THE 2013 IN-HOUSE COUNSEL NEW MEDIA ENGAGEMENT SURVEY

Greentarget
Zenghauser Group
Inside Counsel
# Table of Contents

- **Executive Summary: A Tipping Point**  
  Page 3
- **Analysis**  
  Page 6
- **Survey Background**  
  Page 8
- **Key Highlights**  
  Page 9
- **Implications**  
  Page 15
- **Verbatim Responses**  
  Page 16
- **Complete Survey Data**  
  Page 20
- **Methodology**  
  Page 42
EXECUTIVE SUMMARY: A TIPPING POINT

Mark 2013 as the year it became hard to find lawyers not using new media tools. The 2013 In-House Counsel New Media Engagement Survey offers ample evidence that social media tools have gone mainstream. As LinkedIn, blogs, and other forms of new media grow in usage and credibility, lawyers increasingly are accessing those tools on the go using mobile technology.

When Greentarget and Zeughauser Group conducted our inaugural survey in 2010, many in-house lawyers were still uncomfortable with the new media technologies that were redefining the media. Yet as that landmark survey showed, some increasingly were turning to social media to obtain news, conduct research, and deepen professional networks. We said at the time: “Change is more extensive than many pundits have appreciated to date.”

Our second survey in 2012 showed that the move towards new media had advanced considerably. This year’s survey makes it clear the trend is irreversible. In 2013 the lawyer who has his paralegal print his emails for him, gets all his news from the print edition of The New York Times, and thinks a “blog” is a smudge on his tie is part of a dying breed.

Yet our survey shows that some of the most popular regions of the new media ecosystem are far from fully exploited—rich with opportunity, perhaps, for pioneering lawyers and law firms that create high-quality content that grabs attention on those channels.
HIGHLIGHTS FROM THE MOST RECENT SURVEY:

THE LUDDITES ARE DISAPPEARING
New media usage is not only common, as last year’s survey showed, it’s mainstream. The percentage of respondents not using new media tools has shrunk from 43 percent in 2010 to 27 percent in 2013.

MOBILE CONSUMPTION IS RISING
An increasing number of in-house counsel are reading daily general business media on their smartphones (53 percent), tablets (39 percent), or mobile apps (23 percent), which signals their growing consumption of media on the go.

LAW BLOGS ARE A PREFERRED AND INFLUENTIAL NEWS SOURCE
Blog readership is rising, and in-house respondents indicated they read attorney-authored blogs (55 percent) as frequently as they read blogs authored by professional journalists (54 percent). Moreover, 53 percent of counsel envision a future in which a well-executed blog will influence hiring decisions. Given the growing number of new blogs launched by Am Law 200 firms in recent years, this suggests that firms would benefit greatly from more coordinated blogging strategies at an institutional level.

THE LAWYER’S FAVORITE NEW REFERENCE GUIDE: WIKIPEDIA
Wikipedia, already popular as an information source for personal use, increasingly is regarded as a legitimate professional tool. The percentage of respondents who said they use Wikipedia to conduct company and industry research jumped from 51 percent in 2012 to 65 percent this year, which is one of the most significant changes in the most recent survey data.

THE “SERIOUS” SOCIAL NETWORK IS LINKEDIN
Sure, respondents are checking Facebook daily for personal reasons. But LinkedIn continues to be the “serious” social network that respondents use to obtain information, deepen professional networks and search for job opportunities. Two-thirds of counsel report they have been on LinkedIn in the past week for professional reasons, and usage growth is particularly strong among counsel in their 30s. Facebook and Twitter lag far behind for professional use.
THE NEXT BIG THING: ONLINE VIDEO?
A majority of respondents (55 percent) said they access law firm websites and YouTube channels to some degree to access substantive video content. Frequency is modest. Since few law firms provide content in this way, there may be an opportunity here for law firms that produce quality online video to stand out.

INVISIBLE USERS ARE GROWING
The portion of respondents who actively post information to new media networks still is significantly lower than those who pull information from them. In fact, this “invisible user” phenomenon, identified last year in this survey, is growing stronger. The percentage of respondents who used social media in listen-only mode rose from 68 in 2012 to 74 in 2013.

PEER-DRIVEN RANKINGS: THEY YIELD LITTLE INFLUENCE
While peer-driven ranking services historically have been important to law firms and their lawyers, our data indicate these rankings have far less impact in shaping opinions of outside lawyers and influencing hiring decisions than do other factors, including referrals from trusted sources and online biographies.

IS A GENERATIONAL DIVIDE BACK AGAIN?
Counsel of all ages report using social media, but a generation gap that appeared to close in 2012 now appears to be back in some areas, notably in the use of LinkedIn and blogs.
ANALYSIS

Our first In-House Counsel New Media Engagement Survey revealed that new media tools were being adopted by in-house attorneys. Three years later, the 2013 follow-up survey shows that social media has been widely adopted. The percentage of people who aren’t on social media is shrinking—only 27 percent of respondents said they didn’t use it, meaning almost three-quarters do.

