the thumbnail along with a picture of the speaker. They also started to curate their content into playlists.

"Organizing our content by topic, subject, series, and so on improves SEO results and expands our reach," said Posner.

No matter how dense or easy-to-digest, text can become overwhelming and a slog for both the consumer and producer, especially with complicated legal matters. With that in mind, the firm has turned to video to explore more complex topics and present information in an engaging way.

"Video allows us to be more creative and accessible with how we present information and ideas," said Posner. "We also find video to be more impactful for thought leadership purposes, because seeing someone's face enables recognition and nurtures a sense of credibility."

With the uptick in popularity towards short-form videos, it's no wonder Quinn Emanuel has already begun moving towards that style as well. They recently moved away from longer videos to shorter ones that are more approachable and digestible.

"Embracing segmentation has allowed our content to be more accessible by breaking up complex topics along with enabling us to put out a steady stream of content," Posner added. "The firm's most impactful pieces of content have been short videos and series focusing on broader topics that a wide range of the legal community are interested in and could learn something from."

**quinn emanuel**  
quinn emanuel urquhart & sullivan, llp

# Top Performers: Podcast



Firm	Rank 2022	Rank 2021
Step toe & Johnson	1	3
Norton Rose Fulbright	2	1
Lowenstein Sandler	3	39
Akin Gump Strauss Hauer & Feld	4	5
Reed Smith	5	50
Nixon Peabody	6	102
Buchanan Ingersoll & Rooney	7	56
Greenberg Traurig	8	42
Mayer Brown	9	18
Butler Snow	10	21
Jackson Lewis	11	14
Wilmer Cutler	12	7
Milbank	13	67
Dechert	14	22
Cravath, Swaine & Moore	15	96
Quinn Emanuel	16	
Baker McKenzie	17	65
DLA Piper	18	12
Sidley Austin	19	70
Gibson, Dunn & Crutcher	20	23
Crowell & Moring	21	25
Baker & Hostetler	22	28
Greenspoon Marder	23	
Ballard Spahr	24	2
Patterson Belknap Webb & Tyler	25	36
Porter Wright Morris & Arthur	26	92
Sheppard Mullin	27	101
Offit Kurman	28	8
Hogan Lovells	29	64
Skadden	30	
Fragomen	31	9
Seyfarth Shaw	32	11
Morris, Manning & Martin	33	72

Firm	Rank 2022	Rank 2021
Williams Mullen	34	105
Wiley Rein	35	41
Baker Botts	36	33
Goldberg Segalla	37	60
Clark Hill	38	136
Sullivan & Cromwell	39	40
Perkins Coie	40	27
McGuireWoods	41	4
Bracewell	42	55
Husch Blackwell	43	49
Burr & Forman	44	44
Foley & Lardner	45	74
Latham & Watkins	46	79
K&L Gates	47	80
McDermott Will & Emery	48	30
Troutman Pepper	49	119
Epstein Becker & Green	50	
Haynes and Boone	51	34
Littler Mendelson	52	110
Jones Day	53	87
Faegre Drinker Biddle & Reath	54	
Ropes & Gray	55	76
Finnegan	56	93
Manatt, Phelps & Phillips	57	63
Orrick, Herrington & Sutcliffe	58	52
Frost Brown Todd	59	121
Wilson Sonsini	60	116
Duane Morris	61	84
Cozen O'Connor	62	89
Snell & Wilmer	63	17
Kelley Drye & Warren	64	26
Womble Bond Dickinson	65	107
Paul Hastings	66	15

Firm	Rank 2022	Rank 2021
Stoel Rives	67	32
Winston & Strawn	68	71
Choate Hall & Stewart	69	46
Saul Ewing	70	10
Buchalter	71	31
Carlton Fields	72	35
Vinson & Elkins	73	106
Shutts & Bowen	74	147
Adams and Reese	75	58
White & Case	76	66
Arnold & Porter	77	142
Fox Rothschild	78	108
Kilpatrick Townsend	79	78
Arent Fox Schiff	80	6
Ogletree Deakins	81	20
Holland & Knight	82	75
Morrison & Foerster	83	54
Mintz Levin Cohn	84	29
Vorys Sater	85	109
Simpson Thacher & Bartlett	86	
O'Melveny & Myers	87	86
Lewis Roca Rothgerber Christie	88	83
Herrick Feinstein	89	100
Proskauer Rose	90	47
Squire Patton Boggs	91	45
Brown Rudnick	92	43
Barnes & Thornburg	93	48
Fisher & Phillips	94	91
Waller Lansden Dortch & Davis	95	104
Blank Rome	96	113
Stroock & Stroock & Lavan	97	73
Nelson Mullins Riley	98	90
Jackson Walker	99	69
Procopio Cory	100	143
King & Spalding	101	61
Willkie Farr & Gallagher	102	144
Polsinelli	103	117

