

Describe the firm support offered to your firm's bloggers in the following areas: technical support, marketing support, editorial support?

- 1) technical, marketing and editorial
- 2) KRCL has a team of marketing consultants to assist with the creation, maintenance and marketing of all firm blogs. Each blog also has designated writers and editors to ensure posts follow proper blogging editorial and grammatical style.
- 3) We merely make blogs available for posting
- 4) Marketing staff provide all technical (posting, reviewing of comments etc.) and marketing support (pushing it out via firm LinkedIn and Twitter accounts and pitching to reporters as potential articles). Marketing and legal staff assist with editorial support by making suggestions as to blog topics.
- 5) Our IT department assisted with the initial set-up and our marketing department helps with editorial review on an on-going basis.
- 6) LexBlog helps us in all areas of technical support. I serve as marketing support and help with social media distribution. I also serve as editor and have an attorney review for accuracy.
- 7) Technical support from Justia for 5 of the blogs. Technical support from LexisNexis for 1 blog. Marketing assists with design and promotion. Editorial considerations are handled by the individual lawyers.
- 8) Bloggers are offered support with editing, technical and marketing support. Each blog is assigned an administrator that is responsible for posting each blog post. Then the Marketing Department is responsible for promoting this blog post via social media, including Twitter, Facebook and LinkedIn.
- 9) IT sets up the blogs, marketing provides guidance
- 10) Technical: they provide content and we post and distribute on their behalf. No technical skills are necessary. Marketing: We provide full support in promoting blogs and leveraging their individual social media accounts and contacts in promoting the blog. Editorial: We review every post before it is made live.
- 11) We primarily provide technical and marketing support. We provide little, if any, editorial support.
- 12) Limited. Posts are uploaded by a smaller team who apply specific editorial policy and guidelines
- 13) all of the above including content idea creation
- 14) CMO provides training on adding to blog - but typically posts on behalf of the author, also provides marketing support to promote the blog
- 15) All of the above.
- 16) We offer internal tech and marketing support but little editorial support.
- 17) We handle all of the postings etc. the attorney writes the posts.

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- 18) Does not apply.
- 19) The firm's marketing agency (Furia Rubel) provides technical and marketing support and a freelance writer provides editorial support.
- 20) Outside provider helps with technical issues.

Table 6.1 Over the past year to date, what is the average number of contributors from your firm to the legal blogs maintained by your firm?

	Mean	Median	Minimum	Maximum
Entire sample	20.71	5.50	0.00	300.00

Table 6.2 Over the past year to date, what is the average number of contributors from your firm to the legal blogs maintained by your firm? Broken out by Country

Country	Mean	Median	Minimum	Maximum
United States	7.61	5.50	0.00	29.00
UK & Canada	60.00	9.50	0.00	300.00

Table 6.3 Over the past year to date, what is the average number of contributors from your firm to the legal blogs maintained by your firm? Broken out by Main Source of Revenue for the Firm

Main Source of Revenue for the Firm	Mean	Median	Minimum	Maximum
Individuals and Small Business with less than \$5 Million in Revenue	9.83	4.00	1.00	40.00
Medium-Sized Business with \$5 to \$250 Million in Revenue	27.00	5.00	0.00	300.00
Big Business with \$250+ in Revenues	17.40	15.00	8.00	29.00

Table 6.4 Over the past year to date, what is the average number of contributors from your firm to the legal blogs maintained by your firm? Broken out by Number of Partners

Number of Partners	Mean	Median	Minimum	Maximum
Less than 20	4.00	4.00	1.00	10.00
20-49	60.50	7.00	4.00	300.00
50-85	4.20	1.00	0.00	10.00
More than 85	14.17	11.50	3.00	29.00

Table 6.5 Over the past year to date, what is the average number of contributors from your firm to the legal blogs maintained by your firm? Broken out by Number of Blogs Maintained

Number of Blogs Maintained	Mean	Median	Minimum	Maximum
1 or less	1.83	1.00	0.00	8.00
2-3	4.00	4.00	2.00	5.00
4-5	13.33	8.00	3.00	40.00
More than 5	63.67	17.50	8.00	300.00

Table 6.6 Over the past year to date, what is the average number of contributors from your firm to the legal blogs maintained by your firm? Broken out by Total Number of Employees in the Firm

Total Number of Employees in the Firm	Mean	Median	Minimum	Maximum
Less than 65	4.00	3.00	1.00	10.00
65-175	11.40	5.00	0.00	40.00
176-300	55.17	8.00	1.00	300.00
More than 300	12.14	8.00	0.00	29.00