

# HOW TO USE AI FOR SOCIAL MEDIA MARKETING

*A Practical Resource for Texas Solo and Small Firm Lawyers*

## Law Practice Management Committee

State Bar of Texas

### Ethics Disclaimer

*This resource is intended to provide practical guidance for Texas lawyers exploring the use of artificial intelligence tools in social media marketing. It is not a substitute for independent review of the Texas Disciplinary Rules of Professional Conduct (TDRPC) or legal advice regarding advertising compliance.*

## TABLE OF CONTENTS

1. Executive Overview	2
2. Social Media Plan Development Guide	3
3. Structured Prompt Library	5
4. Weekly Posting Checklist	8
5. Do's and Don'ts Compliance Guide	10
6. Sample LinkedIn Posts	12
7. Visual Branding Guide	15
8. Workflow Integration Diagram	16

## DELIVERABLE 1: EXECUTIVE OVERVIEW

### 1. Executive Overview

---

Artificial intelligence tools have become accessible, practical, and affordable for solo and small firm practitioners. Used thoughtfully, AI can help Texas lawyers maintain a consistent and professional social media presence without adding significant time to an already demanding practice.

This resource was developed by the Law Practice Management Committee of the State Bar of Texas to give solo and small firm lawyers a clear, step-by-step framework for incorporating AI into their social media marketing. It is built around the realities of a working law practice: limited time, limited staff, and the need for compliance with Texas advertising rules.

#### What This Resource Covers

This packet provides eight practical components that work together as an integrated system:

- A guide to developing your social media plan
- A library of structured AI prompts ready for immediate use
- A weekly posting checklist to keep execution consistent
- A do's-and-don'ts compliance guide grounded in TDRPC Rules 7.01–7.05
- Sample LinkedIn posts across multiple practice areas
- A visual branding guide to maintain professional consistency
- A workflow diagram showing how all components connect

#### Who This Is For

This resource is designed for Texas lawyers practicing in solo or small firm settings who want to use social media more effectively without spending hours on content creation. No prior experience with AI tools is required. The framework is built to be implemented in approximately one to two hours per week.

#### What AI Can—and Cannot—Do

AI tools such as ChatGPT and Claude are effective for drafting, refining, and repurposing content. They are *not* a replacement for the lawyer's judgment, and every post must be reviewed for legal accuracy and compliance before publication. AI output is a starting point, not a finished product.

*Key Principle: The lawyer is always responsible for the accuracy, tone, and compliance of any content published under the firm's name. AI assists in the process. The attorney controls the result.*

## Expected Outcomes

Lawyers who implement this framework can expect to:

- Produce consistent, professional social media content on a weekly basis
- Reduce content creation time through structured AI prompting
- Maintain compliance with Texas advertising rules
- Strengthen brand recognition and visibility within referral networks
- Build a library of reusable content that can be repurposed across platforms

Each component of this resource is designed to stand alone. You don't need to implement everything at once. Start with the prompts and checklist and build from there.

## DELIVERABLE 2: SOCIAL MEDIA PLAN DEVELOPMENT GUIDE

## 2. Social Media Plan Development Guide

---

Before using AI to draft content, you need a plan. A social media plan does not need to be complicated. For most solo and small firm lawyers, a one-page document that answers the questions below is sufficient to guide consistent, on-brand content creation throughout the year.

### Step 1: Define Your Audience

Your content should speak to a specific audience. Most Texas solo and small firm lawyers have more than one audience, so it helps to prioritize. Common audiences include:

- Prospective clients who are searching for legal help
- Referral sources, including other lawyers, accountants, financial advisors, and healthcare providers
- Industry contacts within your practice area
- Local professional networks, bar associations, and community organizations

*Tip: Write one or two sentences describing your primary audience. This becomes part of every AI prompt you use and keeps your content focused.*

## Step 2: Choose Your Content Categories

Consistent content is easier to produce when you work within a defined set of categories. The following categories work well for most Texas solo and small firm lawyers:

Category	Description
Legal developments	Plain-language commentary on new laws, regulations, or court decisions relevant to your practice area
Client education	Answers to questions your clients frequently ask, written for a general audience
Process explanations	Step-by-step overviews of legal processes your clients navigate, such as filing a claim or reviewing a contract
Firm updates	Relevant news about your practice, such as speaking engagements, articles, or community involvement
Professional insights	Observations on trends or developments in your field that demonstrate expertise

## Step 3: Select Your Platform

For most solo and small firm lawyers, LinkedIn is the most effective primary platform. It reaches referral sources and professional contacts, supports longer-form content, and aligns with the credibility-building goals of legal marketing.