Firm	Rank 2022	Rank 2021
Kramer Levin	104	82
Winstead	105	19
Cadwalader	106	120
Shook, Hardy & Bacon	107	134
Baker Donelson	108	13
Honigman	109	111
Thompson Hine	110	145
Thompson Coburn	111	81
Smith, Gambrell & Russell	112	141
Foley Hoag	113	37
Dykema Gossett	114	126
Allen Matkins Mallory & Natsis	115	125
Goodwin Procter	116	38
Bryan Cave	117	122
Pillsbury	118	103
Akerman	119	
McCarter & English	120	59
Brownstein Hyatt Farber Schreck	121	51
Hinshaw & Culbertson	122	140
Tucker Ellis	123	
Warner Norcross + Judd	124	
Katten Muchin Rosenman	125	24
Alston & Bird	126	135
Shearman & Sterling	127	118
Davis Wright Tremaine	128	68
Kirkland & Ellis	129	
Morgan, Lewis & Bockius	130	
Cooley	131	
Davis Polk & Wardwell	132	
Weil, Gotshal & Manges	133	
Paul Weiss	134	
Covington & Burling	135	
Cleary Gottlieb	136	
Debevoise & Plimpton	137	
Wachtell	138	
Fried Frank	139	94
Hunton Andrews Kurth	140	57

Firm	Rank 2022	Rank 2021
Fenwick & West	141	
Lewis Brisbois	142	
Venable	143	97
Cahill Gordon & Reindel	144	
Locke Lord	145	
Gordon Rees Scully Mansukhani	146	
Schulte Roth & Zabel	147	
Fish & Richardson	148	
Jenner & Block	149	
Loeb & Loeb	150	85
Dorsey & Whitney	151	137
Taft Stettinius & Hollister	152	88
Williams & Connolly	153	130
Wilson Elser Moskowitz	154	98
Bradley	155	16
Dinsmore & Shohl	156	115
Munger, Tolles & Olson	157	
Quarles & Brady	158	62
Hughes Hubbard & Reed	159	
Holland & Hart	160	138
Kutak Rock	161	
Susman Godfrey	162	
Dickinson Wright	163	99
Stinson	164	
Vedder Price	165	124
Chapman and Cutler	166	53
Moore & Van Allen	167	128
Ice Miller	168	
Knobbe Martens	169	
Kasowitz	170	
Boies Schiller Flexner	171	127
Marshall Dennehey	172	131
Benesch	173	148
Lathrop GPM	174	112
Goulston & Storrs	175	132
Kobre & Kim	176	114
Spencer Fane	177	

Firm	Rank 2022	Rank 2021
Day Pitney	178	149
Armstrong Teasdale	179	
Pryor Cashman	180	
Robins Kaplan	181	95
Cole, Scott & Kissane	182	146
Michael Best & Friedrich	183	133
Cole Schotz	184	
Phelps Dunbar	185	
GrayRobinson	186	
Robinson & Cole	187	
Buckley	188	
Eckert Seamans	189	129
Irell & Manella	190	
Arnall Golden Gregory	191	
Shumaker, Loop & Kendrick	192	77





## Featured Profile: Podcast **STEPTOE LLP**

Podcasts provide a way of maintaining relationships with clients that sits alongside the other forms of communication that exist. Unlike a client alert, a podcast has the benefit of feeling personal with a genuine voice while having the flexibility of being able to listen to it at any time. Our first-place winner Steptoe & Johnson has cemented itself as a leader in this platform for its years of consistently publishing multiple podcasts.

“Forward planning with a calendar of content lined up in advance, as well as having great external speakers is the key to keeping the podcast going and listeners tuning in week after week,” said Chris Hinze, Chief Marketing & Business Development Officer.

