

In July 2022 Law Lane joined Local London’s E-Business Programme. One of the first benefits of doing this was an increased social media presence following the implementation of a strategy produced by the programme.

Following discussions with Neil Leslie and Ayo Afuape of Newham College, we made the decision to fundamentally alter the way we post content to our social media platforms.

Previously, we would post similar content with a random image and however many hashtags we felt were appropriate. However, their first piece of advice was to design a unique theme specifically for the company’s post. With this adjustment, our postings become much more distinctive and recognisable.



Figure 1: Reach for Facebook and Instagram pages

Contact Law Lane

www.facebook.com/LawLaneSolicitors

twitter.com/LaneSolicitors

www.instagram.com/law_lane_solicitors/



They also advised us to use no more than seven hashtags for each post for the maximisation of our content reach.

These improvements have helped us realise a significantly higher reach on our pages, particularly on Instagram. We’re delighted with their excellent advice and are pleased with the steady growth in our social media presence which has resulted.

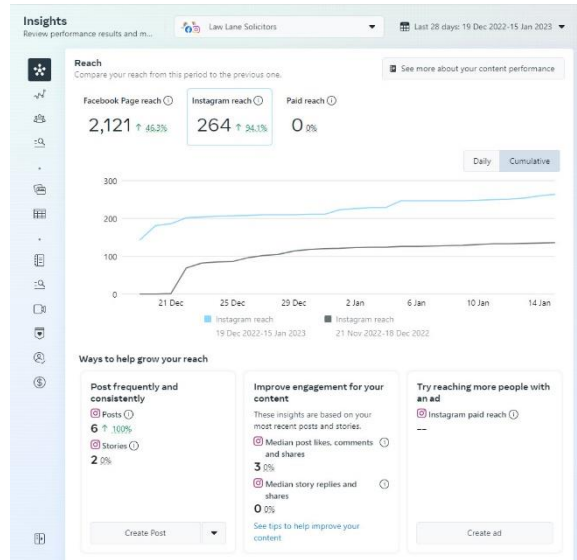


Figure 2: Detailed Instagram page

The creation of video content is the next step, which E-Business Programme have also advised us on. Videos are the most effective way to enhance messaging. We’re currently developing plans to film some instructional videos, composing scripts and encouraging colleagues to take part in them.

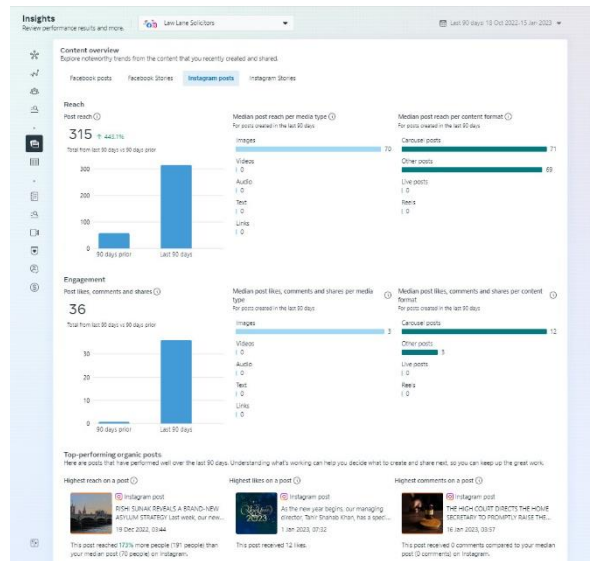


Figure 3: Overview of insights from Instagram page