But the survey shows not only that they’re using it, but how they are engaging with it. Certainly a significant number of attorneys are using personal time to connect and communicate with friends on Facebook, but they are also spending precious work hours using social media tools for work purposes. In-house lawyers are doing research on Wikipedia and law firm sites, they’re strengthening professional contacts using LinkedIn, and they’re reading industry news on blogs. As before, many are quiet or “invisible” users taking in content rather than creating and offering up content to the information-hungry community.

SOCIAL MEDIA AS A PROFESSIONAL TOOL

When we first conducted this survey, many in-house counsel hadn’t yet discovered the value of social media. That had changed by last year, when in-house counsel had begun to alter their perceptions of the media and embrace it, albeit cautiously.

Our 2013 survey data affirms that a growing number of in-house lawyers are consumers of professional content rather than contributors to it. They generally read blogs rather than write blogs, and they read others’ LinkedIn posts much more than they broadcast their own thoughts, analyses, or job notes. This approach, likely, is because in-house lawyers, unlike their law firm peers, aren’t looking to promote themselves, so there is little upside for them to post information.

But the latest survey shows that while lawyers previously questioned the reliability of social media sources, such as Wikipedia’s crowd-sourced approach to information or self-published observations on public blogs, counsel increasingly are viewing these sources as credible and legitimate. In fact, counsel are turning to some of these sources in the same way and in the same numbers that they turn to traditional media outlets such as daily newspapers.
Moreover, social media is increasingly a productive, professional tool. Where some platforms previously were considered of questionable use, many sites and networks increasingly are considered useful. Those different sites and networks—such as Wikipedia, LinkedIn, and blogs—are being used to satisfy different professional needs. A counsel may research a potential hire or search for a job on LinkedIn. He or she may start general case-related research on Wikipedia or keep up with industry news by reading legal or other niche blogs. In these or other cases, specific sites and networks are used to accomplish tasks and reach goals.

Our first survey identified a generational gap in social media use. While blogs were widely read by in-house counsel of all ages, LinkedIn, Facebook, and Twitter were more popular with younger attorneys. That trend had lessened some by last year’s survey, when in-house lawyers age 40 and up were using social media more widely, perhaps voracious readers who followed quality content to a new platform. The latest data from this 2013 survey reveals that a generational gap does remain in terms of social media use, with younger lawyers using some sites, such as LinkedIn, much more frequently than their older colleagues. That said, their older colleagues are still using it weekly. And there are some areas of social media where older colleagues are keeping pace or even ahead of the younger generation.
SURVEY BACKGROUND

The 2013 research, conducted in February of 2013, is the third In-House Counsel New Media Engagement Survey, following surveys published in 2010 and 2012. The latest survey repeats many questions from prior surveys and introduces some new questions based on the trends we are seeing in the new media marketplace. A total of 379 in-house counsel responded to the survey, up 13 percent from 2012.

DEFINING THE NEW MEDIA ECOSYSTEM

As we stated last year, this research studies the two primary components of new media: social networks and owned media. It’s important to understand the reach of each, particularly when allocating marketing dollars.

Social media has matured as a business, as Facebook's 2012 initial public offering signaled and data from comScore has been showing us for years. “Americans’ usage of Social Networking sites continued to be dominated by Facebook, which accounted for five out of every six minutes spent online on these sites,” comScore recently wrote.

Owned media is an emerging term that describes content over which companies can exercise a high degree of control. Distinct from advertising, which is paid media, and public relations, which is earned media, owned media describes tools that organizations use to push content to their target audiences, including websites, blogs, email lists, and other content streams. New media technologies allow organizations to create and control content and distribute it more effectively to an extensive, yet targeted audience.

Of note, social media’s maturation has been accompanied by the rapid adoption of mobile technologies such as smartphones and, more recently, tablets. In the United States, 129.4 million people owned smartphones during the three months ending in January 2013, up 7 percent since October, according to the comScore MobiLens service. Smartphones have surpassed 50 percent penetration, and the number of smartphone subscribers has increased 99 percent from two years ago. Given the way that lawyers serve clients and access information today, one could assume that smartphone penetration is near 100 percent for busy lawyers.

In general, as more people use smartphones, more media is moving in a digital direction. This trend is chiefly attributable to two phenomena: the high level of comfort with which users, especially sophisticated professional users, are consuming digital media, and the increasing amount of content that organizations are pushing out and promoting online.
NEW MEDIA HIT AND PASSED A TIPPING POINT THIS YEAR

Last year’s survey showed that new media usage steadily was going mainstream. The 2013 data shows that new media is mainstream. Usage is widespread. One way to look at this phenomenon is that the percentage of people who are not using social media has shrunk from 43 percent in 2010, to 35 percent in 2012, to 27 percent most recently.

SMARTPHONE, TABLET USAGE GROWING

Despite the presumed death of print publications, some in-house counsel are holding onto physical newspapers. Fifty-five percent of the latest survey’s respondents said they still read the print version of a daily general business publication. An even higher portion, 74 percent, read print legal industry trade publications weekly and monthly—a frequency that reflects the hard-copy publishing schedules of the legal industry trade press.

Yet an increasing number of lawyers are accessing content from their mobile devices. For that daily general business publication, 53 percent are reading on their smartphones, 39 percent are reading from their tablets, and 23 percent—nearly a quarter—are accessing general business media through mobile applications.