Secondary platforms to consider:

- Facebook, Instagram, and Tik Tok for community-focused practices or consumer-facing work
- A firm newsletter, which can be populated with repurposed LinkedIn content using tools like Mailchimp
- Your firm website, where blog posts or FAQ pages can be adapted from social content

You do not need to be active on every platform. Consistency on one platform is more valuable than sporadic presence on five.

## Step 4: Set a Posting Frequency

One to three posts per week is a sustainable target for most solo practitioners. The weekly checklist in Deliverable 4 is built around a one-post-per-week minimum with room to add more when time allows.

## Step 5: Establish Your Voice

Your firm's voice should be consistent across all posts. Before you begin using AI tools, take a few minutes to define your writing voice in writing. Consider:

- Tone: formal and authoritative, approachable and educational, or a balance of both?
- Perspective: do you write in the first person or the third person as the firm?
- Topics: what topics will you address and what topics will you avoid?
- Issues: will you ever weigh in on political or contested issues, and if so, how?

*Your Voice Statement (complete this before using AI): "My posts are written for [audience]. My tone is [tone]. I write about [topics]. I do not address [excluded topics]. My goal is to [objective]." This statement becomes part of every prompt you use.*

## Step 6: Plan for Compliance Review

Every post must be reviewed before publication. The guide in Deliverable 5 provides a structured do's-and-don'ts checklist for this review. Build the review step into your workflow from the beginning. For most posts, a five-minute review is sufficient.

# DELIVERABLE 3: STRUCTURED PROMPT LIBRARY

## 3. Structured Prompt Library

A structured prompt is an instruction you give an AI tool that includes enough context to produce useful output with minimal back-and-forth. The prompts below are designed for Texas solo and small firm lawyers and can be adapted to any practice area. Each prompt follows the same framework: audience, purpose, tone, jurisdiction, and format.

*How to use these prompts: Copy the prompt into your AI tool (ChatGPT, Claude, or similar). Replace the bracketed fields with your specific information. Review the output for legal accuracy and compliance before posting. Do not publish AI output without attorney review.*

## The Master Prompt Framework

Every prompt you build should include these five elements:

- Audience: who will read this post?
- Purpose: what do you want the reader to understand or do?
- Tone: how do you want to sound?
- Jurisdiction: Texas, but also, when relevant, what is your specific practice area?
- Format: what are the length, structure, and specific requirements of this post?

## Prompt 1: Legal Development Commentary

### Use when: A new law, regulation, or court decision affects your clients

You are a Texas [practice area] lawyer writing a LinkedIn post for [your target audience].

Write a short post (150–200 words) explaining [describe the legal development] and why it matters to [audience]. Use plain language. Do not guarantee outcomes.

Do not compare my firm to other firms. Maintain a professional, educational tone.

Include a brief call to action inviting readers to consult an attorney if they have questions. Do not provide legal advice in the post itself.

Texas jurisdiction. Comply with Texas advertising rules.

## Prompt 2: Client Education Post

### Use when: You want to answer a common client question

You are a Texas [practice area] lawyer writing a LinkedIn post for [your target audience].

Write a social-media friendly post that answers this common question: [insert question].

Write for a general audience with no legal background. Use plain, direct language. Break the answer into 2–3 short paragraphs or a brief numbered list if helpful. Do not provide specific legal advice. Do not guarantee outcomes. Maintain a professional, educational tone.

End with a sentence encouraging readers to consult with a qualified attorney for guidance specific to their situation.

Texas jurisdiction. Comply with Texas advertising rules.

### Prompt 3: Legal Process Explanation

**Use when: You want to demystify a legal process for prospective clients**

You are a Texas [practice area] lawyer writing a LinkedIn post for prospective clients who are unfamiliar with the legal system.

