JP MARKETING

CALENDAR + EXAMPLES

30 Days of Social Media Content Ideas for Law Firms

A ready-to-use posting calendar, captions, and tips

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Why post on social at all?

Social media won't always bring in clients the same day. But it does 3 big things:

1. **Builds trust.** People check your Facebook or Instagram before they call.
2. **Keeps you top of mind.** When they need a lawyer, they remember you.
3. **Feeds search.** Videos and posts can show up in Google, and people now search on TikTok, YouTube, and Instagram like they search on Google.

You don't need to be on every app. Pick **2**. For most law firms, that's **Facebook + Instagram**, then add **TikTok or YouTube Shorts** if you like making videos.

Words to know

Word	What it means
Reel / Short	A short vertical video (under 90 seconds).
Carousel	A post with several photos or slides you swipe through.
Story	A post that disappears after 24 hours.
Hook	The first line or first 2 seconds that make people stop scrolling.
Engagement	Likes, comments, shares, and saves.
Batching	Making lots of posts at one time.

Your 5 content buckets

Rotate through these so you never run out of ideas:

Content bucket	What it is
Know your rights	Simple legal tips (general info, not advice).
Meet the lawyers	Faces build trust.

Content bucket	What it is
Community	Sponsorships, events, seminars.
Myth busting	Common legal myths, cleared up.
Process	What it's like to work with you.

Your 30-day posting calendar

Post 5 days a week if you can. 3 is fine too. Just be steady.

Day	Format	Idea
1	Video	Attorney intro: who we help
2	Carousel	5 steps after a car crash
3	Reel	Myth: you need money to hire a lawyer
4	Photo	Team photo
5	Video	Will vs. trust in 60 seconds
6	Carousel	What to bring to a consultation
7	Reel	Don't say this to an insurance adjuster
8	Photo	Community sponsorship
9	Video	Why truck accidents are different
10	Carousel	Estate planning checklist
11	Reel	Attorney answers top question
12	Photo	Seminar recap
13	Video	Hurt at work: your options
14	Carousel	Probate explained
15	Reel	Day in the life of a paralegal
16	Photo	Client review graphic (bar-compliant)
17	Video	Power of attorney explained

Day	Format	Idea
18	Carousel	Winter driving tips
19	Reel	Lawyer reacts to a viral crash video (careful, general)
20	Photo	Office/lobby
21	Video	How contingency fees work
22	Carousel	Questions to ask before hiring a lawyer
23	Reel	Spanish-language tip
24	Photo	Award announcement
25	Video	Seminar invite
26	Carousel	Medicaid lookback explained
27	Reel	What happens at a deposition
28	Photo	Holiday message
29	Video	How long cases take
30	Carousel	Our process from call to check

Sample captions you can copy

> Got a letter from the other driver's insurance asking for a recorded statement? Pause. You don't have to give one right away. Talk to a lawyer first. Free consult at the link in bio. (General info, not legal advice.)

> Will or trust? A will says who gets what. A trust can help your family skip probate. Want to learn more? Join our free workshop at the Edison Library on March 11.

> Meet Attorney Lisa Romano. 15 years helping injured workers and families in Central Jersey. Hablamos español.

How to make posts fast

1. **Batch it.** Pick one hour a week. Shoot 5 to 10 short videos and photos at once.
2. **Use your phone.** Good light + steady hands = good enough.
3. **Talk to one person.** Pretend you're explaining to one client.
4. **Hook in 2 seconds.** Start videos with the most interesting part.
5. **Add captions on videos.** Lots of people watch with sound off.
6. **End with one simple ask.** Save this, share this, or book a free consultation.

Easy video ideas (no fancy editing)

- Answer one question you get every week
- Show a 'before and after' (with permission)
- Introduce one team member
- Walk through your space or your work
- Bust one myth
- Share one quick tip
- React to a common mistake you see

Hashtags and location

- Use 3 to 5 hashtags. Mix local and topic tags, like #Edison and #LawyerTips
- Tag your city in the post location (unless the post shows kids or private homes)
- Don't use 30 random hashtags

Rules for Law Firms

> **Important:** Follow your state bar's advertising rules. No promises of results. Add required disclaimers. Don't give individual legal advice in comments. Never share client info.

Turn posts into leads

- Put your booking link in your bio
- Pin your best review or offer to the top of your profile
- Reply to every comment and message within a day
- Turn your best posts into Google Business Profile posts too
- Use a free resource (like a checklist) to collect emails

Monthly checklist

- [ ] Planned the month's 20+ posts
- [ ] Batched videos and photos
- [ ] Scheduled posts (Meta Business Suite is free)
- [ ] Replied to all comments and messages
- [ ] Reused the top 4 posts on Google Business Profile
- [ ] Checked which posts got the most saves and shares

Common questions

Do I have to show my face?

No, but faces build trust fast. Even a short hello from the owner helps.

What if nobody likes my posts?

That's normal at first. Keep going for 90 days. Look at which posts get saves and shares, and make more like those.

Should I pay to boost posts?

Only your best posts, with a small budget, aimed at your local area.

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.