Tablet and smartphone use were up across the board this year, signaling that in-house lawyers, like many professionals, are consuming news while on the go. Tablet readers of general business publications were up 14 percentage points to 39 percent.

More than half of respondents, 51 percent, said receiving business information on a smartphone or tablet “has helped me stay more informed on issues critical to my business,” and 34 percent said it helped them manage information more efficiently, even while 36 percent said it has contributed to information overload.

And just as fewer people are avoiding social media, fewer people are avoiding the trend toward mobile use. Only 26 percent of respondents said they don’t access business information on a smartphone or tablet.
**WIKIPEDIA IS NOW A PROFESSIONAL TOOL**

Wikipedia, the encyclopedic site for crowd-sourced information, has won out as a legitimate place to conduct research, our survey data shows.

While Wikipedia already was considered the top platform used for personal usage in our 2010 survey, it has emerged as an important professional tool. Just shy of half of respondents, almost 49 percent, said they had used Wikipedia in the past day or week for professional reasons, second only to LinkedIn.

The percentage of respondents who indicated they use Wikipedia to conduct company and industry research jumped from 51 percent in 2011 to 65 percent this year, one of the most significant historical comparisons in the most recent data. Another 24 percent said they use it to research prominent business professionals, and 8 percent said they use it to research outside counsel. Only 10 percent of respondents said they don’t use Wikipedia.

**LINKEDIN REMAINS THE “SERIOUS” SOCIAL NETWORK**

LinkedIn continues to be the “serious” social network – the one that most respondents are using for professional reasons. And LinkedIn is the most used professional social network, with 40 percent of respondents having used it in the past 24 hours and another 27 percent having used it in the past week.

When using LinkedIn for professional reasons, most are using it for several reasons. Seventy percent use it to connect with in-house colleagues; 66 percent use it to connect with business and industry leaders; 61 percent use it to get news and information; and 60 percent use it to connect with outside counsel with whom they work. Those statistics are particularly important to law firms seeking ways to stay in touch with and provide credentialing information to their clients.

Somewhat surprisingly, 39 percent use it to connect with outside counsel that they don’t work with. Also interesting: 46 percent use LinkedIn to stay abreast of job opportunities.

As we referred to earlier, the use of LinkedIn splits along a generational divide though weekly usage among all counsel between 30 and 60 is quite high. In 2013 LinkedIn saw continued growth in professional usage among counsel in their 30s, while LinkedIn usage for those in their 40s and 50s stayed about the same. Counsel over 60 are using LinkedIn, but less frequently than younger counsel.
BLOGS GAIN EYEBALLS AND CREDIBILITY

Blogs, according to the most recent data, are the third most frequently-used new media platform for professional reasons. Forty-six percent of respondents said they had used blogs in the previous day or week. Blog usage also grew slightly in the past year.

Which blogs do in-house counsel frequent and value the most? The answer: law firm attorney-authored blogs (55 percent check “somewhat” or “very often”) and media-branded blogs written by professional journalists (54 percent). In-house respondents indicate they are reading attorney-authored blogs as frequently as they read blogs authored by professional journalists, which indicates those blogs are increasingly considered credible sources of information and underscores the importance of and opportunity associated with high-quality blogs.

Blogs, when done well, help lawyers and law firms reach in-house counsel with news and information they wouldn’t otherwise receive. Fifty-three percent of respondents said they could envision a future in which a law firm’s high-profile blog plays an important role in influencing clients to hire that firm. Fifty-five percent of counsel shared that view in 2012, and 50 percent held it in 2010. The consistency of these results from year to year supports the validity of the underlying trend.

As counsel continue to gravitate to blogs that deliver quality content, law firms are continuing to launch new blogs at an accelerated pace. According to LexBlog’s State of the Blogosphere published in December 2012, the Am Law 200 produces a total of 660 blogs, 607 of which are firm branded (where the firm’s name and/or logo are prominently displayed). Now 156 Am Law 200 firms produce blogs, up from 39 firms in 2007. The most popular subject is employment, with 91 blogs. On average, this is only 3.35 blogs per Am Law 200 firm. That and the skew towards employment blogs suggest that there is still plenty of opportunity for law firms to enter the blogosphere with unique content.

Blogs are growing more popular and numerous as in-house counsel read blogs and law firms follow suit by publishing more of them. That process presents a challenge for law firms trying to make an impact, especially if their blogs are one-off platforms. In order to capture and hold readers’ attention, firms need to think strategically and make blogs elements of a coordinated and integrated new media strategy.
ONLINE VIDEO IS THE VANGUARD

As in-house counsel have adopted social and new media technologies for professional use, one area has lagged: video. The data reveals that a significant percentage of respondents are accessing online video for substantive information and content on legal trends, topics, and issues, but they are doing so infrequently. Only 6 percent of respondents reported having watched substantive video on law firm websites or law firm-branded YouTube channels to a great extent. Seventeen percent of respondents said they are accessing this type of video “to some extent,” while nearly a third of respondents, 32 percent, said they are accessing it to a “small extent.” Meanwhile, 45 percent of counsel didn’t access substantive video content published by law firms at all. This may be because few law firms are providing substantive content about legal developments via this medium.