Write a social-media friendly post that explains the basic steps involved in [describe process]. Present the steps in plain language using a numbered list. Avoid legal jargon. Do not promise or imply specific outcomes. Acknowledge that every situation is different.

Maintain a calm, reassuring, and professional tone. End with an invitation to contact an attorney with questions.

Texas jurisdiction. Comply with Texas advertising rules.

### Prompt 4: Firm Update or Professional Milestone

**Use when: You want to share news about your practice**

You are a Texas lawyer sharing a professional update on LinkedIn.

Write a social-media friendly post announcing [describe the update or milestone].

Write in first person. Keep the tone warm and professional, not boastful. Focus on why this is meaningful to your clients or community, not just to you. Do not make comparative statements about your qualifications relative to other lawyers.

Texas jurisdiction. Comply with Texas advertising rules.

### Prompt 5: Referral Partner Content

**Use when: You want to engage referral sources such as other professionals**

You are a Texas [practice area] lawyer writing a LinkedIn post directed at [referral source type: e.g., financial advisors, HR professionals, or healthcare providers].

Write a social-media friendly post explaining how [describe a legal issue] affects the clients of [referral source type] and when those clients may need to consult an attorney. Keep the tone collegial and informative, not promotional. Do not make guarantees.

Present yourself as a resource and collaborator, not a salesperson.

Texas jurisdiction. Comply with Texas advertising rules.

## Prompt 6: Content Repurposing

### Use when: You want to convert existing content into a new format

I have an existing [LinkedIn post/newsletter segment/blog post/FAQ answer]. Here is the content: [paste content here]

Rewrite this content as a [LinkedIn post/newsletter introduction/FAQ answer/website blurb] for [your target audience].

Target length: [word count]. Tone: [professional/educational/approachable].

Maintain compliance with Texas advertising rules. Do not guarantee outcomes.

Do not disclose client information. Do not make comparative statements.

## Prompt Customization Tips

The prompts above are starting points. The more specific context you provide, the better the output. Consider adding:

- A brief description of your firm's voice and style
- The specific platform and its formatting norms
- Any topics or phrases you want to avoid
- Examples of posts you have published that you were pleased with

If the first output is not quite right, don't start over. Instead, give the AI tool follow-up instructions such as "make the opening sentence less formal" or "make it shorter and with no bullet points." AI tools respond well to iterative refinement.

## DELIVERABLE 4: WEEKLY POSTING CHECKLIST

### 4. Weekly Posting Checklist

This checklist is designed to guide you through the full process of producing one compliant, professional social media post per week. Most lawyers complete this process in 30 to 60 minutes. Once you build the habit, many steps will feel automatic.

#	Action	Notes / Tools
1	<b>Choose your topic</b>	<i>Draw from client questions, a recent development, or your content category rotation</i>
2	<b>Select your audience</b>	<i>Identify whether this post is for prospective clients, referral sources, or professional contacts</i>
3	<b>Select your prompt</b>	<i>Choose from the Prompt Library or adapt the Master Prompt Framework</i>
4	<b>Customize your prompt</b>	<i>Add your audience, voice statement, jurisdiction, and any specific details</i>
5	<b>Run the prompt</b>	<i>Use ChatGPT, Claude, or your preferred AI tool</i>
6	<b>Review the draft</b>	<i>Check for legal accuracy, tone, and alignment with your voice</i>
7	<b>Verify legal accuracy</b>	<i>Confirm all legal statements are accurate and appropriately qualified</i>
8	<b>Run compliance review</b>	<i>Apply the Do's and Don'ts checklist from Deliverable 5</i>
9	<b>Create a visual (optional)</b>	<i>Use Canva or a similar tool to add a branded graphic if appropriate</i>
10	<b>Schedule the post</b>	<i>Use Buffer, Hootsuite, or the platform's native scheduling tool</i>
11	<b>Repurpose (optional)</b>	<i>Adapt the post for your newsletter or website FAQ using the repurposing prompt</i>

*Time estimate: Steps 1–6 typically take 15–20 minutes. Steps 7–8 typically take 5–10 minutes. Steps 9–11 are optional and add 10–20 minutes. Total: approximately 30–50 minutes per post.*

## Building a Content Calendar

A simple content calendar helps you avoid last-minute scrambling. At the beginning of each month, identify four to eight topics using the categories from your Social Media Plan. You do not need to write the posts in advance—just having a topic ready makes the weekly process significantly faster.