To gain as much exposure as possible, Steptoe pushes the podcasts out across all the usual podcast listening platforms. The podcasts are also shared on the firm’s social media channels and distributed to relevant contacts through email marketing.

“Starting a podcast is easy but it’s much harder to keep it going week after week, month after month, year after year,” said Hinze. “Our weekly cyberlaw podcast has racked up more than 425 episodes and that’s a significant commitment and achievement by everyone involved in driving it forward and their enthusiasm to make it work.”

No matter the topic, Steptoe has managed to keep the content conversational and engaging enough to keep listeners returning. It’s obvious the hosts and guests know their subject matter and can discuss it in a way for listeners to really understand it.

“It demonstrates that as a firm and as individual attorneys we really ‘get it,’” Hinze said. “It’s our goal to demonstrate that not only do we have a deep understanding of the issues we’re discussing, but we also want to help clients interpret the legal environment.”

# Steptoe

# Q&A with Guy Alvarez



## 1: What are the biggest differences you see from 2021 to 2022?

I am starting to see a clear separation between law firms that comprehend how to use digital marketing to anticipate and respond to their clients and prospects needs and others that are still using digital to simply promote their lawyers. Law firms at the top of our index get it. They understand that the power of digital and social media goes way beyond a channel to promote a firm, and instead they are focusing on gaining meaningful insights into what content is of interest to both existing clients and prospects, as well as how to leverage that content to create or enhance their relationships.

## 2: How should firms deal with the decline of organic reach, especially since Apple launched an “opt-out” of tracking and the over-saturation of paid advertising?

Law firms need to focus on their target accounts and create campaigns that are customized to address the needs and issues their top clients are dealing with. They need to understand that you cannot market to everyone. Narrowing your focus and leveraging new technologies can enable firms to better serve their most important clients as well as provide opportunities with prospective clients that have the same type of needs and where there is a good match between needs and capabilities of the firm.



Guy Alvarez  
Founder & CEO | Good2bSocial

## 3: Instagram rolled out Reels to compete with Snapchat and TikTok; is this something firms should create unique content for?

Law firms should look for every opportunity to create meaningful content that enables the firms to tell a story. Clients and prospective clients are looking for a firm that understands their business, has knowledge of their industry and has experience in dealing with the issues or problems that they are facing. Video is a great way to tell a story. Video enables a firm or a lawyer to not only communicate their knowledge and experience, but it also enables them to showcase their unique personality and humanity.

## 4: Company transparency has been a growing consideration when making business decisions. Do you expect to see more from law firm leadership on social media?

There are several law firm managing partners who actively participate on social media. I think this is a great opportunity for law firm leaders to shape the narrative about the delivery of legal services and also to communicate the mission and vision of their firm. But it has to be genuine.



## Very few firms do a good job at social listening.

People can easily tell when a person is just posting on social media for the sake of posting. Law firm leaders need to go beyond congratulating their colleagues and their firms for a job well done. They need to leverage the social platforms to really engage with their clients and prospects as well as thought leaders in the business of law..

### 5: How soon will firms need to pay attention to TikTok or some of the other smaller channels like Snapchat?

I do not see AmLaw 200 firms using TikTok and Snapchat to post firm wide content. However, these two social networks and other nascent social media platforms can and should be used by their lawyers. This is especially true for lawyers that have an active practice in the entertainment industry or whose clients frequent these more visual types of platforms. Lawyers need to continually think outside the box and look for opportunities to raise awareness of their knowledge and experience with their target audience.

### 6: Do you see firms doing a good job at social listening? What tools should they employ to help them pay closer attention?

Very few firms do a good job at social listening. Most treat social media as a one way channel to promote their firm and their lawyers and this is a huge missed opportunity. Social media is called social media for a reason. There is a social element to it and law firms need to recognize that in order to realize the full value of this medium, it cannot just be a one way conversation. There are a few firms, however, that are doing a good job at social listening and at trying to gain insights from their activity on social media. These are the firms that will most likely benefit from their social media efforts. Some tools that are available for social listening include: Meltwater, Awario, BuzzSumo, Mention, Sprout Social and HubSpot.