Yet nearly a quarter said they access video on YouTube weekly for professional reasons. Moreover, they’re also watching video for personal reasons. In our 2013 survey, 61 percent of respondents reported having used YouTube in the past day or week for personal reasons, and weekly YouTube personal use increased from the prior year.

This finding suggests there may be an opportunity for law firms to engage key stakeholders with video that educates and enlightens, rather than self-serving, advertorial content. Early movers may have an advantage here. Time will tell.

A GENERATIONAL DIVIDE RESURFACES

Our 2012 survey showed that the generational divide visible in our 2010 survey had begun to narrow. But the most recent data reveals that the divide does persist, particularly on certain sites and networks.

The divide was apparent in professional use: 80 percent of lawyers ages 30-39 reported having used LinkedIn on a professional basis in the previous week, more than double the 39 percent of lawyers age 60 and up who did the same. Moreover, the percentage of older lawyers who reported using LinkedIn professionally in the previous week declined 11 percentage points, indicating that established counsel may have given LinkedIn a try but decided they prefer traditional methods of communication.

In terms of weekly usage of top social media platforms for personal reasons, use of Facebook by counsel in their 30s was 23 percentage points higher than the 60-plus group, 47 percentage points higher for LinkedIn, 33 percentage points higher with blogs, 31 percentage points higher with YouTube, and 29 percentage points higher with Wikipedia.
The generational divide also was seen in blogs, as lawyers between 30 and 50 years old were far more likely than their older colleagues to have checked blogs. Almost no counsel over the age of 60 used blogs for professional reasons daily, according to the survey data, although there was a significant spike among that age group for professional use on a weekly basis.

But younger and older lawyers watched YouTube in similar percentages, and a similar percentage of each also used Wikipedia.

**INVISIBLE USERS PHENOMENON GROWS**

Although in-house counsel have grown more comfortable with new media tools and platforms, most remain private rather than public users of it. In other words, and as in previous years, in-house counsel as a group is consuming information more than publishing and distributing content. On LinkedIn, for example, 61 percent use it as a platform to receive news and information while only 21 percent use it to share news and information.

Last year we called these more private respondents “invisible users,” and the invisible user phenomenon is growing stronger. In 2012, 68 percent of social media users used it to listen only. In the most recent survey, that number increased to 74 percent.

This pattern continues to make their true level of engagement difficult to measure, but it also implies an opportunity for lawyers and firms that choose to use new media in a public way, by publishing blogs and developing rich LinkedIn profiles, videos, and other content. The overall data suggests a growing appetite for well-researched and thoughtful content, so people who publish that content may be able to reach a large and increasing audience.

It also suggests ways social media users can measure engagement with these invisible users. Invisible users may not comment or participate in online discussions, but they may follow a blogger or other online publisher. In that case, a social media user should seek to generate a following based on quality content, with the goal of converting those online relationships into off-line relationships, conversations, and assignments. Measuring these efforts by engaging in “social listening,” a buzzword that surfaced years ago, won’t work for this audience.
PEER-DRIVEN RANKING SERVICES ARE NOT VALUED

While peer-driven ranking services in the past have been important to law firms and their lawyers, it’s clear based on our data that these rankings have little impact in shaping opinions and influencing hiring decisions.

According to the 2013 survey data, when in-house counsel researched outside lawyers, the main factors that influenced their decisions were recommendations from trusted sources (97 percent said it was “very” or “somewhat important”), biographies on firms’ websites (91 percent), articles and speeches (79 percent), and blogs published by lawyers on topics relevant to their business (70 percent). These results, in terms of the factors’ order of importance, are similar to the results published in our 2012 survey.

Peer-driven rankings (61 percent) were less influential than the above-listed factors. That said, some were considered more useful than others. Chambers, considered the most influential ranking service, only influenced 4 percent of respondents to a “great extent.” Runners-up were U.S. News Best Lawyers (3 percent), Legal 500 (2 percent), Super Lawyers and Law 360 PGs of the Year (1 percent), and FT Innovative Lawyers (0 percent). Meanwhile, the percentage of respondents who reported not being influenced at all by the rankings ranged from 51 percent to 71 percent.
IMPLICATIONS

THESE FINDINGS HOLD NOTEWORTHY IMPLICATIONS FOR LEGAL MARKETERS:

- Few respondents (12 percent) are visiting the Wikipedia pages of current and prospective outside law firms. In order to reach in-house counsel through the increasingly popular site, a law firm should consider using Wikipedia to credential individual attorneys on various subject matters tied to their practices, and not focus solely on the firm’s Wikipedia profile.

- LinkedIn remains the social media platform considered most professional, and it has high but demographically-specific usage. It by far boasts the largest concentration of lawyers of any one social media platform. As a result, law firms seeking to reach contacts or potential customers must be using LinkedIn strategically.

- Blogs are growing in influence and credibility and should be a key element of any external communications strategy. To reach in-house counsel effectively in new, memorable, and highly searchable ways, law firms need to optimize their blogging strategies. Those that publish serious, substantive blogs will find them to be among the best ways to express thoughts and find an audience, especially if the focus is on the quality of content over the quantity.

- Video may represent the next big opportunity for law firms. Online video, when integrated into a broader content strategy, can be used to reach any number of important stakeholder groups, including current and prospective clients, potential lateral recruits, internal audiences, and editorial gatekeepers. Law firms may want to study the notion of whether to create professional, engaging video that hits defined subject areas.