Consider rotating through your content categories each month. For example:

- Week 1: Legal development or update
- Week 2: Client education post
- Week 3: Process explanation
- Week 4: Firm update or referral partner content

## DELIVERABLE 5: DOS AND DON'TS COMPLIANCE GUIDE

### 5. Do's and Don'ts: Compliance Guide for AI-Generated Social Media Content

Texas lawyers who advertise must comply with the Texas Disciplinary Rules of Professional Conduct, particularly Rules 7.01 through 7.05. Social media posts can qualify as advertising under those rules, and AI-generated content is no exception. This guide walks through the requirements and prohibitions most likely to come up when using AI to create or manage social media content.

*Note: This guide is a practical reference, not a comprehensive legal analysis. Lawyers should consult the full text of TDRPC Rules 7.01–7.05 and, when in doubt, seek guidance from the State Bar of Texas's Office of the Chief Disciplinary Counsel.*

#### Rule 7.01–Communications Concerning a Lawyer's Services

Rule 7.01 prohibits a lawyer from making false or misleading communications about the lawyer or the lawyer's services. A communication is false or misleading if it contains a material misrepresentation of fact or law, omits a fact necessary to make the communication not misleading, or is likely to create an unjustified expectation about the results the lawyer can achieve.

DO	DON'T
Describe your practice area accurately and specifically	Claim expertise or specialization unless you are board certified in that area
Use qualified language: e.g., "may be able to help," "could result in"	Use absolute language: e.g., "will win," "guaranteed outcome"
State factual information about your practice, such as years in practice or geographic focus	Omit material facts that would change how a reader understands your services
Present your background accurately and in context	Imply results that are atypical without appropriate qualification

#### Rule 7.02–Prohibited Statements

Rule 7.02 prohibits lawyers from making statements that compare the lawyer's services to other lawyers' services unless the comparison can be factually substantiated and from stating or implying that the lawyer is able to achieve results by means that violate the rules of professional conduct or other law.

DO	DON'T
Focus on your own practice, experience, and approach	Compare yourself to other lawyers or firms unless you can substantiate the comparison factually
Describe what you do and how you approach client service	Use superlatives like “best,” “most experienced,” or “top-rated” without factual basis
Reference verifiable credentials, certifications, or recognitions	Suggest you can achieve results through improper means or special influence

### Rule 7.04—Identification of Advertisements

Rule 7.04 requires that certain lawyer advertisements be identified as such and include the name and address of at least one lawyer responsible for the content. Social media profiles and posts may trigger this requirement depending on content and format.

DO	DON'T
Include your name and firm name on your social media profile	Post advertising content anonymously or without identifying the responsible lawyer
Ensure your profile clearly identifies you as a lawyer and identifies your practice location	Use a business or brand name that obscures the fact that you are a law firm
Review the State Bar’s advertising rules for posts that solicit prospective clients directly	Assume all social media content is exempt from the identification requirements

### Rule 7.05—Prohibited Methods of Solicitation

Rule 7.05 prohibits in-person solicitation, telephone solicitation, and real-time electronic solicitation of prospective clients when a significant motive is the lawyer’s pecuniary gain. Passive social media posts that do not target specific individuals do not generally constitute prohibited solicitation. However, direct messages or targeted outreach to specific prospective clients may raise concerns under this rule.

DO	DON'T
Post content broadly that is available to any viewer	Send direct messages to specific individuals soliciting legal services for pecuniary gain when the person has not requested contact
Respond to public comments in a general, informational way	Use social media to target individuals known to be in need of legal services in a way that resembles real-time solicitation
Invite interested readers to contact your office to schedule a consultation	Imply a legal relationship has been formed through social media interaction

## Confidentiality Considerations

Regardless of the advertising rules, Texas lawyers are bound by the duty of confidentiality under TDRPC Rule 1.05. Social media content must never disclose information relating to the representation of a client, even in general terms that could allow the client to be identified.