### 7: Do you anticipate law firms segmenting their social media out to connect with a more targeted audience?

Yes and we are seeing many firms already doing this by creating showcase pages on LinkedIn and multiple accounts on Twitter. However, it is critical that these firms commit to create a steady stream of content for these pages and accounts. There is nothing worse than going to a showcase page or a twitter account that has not been updated in months. Therefore, firms have to balance their desire for segmentation with their capacity to produce a robust content stream that is curated and maintained on a daily basis. Also, firms should shy away from firm-centric segmentation and rather focus on client-centric segmentation. Clients and prospects don't care how you organize yourself internally, they care about how you can help them solve their legal issues or enhance their opportunities.

# METHODOLOGY

The Social Law Firm Index ranks are based upon a proprietary methodology developed to assess the effectiveness and success of a firm's use of digital marketing and social media. We refined our algorithm for this year's methodology to capture the idea of quality over quantity and client focus. In addition to measuring prowess with reach and engagement, we measure their presence on Twitter, LinkedIn, Instagram, Facebook, YouTube and SEO. We also added podcasts as they have grown in popularity and we assess thought leadership content on a firm's website. The thought leadership component allows us to evaluate a firm's ability to consistently present, communicate and broadcast its expertise across various online media channels.

Our ranking for each category is from 1-200. The ranking is based upon dozens of unique measures per law firm social media property, aggregated in combination with performance indicators drawn from other digital real estate, including the firm's corporate website and practice-area microsites. We captured all digital activities across all these platforms for the Am Law 200 firms from April 1 through August 30, 2022. For each medium, we applied measures of reach, engagement, conversion and we also scored for the application, or absence, of key best practice indicators.

*Note: For entities not active on social media, certain platforms like Facebook will automatically generate a place-card page on behalf of the firm. As these pages are not owned by or monitored by the firms, they are excluded from consideration in this study.*

*Note: In cases where firms received the same score, a secondary ranking based on Am Law 200 rank was applied.*

# About the Authors



## Guy Alvarez

Founder and CEO,

**GOOD2BSOCIAL**



Guy Alvarez is the founder and Chief Engagement Officer of Good2bSocial. Guy, a former practicing attorney, is one of the top digital marketing consultants in the legal industry. Guy's experience includes leading senior digital marketing roles at KPMG, ALM, and The Practising Law Institute. With a background in technology and marketing, Guy emerged as an early adopter and advocate of social media. Guy went on to cultivate his social media expertise as a consultant for a broad range of clients, including consumer goods specialists, such as Pernod Ricard, as well as legal industry leaders, such as Lexis-Nexis and LMA.

Guy has advised Fortune 100 companies and Am Law 100 law firms on all aspects of digital marketing, including social media training, search engine optimization, content marketing, measurement and analysis, and the development of thought leadership platforms and microsites.

## Kevin Vermeulen

Partner/COO,

**GOOD2BSOCIAL**



Kevin Vermeulen is partner and Chief Operating Officer for Good2bSocial. He has over 30 years of marketing and advertising experience, including 22 years working in various senior management roles, including Chief Revenue Officer and Chief Marketing Officer for ALM Media, a leading legal publisher, helping lawyers, law firms, consultants, and vendors grow their business. During Kevin's tenure at ALM, he worked with professional services companies in the financial, digital, real estate, and legal industries.

Over the course of his career, Kevin has played a key role in the design and development of dozens of websites, digital revenue streams, publishing products, webinars, and conferences, as well as strategic partnerships globally. Kevin is generally recognized as an expert and thought leader in marketing strategy and implementation in the legal industry and was honored by B2B Media Business as "Innovator Of The Year."

## Victoria Zimmon

Communications Strategist,

**GOOD2BSOCIAL**



Victoria Zimmon has spent nearly 20 years working in public relations and communications. With extensive experience in legal, corporate, education, nonprofit and agency environments, Victoria has expertise in media relations, writing/editing, social media, collateral development, account management and event planning.

At Good2bSocial, Victoria provides strategic public relations, content marketing and social media support to our clients.

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Good2bSocial works with law firms, legal marketers, companies and associations in the legal industry to help them understand and leverage the power of digital marketing. By combining our unmatched industry experience with the latest technology we are able to deliver and execute measurable marketing and business development strategies.

Good2bSocial offers a full suite of digital marketing services including high-impact content marketing, PPC, SEO, paid social, email marketing, marketing automation, website/microsite development, social media management and training.

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