- As the number of invisible users grows among the in-house community, law firms need to understand and incorporate the significance of this important usage behavior into their digital media strategies. Applying consumer marketing metrics within this particular B2B context can yield a misguided strategy. The goal should be to use compelling content to demonstrate expertise and generate influence, and then to convert online relationships into offline ones.

- To reach potential customers, law firms need to go mobile and ensure that their content is mobile-friendly. The data shows that all in-house counsel, and especially younger ones, are increasingly to be found on new media platforms that they are accessing through mobile technology. Firms need to communicate using the media clients are using.
VERBATIM RESPONSES

We asked in-house respondents the following two open-ended questions. Below is a sampling of responses, sorted by question, that capture the sentiments of the in-house community.

PLEASE DESCRIBE THE EXTENT TO WHICH YOU USE AND PARTICIPATE IN SOCIAL MEDIA.

With the exception of LinkedIn, I use social media only on a casual, personal level, for staying in touch with friends and family.

My use is more as a static recipient looking for information I find valuable, but not contributing.

I run several pages for groups/organizations myself; used social media as an outreach tool in my recent run for public office.

I’m on Facebook several times a day to keep up with friends and acquaintances. I use LinkedIn occasionally, but I do not find it credible for professional information about people. LinkedIn is good for news feeds.

I use LinkedIn for business each day to make contact with professionals, connect with new business acquaintances and to read and disseminate interesting/topical articles. I use Twitter to read and disseminate interesting/topical articles.

I am on social media daily or almost daily. I try to maintain an absolute firewall between Facebook, which I use for personal reasons, and LinkedIn, which I use for professional reasons. I am not on Twitter at all.

Have Facebook and Twitter accounts, but do not “friend” or follow anyone with whom I am not personally acquainted.

I use social media more for personal use, except for LinkedIn, which I definitely use more for business contacts and opportunities.
For professional purposes, I use Linkedin to connect with people I meet and might want to stay in touch with. I follow a number of discussion groups on Linkedin as well. I have a blog, although I'm not that active, and a Twitter account that gets even less use. I use Facebook only for personal matters.

I use it frequently for personal reasons, but mostly as a passive listener and not frequently as a creator of content. I use it less frequently for business purposes, and always as a passive listener.

I use social media to keep abreast of topics of interest, both personally and professionally, and conduct further research based on information I find.

I use social media mostly for personal reasons, but I also use it as one part of my overall plan to keep myself informed about news from the industry in which I practice. My company is also active in the social media space so I need to be aware of the latest developments in media and technology.

I use social media primarily for personal use and do not feel comfortable sharing professional information on social media.

I “listen and engage” on Facebook for personal reasons on a daily basis. I have begun to “listen” on LinkedIn on a weekly basis for professional reasons and hope, as I learn to use it more efficiently, to “listen and engage” more frequently.

I would best be described as lurking.

The use of social media is not as critical for my position as in-house counsel. I use LinkedIn as a medium to engage similarly situated attorneys and gauge issues they are having as a proactive measure for our corporation.
WHERE DO YOU THINK THE GREATEST VALUE AND PROMISE LIES IN THE USE OF SOCIAL MEDIA?

Connecting people with similar interests and concerns to collaborate on issues.

The ability to access information easily that was previously difficult or inconvenient to obtain. Also, networking is much easier and more effective using these tools.

Social media helps disseminate urgent information quickly, however I find most of what is out there as self-serving the author and in many cases unreliable.

Value is currently limited by the over-abundance of “noise,” but the greatest value is in news and the too few thoughtful opinions. Promise lies with efficiency.

For those attorneys in law firms - I think social media is a way to put yourself out there and become known in your field

1) Professional - Referrals to find competent, specialized professionals when looking for someone to assist with a task/project; 2) Professional - As a platform for reading about and engaging in professional enrichment and staying abreast of topical expertise for my role; 3) Personal (e.g., Facebook) - As a method to keep in touch with friends.

I think social media’s greatest value and promise is that it could truly disrupt traditional media, entertainment, education, business, as well as politics/government by organizing/connecting people and information more efficiently.

The greatest value lies in the network of users providing quick, easy and affordable (free) links to credible sources of information that I can use in my professional and personal life.
It can be a useful tool for disseminating on time information and possibly connecting people working on the same issues or in the same space.

Making connections in a more cost-effective way; helping to narrow the field for face-to-face meetings; ability to read and get a feel for outside counsel from their postings.

In the legal world, getting accurate answers to simple questions. Learning about new developments.

Opportunities to “interview” and “vet” potential outside counsel without having to be face to face.

Blogs. Whenever I have an issue in an area of law I haven't looked at in a while, I always check the latest blogs on that topic.

Could be a real boon in helping in-house counsel find the “niche players” — the big firm refugees that have experience but have started their own firms (including possibly in lower tier markets) and hence have lower rates.

The access to tailored information and in video - not many law firms are taking advantage of video for disseminating information.

Extending the reach of one's professional network beyond traditional geographic boundaries, making new connections and accessing information and analysis more quickly.