DO	DON'T
Write in general, hypothetical terms when discussing legal scenarios	Reference real client matters, even without using names
Use publicly reported cases or news events as illustrative examples	Describe outcomes in a way that could identify a current or former client
Review all AI-generated content carefully for inadvertent disclosure	Assume AI tools will catch confidentiality issues on their own

## Pre-Publication Review Checklist

Before publishing any AI-generated post, confirm the following:

- The post does not contain false or misleading statements of fact or law
- The post does not guarantee or promise specific legal outcomes
- The post does not make unsubstantiated comparative claims
- The post does not disclose client information or confidential details
- The post does not constitute real-time solicitation of a specific individual
- The post accurately identifies the lawyer or firm responsible for the content
- All legal statements in the post have been verified for accuracy
- The post has been reviewed by the responsible attorney before publication

# DELIVERABLE 6: SAMPLE LINKEDIN POSTS

## 6. Sample LinkedIn Posts

The following sample posts illustrate how the structured prompt framework produces professional, compliant content across a range of Texas practice areas. Each post was developed using the prompts in Deliverable 3 and then reviewed and refined to meet Texas advertising standards. These samples are intended as illustrations and starting points, not as ready-to-publish content without attorney review.

**Sample 1: Employment Law***Client Education Post | Audience: Prospective Clients*

If you've been terminated from your job, one of the first questions you may have is whether you qualify for unemployment benefits. In Texas, eligibility depends on several factors, including the reason for your separation, your earnings history, and whether you meet the Texas Workforce Commission's requirements.

Generally speaking, employees who are laid off or let go for reasons other than misconduct may qualify. Employees who resign or are terminated for cause face a more complex analysis.

The process matters too. Missing a filing deadline or failing to respond to a TWC notice can affect your eligibility. If you're navigating this process and have questions, speaking with an employment attorney can help you understand where you stand.

#TexasEmploymentLaw #WorkersRights #EmploymentLaw

**Sample 2: Family Law***Legal Process Explanation | Audience: Prospective Clients*

One question I hear often: what's the difference between a divorce and a legal separation in Texas?

The short answer: Texas does not have a formal legal separation process. Spouses can live apart, but they remain legally married with the same rights and obligations until a divorce is finalized.

What Texas does have is a process called "managing conservatorship" for parents who need to establish legal arrangements for their children while a divorce is pending. Property and financial arrangements can also be addressed in a temporary orders hearing during the divorce proceeding.

Every family's situation is different, and Texas family law can be more nuanced than it appears. If you're trying to understand your options, an initial consultation with a family law attorney can help you make informed decisions from the start.

#TexasFamilyLaw #Divorce #FamilyLaw

**Sample 3: Estate Planning***Referral Partner Content | Audience: Financial Advisors and Accountants*

For financial advisors and CPAs working with clients on wealth management or retirement planning, one of the most common gaps I see is the absence of an updated beneficiary designation.

A well-drafted will or trust can be partially undone by a beneficiary designation that hasn't been reviewed in years. Retirement accounts, life insurance policies, and certain financial accounts pass by beneficiary designation, not by will. If the designation names a former spouse, a deceased individual, or simply says "estate," the result may not reflect your client's current intentions.

A quick review of beneficiary designations, coordinated between the financial advisor, CPA, and estate planning attorney, can prevent significant problems at the most difficult time.

#EstatePlanning #TexasLaw #WealthManagement #BeneficiaryDesignation

**Sample 4: Business Law***Legal Development Commentary | Audience: Small Business Owners*

Texas continues to be one of the most business-friendly states in the country, but that doesn't mean small business owners can afford to skip the legal fundamentals.

One area where I regularly see gaps: operating agreements and partnership agreements that haven't been updated since the business was formed. When a business grows, adds a partner, or shifts its direction, an outdated agreement can create real exposure—especially when disagreements arise.

If you formed your business more than two or three years ago and haven't reviewed your governing documents since, it's worth a conversation. A brief review can confirm whether your agreement still reflects how your business actually operates and catch problems before they become disputes.

#TexasBusinessLaw #SmallBusiness #BusinessPlanning #OperatingAgreement

## DELIVERABLE 7: VISUAL BRANDING GUIDE

### 7. Visual Branding Guide

Consistent visual presentation reinforces your credibility and helps your content stand out in a crowded feed. You do not need a graphic design background or expensive software. Tools like Canva offer free or low-cost templates that can be customized to match your firm's brand. The goal is consistency, not complexity.