Ability to quickly publish to a wide audience. In law, a short blog on an item of immediate interest is much more accessible than a lengthy newsletter that comes 1x monthly.
Respondents were asked to complete the following questionnaire designed to measure the degree to which they are engaging social networking and new media tools. The following charts represent the collective input of 379 respondents to the survey. A full overview of the survey methodology can be found at the end of this report.
The three most popular new media platforms used on a weekly basis for professional reasons are, in order, LinkedIn, Wikipedia, and blogs. The notable change from last year: Wikipedia edged past blogs to claim the No. 2 spot.

The most popular network being used for professional reasons, LinkedIn, continues to be perceived as the “serious” social network. The survey shows a surge in use by counsel ages 30 to 39. Meanwhile counsel ages 60-plus lost interest in the site, compared to a year earlier.
A generational gap, which had previously narrowed, reappeared in this year’s data. The divide was most pronounced on LinkedIn, where the percentage of counsel ages 30 to 39 who used the site was twice that of counsel 60 and above.

The second most popular new media platform, blogs, continues to attract a steady and consistent readership from all age groups. A generational gap is also evident in this data, which shows that almost no counsel over the age of 60 use blogs daily for professional reasons; however, they do check blogs weekly. The data supports the notion that quality blogs are an effective way to reach in-house counsel with news and information.

Twitter use for professional reasons is low, little changed from last year’s data.
LinkedIn remains the "serious" social network for professional users. Data shows that in-house lawyers are using the site to consume news and information, as well as to connect with in-house colleagues, outside counsel, and business leaders.

Almost half of users, particularly younger counsel, are using the site to monitor job opportunities. The results suggest that although this group is probably more satisfied with in-house rather than law firm positions, they are interested in exploring other in-house opportunities to advance their careers.

The data supports the conclusion we reached last year that LinkedIn has a high rate of "invisible users," used to define people who are "lurking" on the site. A high percentage of counsel use LinkedIn to receive information, and far fewer use it to share or publish information. They are using the social network in listen-only mode, with a silent presence.
The three most popular new media platforms used on a weekly basis for personal reasons are, in order, Wikipedia, Facebook, and YouTube. LinkedIn follows closely behind in fourth place.

Just as Wikipedia is being recognized as a professional tool, it is growing more popular as a personal tool as well. Daily Wikipedia use for personal reasons spikes from 24 percent in 2012 to 32 percent this year, and Wikipedia replaces Facebook in the top slot. While Facebook claims first place in daily usage at 45 percent, Wikipedia outstrips the social network in weekly usage at a margin of 67 vs. 63 percent.
For Facebook, the generational divide that had narrowed in 2012 resurges in this year’s data. A far higher percentage of younger counsel, those ages 30-39, report having used Facebook in the past day.

The same is true for counsel reporting on their previous week’s LinkedIn use.

And across the board, younger counsel use social media far more than their older colleagues on a weekly level.

<table>
<thead>
<tr>
<th>Platform</th>
<th>30-39</th>
<th>40-49</th>
<th>50-59</th>
<th>60+</th>
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<td>69%</td>
<td>68%</td>
<td>66%</td>
<td>48%</td>
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<td>Facebook</td>
<td>45%</td>
<td>48%</td>
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<td>Wikipedia</td>
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<td>47%</td>
<td>46%</td>
<td>40%</td>
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<td>YouTube</td>
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<td>63%</td>
<td>55%</td>
<td>48%</td>
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<tr>
<td>Blogs</td>
<td>68%</td>
<td>60%</td>
<td>40%</td>
<td>38%</td>
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**PERSONAL USAGE OF PROMINENT SOCIAL MEDIA PLATFORMS**

**LINKEDIN USE FOR PERSONAL REASONS**

(PAST 24 HOURS + PAST WEEK)

<table>
<thead>
<tr>
<th>Year</th>
<th>30-39</th>
<th>40-49</th>
<th>50-59</th>
<th>60+</th>
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</thead>
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**AGE**

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<thead>
<tr>
<th>30-39</th>
<th>40-49</th>
<th>50-59</th>
<th>60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-39</td>
<td>77%</td>
<td>71%</td>
<td>60%</td>
</tr>
<tr>
<td>40-49</td>
<td>74%</td>
<td>70%</td>
<td>46%</td>
</tr>
<tr>
<td>50-59</td>
<td>53%</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td>60+</td>
<td>40%</td>
<td>38%</td>
<td>22%</td>
</tr>
</tbody>
</table>
Despite the number of print publications that are folding or struggling, more than half of in-house counsel continue to read daily print versions from their general business media, such as The Wall Street Journal and local business news. An even higher portion, 74 percent, read print legal industry trade publications weekly and monthly—a frequency that reflects the hard-copy publishing schedules of the legal industry trade press.
HOW FREQUENTLY DO YOU ACCESS THE FOLLOWING NEWS AND INFORMATION SOURCES, AND THROUGH WHICH DELIVERY METHODS DO YOU ACCESS THEM?

**ACCESS VIA THE WEB**

### Accessing News and Information Via Smartphones

<table>
<thead>
<tr>
<th>Source Type</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Business Media</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Legal Industry Trade Publications</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>Trade Industry Trade Publications</td>
<td>23%</td>
<td>23%</td>
</tr>
</tbody>
</table>

### Accessing News and Information Via Tablets

<table>
<thead>
<tr>
<th>Source Type</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Business Media</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Legal Trade</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Trade Industry Trade Publications</td>
<td>18%</td>
<td>18%</td>
</tr>
</tbody>
</table>
The data shows that tablet and smartphone use has risen in the past year, as in-house lawyers use the mobile devices to access news from general business, legal trade, and industry trade publications. Nearly a quarter of respondents say they're accessing general business media through mobile applications. This signals that this group, like other professionals, is increasingly accessing information on the go.

Perhaps unsurprisingly, a larger percentage of older counsel is getting general business news in printed publications. But younger lawyers are reading print editions of trade publications just as often.

Email alerts, which reach counsel on multiple devices—desktops, laptops, smartphones and tablets—are most popular with counsel ages 40 to 49.
Which of the following statements describes your attitude toward information delivery via a smartphone or tablet?

Receiving business information on my smartphone or tablet has helped me stay more informed on issues critical to my business: 51%

Receiving business information on my smartphone or tablet has contributed to information overload: 36%

Receiving business information on my smartphone or tablet helps me manage information more efficiently: 34%

I do not access business information on my smartphone or tablet: 26%

While mobile devices such as smartphones and tablets lead some to say the devices contribute to information overload, a greater percentage of respondents say the devices have helped them stay more informed on critical business issues. More than a third of respondents said the mobile devices help them manage information more efficiently. Younger lawyers are more likely than older counsel to say mobile devices are helpful.
PLEASE INDICATE THE IMPORTANCE OF THE FOLLOWING IN HELPING YOU TO RESEARCH OUTSIDE LAWYERS AND LAW FIRMS FOR POTENTIAL HIRE

FACTORs AIDING RESEARCH OF OUTSIDE LAWYERS AND LAW FIRMS FOR POTENTIAL HIRE
(TOP 5 FACTORS)

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>VERY IMPORTANT</th>
<th>SOMEWHAT IMPORTANT</th>
<th>NOT IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommendations from sources you trust</td>
<td>92%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>BIOS on the firm’s website</td>
<td>62%</td>
<td>29%</td>
<td>9%</td>
</tr>
<tr>
<td>Articles and speeches the lawyer has authored</td>
<td>61%</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>Blogs published by lawyers on topics relevant to your business</td>
<td>55%</td>
<td>15%</td>
<td>30%</td>
</tr>
<tr>
<td>LinkedIn profile</td>
<td>55%</td>
<td>10%</td>
<td>45%</td>
</tr>
</tbody>
</table>

FACTORs AIDING RESEARCH OF OUTSIDE LAWYERS AND LAW FIRMS FOR POTENTIAL HIRE
(BOTTOM 5 FACTORS)

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>VERY IMPORTANT</th>
<th>SOMEWHAT IMPORTANT</th>
<th>NOT IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer-driven rankings and directories (Chambers, US News - Best Lawyers, etc.)</td>
<td>48%</td>
<td>13%</td>
<td>39%</td>
</tr>
<tr>
<td>Connections/endorsements on LinkedIn</td>
<td>49%</td>
<td>7%</td>
<td>44%</td>
</tr>
<tr>
<td>Sharing of a lawyer’s content on social platforms, such as blogs, LinkedIn, Twitter, and Facebook</td>
<td>52%</td>
<td>5%</td>
<td>43%</td>
</tr>
<tr>
<td>Quotes by lawyers in relevant media outlets</td>
<td>63%</td>
<td>3%</td>
<td>33%</td>
</tr>
<tr>
<td>Twitter feeds from lawyers</td>
<td>63%</td>
<td>1%</td>
<td>37%</td>
</tr>
</tbody>
</table>
The leading factors for in-house counsel researching outside lawyers and firms for potential hire are, in order and for the second year in a row, recommendations from trusted sources, bios on firm websites, articles and speeches an attorney has authored, and attorney-authored blogs.

Less-influential factors include, in order of declining importance, LinkedIn profiles, peer-driven rankings and directories, connections and endorsements on LinkedIn, sharing of a lawyer’s content on social media, media quotes by lawyers, and Twitter feeds.
Traditional media remains the most credible news source, in the opinion of in-house counsel. After that, the sources that rank highest as "very credible" are, in order, legal news aggregators such as JD Supra and Lexology, LinkedIn, Wikipedia, and blogs. The sources that rank highest when "somewhat credible" votes are included are LinkedIn, legal news aggregators, blogs and Wikipedia.

Blogs and Wikipedia are rising in terms of credibility, rivaling more obviously trusted sources such as LinkedIn, which is considered the "serious" social platform, and legal news aggregators, which pick up the most popular content.
Our 2013 survey data shows that peer-driven rankings have little influence in terms of shaping opinions and influencing hiring decisions. Not one ranking service influences hiring decisions “to a great extent” for more than a small percentage of respondents. More than half of respondents are influenced “not at all” by each and every ranking service.