#### The Four Elements of Visual Consistency

- **Colors:** Choose two to three colors that represent your firm and use them consistently across all posts. If your firm has a logo, match the colors to your existing brand. If not, select a professional palette: darker blues and navies convey credibility and are appropriate for legal marketing.
- **Fonts:** Use one or two fonts consistently. A clean sans-serif font such as Arial, Helvetica, or Lato is readable at small sizes and works well for social media graphics. Avoid decorative or script fonts in post graphics.
- **Logo or name placement:** Place your firm name or logo in the same location on every graphic, typically the lower right or lower left corner. This creates brand recognition over time even when viewers are scrolling quickly.
- **Image style:** If you use photographs or stock images, maintain a consistent style: professional, not casual, and light and clean rather than dark and dramatic. Canva's library of professional stock images can be filtered by style to maintain consistency.

#### Three Post Formats to Master

You don't need a different graphic format for every post. Master these three and rotate through them:

Format	Best Used For
Text only with firm name	Quick commentary, legal updates, short educational posts. LinkedIn text posts without graphics can perform well when the content is strong.
Quote or pull graphic	Highlighting a key statement from a longer post, sharing a principle or insight in a visually memorable way. Use Canva to place text over a solid color background in your brand colors.
Informational tile	Step-by-step process explanations, numbered lists, or brief FAQs. These perform well because they deliver value at a glance and are easy to save and share.

## Setting Up Your Canva Brand Kit

If you use Canva (free or Pro), the Brand Kit feature allows you to save your firm's colors, fonts, and logo so they are available in every design. To set it up:

- Go to Brand Kit in your Canva account settings
- Enter your firm's primary and secondary colors using their hex codes
- Upload your firm logo if you have one
- Select your preferred fonts
- Save the kit so it appears in all future designs

Once your Brand Kit is set up, every graphic you create in Canva will automatically offer your firm's colors and fonts as the default options. This eliminates the need to recall brand details for each new post.

## AI-Generated Images: A Note of Caution

Some AI tools now offer image generation features. While these can produce visually interesting results, they are not recommended for law firm social media for two reasons. First, AI-generated images can be inconsistent in style, which undermines brand consistency. Second, depending on the content, there may be questions about accuracy, copyright, or professional appropriateness. Stock photographs from a reputable library remain the more reliable choice for professional legal marketing.

*Quick-start tip: Create three branded graphic templates in Canva—one for each of the three formats above. Save them as your master templates. Each week, duplicate the appropriate template, update the text, and your visual is done in minutes.*

## DELIVERABLE 8: WORKFLOW INTEGRATION DIAGRAM

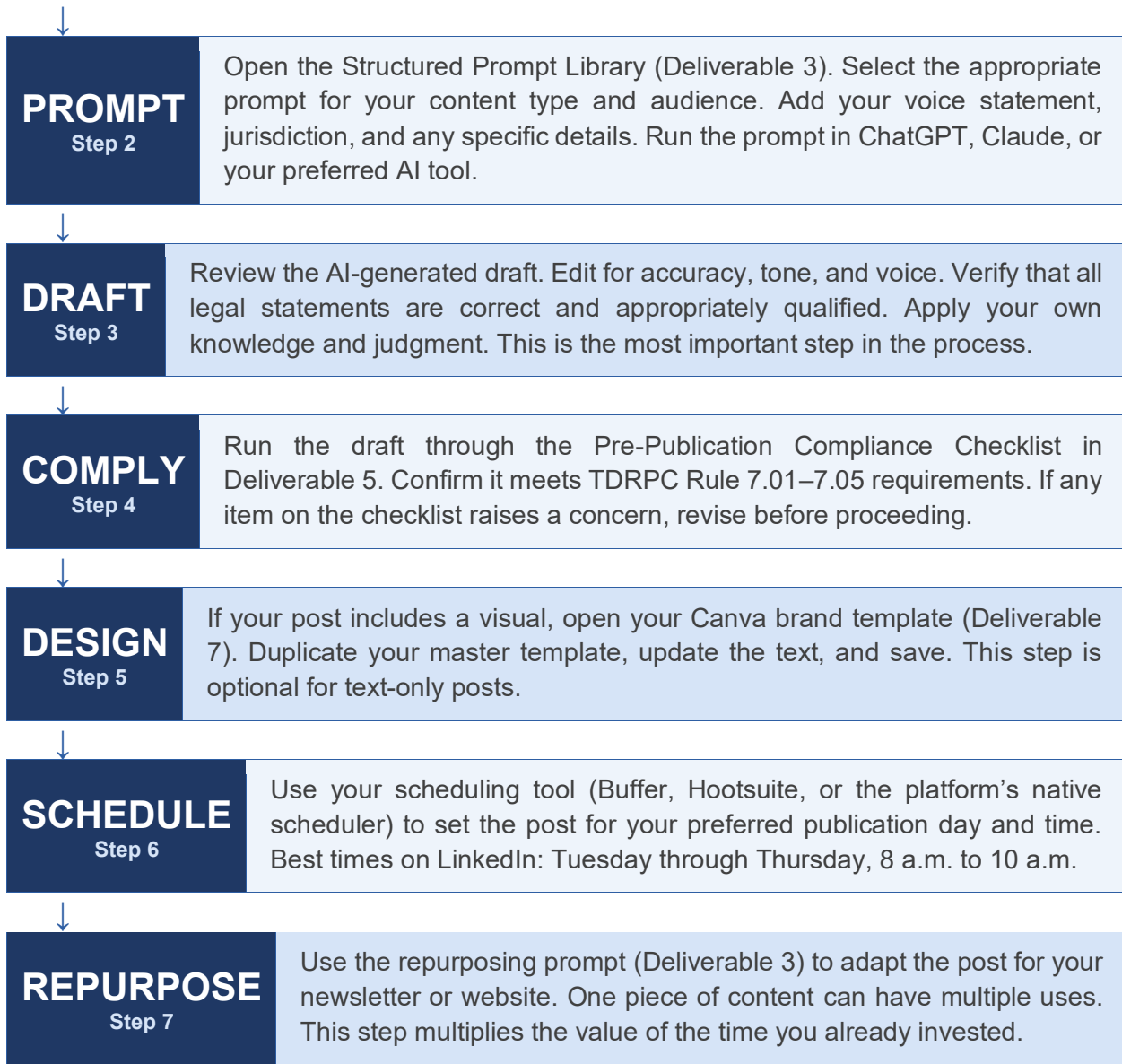
## 8. Workflow Integration Diagram

The diagram below shows how all components of this resource connect into a single, repeatable weekly workflow. Each step references the corresponding deliverable in this packet. The workflow is designed to be completed in one focused session of 30 to 60 minutes per week.

### WEEKLY AI-ASSISTED SOCIAL MEDIA WORKFLOW

#### PLAN Step 1

Using your Social Media Plan (Deliverable 2), select a content category and identify this week's topic. Choose your target audience. This takes 5 minutes if your plan is in place.



### Tool Integration at a Glance

Tool	Role in Workflow
ChatGPT / Claude	Drafting and refining post content using the structured prompts in Deliverable 3
Canva	Creating branded visual graphics using your saved brand kit and master templates
Buffer / Hootsuite	Scheduling posts in advance so publication is automatic and consistent
Mailchimp / Constant Contact	Repurposing social content into newsletter segments for existing contacts

**LinkedIn (native)**

Publishing, scheduling, and monitoring engagement on your primary professional platform

*This entire workflow is designed to take 30–60 minutes per week. The upfront investment—completing your Social Media Plan, setting up your Canva brand kit, and selecting your prompts—takes approximately two to three hours and pays dividends for every post that follows.*

**A Final Note**

Social media marketing is a long-term investment. A single post rarely produces immediate results. What produces results is consistency—showing up week after week with content that is accurate, useful, and professional. This resource is designed to make that consistency achievable within the demands of a working Texas law practice.

The Law Practice Management Committee welcomes feedback on this resource. As AI tools and social media platforms continue to evolve, the Committee anticipates updating this guidance to reflect those changes.

— Law Practice Management Committee, State Bar of Texas —