This data shows the best performing ranking service, in terms of the percentage of counsel influenced to a “great” or “some extent” is Chambers. The worst performing ranking service, with the largest percentage of counsel influenced “not at all,” is FT Innovative Lawyers.
Survey data shows that blogs, particularly those that are well-executed and populated with rich content, are maintaining their influence over hiring decisions. The data about blogs reinforces our long-held view that blogs can effectively reach in-house counsel, especially when delivering high-quality content.
Quality blogs attract readers. Respondents say they read attorney-authored blogs as often as they read blogs written by professional journalists.
Communications between firms and clients steadily is moving online through new media. More respondents, relative to 2012, are using new media tools “to a small extent” to access content from outside counsel.
Wikipedia is being used more often to conduct company and industry research, one of the most significant historical comparisons in this year’s survey data. In-house counsel are not using Wikipedia to perform due diligence on outside counsel, however. The data suggests law firms should consider making greater use of Wikipedia, not through their firms’ Wikipedia pages but by using the site to credential individual attorneys on subject matters tied to their practices.
Have you visited the Wikipedia pages of your current (and prospective) outside law firms?

As was the case in 2010 and 2012, relatively few in-house counsel are using law firms’ Wikipedia pages.

Percentage of counsel who haven’t visited the Wikipedia pages of current (and prospective) outside firms

As was the case in 2010 and 2012, relatively few in-house counsel are using law firms’ Wikipedia pages.
Data shows that the “invisible users” phenomenon is growing stronger. While the vast majority of in-house lawyers are using social media, far more of them use it to listen and stay informed than to disseminate information and engage with other users. The percentage of respondents who use social media in “listen-only” mode is growing, even though younger counsel are more likely than older counsel are to engage on social media. Firms need to consider this when devising ways to measure the effectiveness of their socially-driven content marketing strategies.
How involved is your department in overseeing and enforcing your company’s social media policy?

- **Very Involved**: 37%
- **Somewhat Involved**: 43%
- **Not Involved**: 13%
- **My company doesn’t have a social media policy**: 7%

In-house legal departments are involved heavily in overseeing and enforcing social media policies.
Half of respondents use mobile devices to participate in social media.
**METHODOLOGY**

In February 2013, Greentarget, *InsideCounsel*, and Zeughauser Group distributed the In-House Counsel New Media Engagement Survey via email to a group of corporate counsel across the nation. The results were tabulated, analyzed, and released in April 2013.

Respondents identified themselves as GCs/Chief Legal Officers, Deputy/Assistant GCs, In-House Counsel, and related titles.

Percentages in certain questions exceed 100 percent because respondents were asked to check all that apply. Due to rounding, all percentages used in all questions may not add up to 100 percent. A few minor edits were made to verbatim responses to correct spelling and verb tense.
# 2013 In-House Counsel New Media Engagement Survey Demographics

## What Is Your Job Title?

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>GC/Chief Legal Officer</td>
<td>33%</td>
</tr>
<tr>
<td>Deputy/Assistant GC</td>
<td>21%</td>
</tr>
<tr>
<td>In House Counsel</td>
<td>46%</td>
</tr>
</tbody>
</table>

## What Were the FY 2012 Revenues of Your Company?

<table>
<thead>
<tr>
<th>Revenue Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $10 million</td>
<td>12%</td>
</tr>
<tr>
<td>$10 million to $99.9 million</td>
<td>18%</td>
</tr>
<tr>
<td>$100 million to $999.9 million</td>
<td>26%</td>
</tr>
<tr>
<td>$1 billion to $1.4 billion</td>
<td>7%</td>
</tr>
<tr>
<td>$1.5 to $9.9 billion</td>
<td>20%</td>
</tr>
<tr>
<td>$10 billion or more</td>
<td>17%</td>
</tr>
</tbody>
</table>

## What Is Your Age?

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 30</td>
<td>4%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>20%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>34%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>34%</td>
</tr>
<tr>
<td>60+</td>
<td>8%</td>
</tr>
</tbody>
</table>

## What Is Your Gender?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>60%</td>
</tr>
<tr>
<td>Female</td>
<td>40%</td>
</tr>
</tbody>
</table>

## How Many People Does Your Company Employ?

<table>
<thead>
<tr>
<th>Employee Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 100</td>
<td>15%</td>
</tr>
<tr>
<td>100 - 500</td>
<td>17%</td>
</tr>
<tr>
<td>500 - 1,000</td>
<td>12%</td>
</tr>
<tr>
<td>1,000 - 5,000</td>
<td>19%</td>
</tr>
<tr>
<td>5,000+</td>
<td>36%</td>
</tr>
</tbody>
</table>
ABOUT GREENTARGET

Greentarget is a strategic communications firm focused exclusively on the communications needs of highly competitive business-to-business organizations. We counsel those who counsel the world’s leading businesses and direct the conversation among their most important audiences to help deepen the relationships that impact the long-term value of their organizations.

ABOUT INSIDECOUNSEL

InsideCounsel is the premier monthly magazine serving general counsel and other top in-house legal professionals. It is the oldest monthly magazine published exclusively for the in-house community with an editorial mission to provide the strategic tools that general counsel need to better manage their legal departments and fully understand the business risks companies face today.

ABOUT ZEUGHAUSER GROUP

Zeughauser Group is the firm of choice for legal industry leaders seeking to increase competitive advantage and profitability, enhance market position, and strengthen organizational culture.