

THOUGHT LEADERSHIP

NEWS RELEASES

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Husch Blackwell Named a Top 10 Social Media Performer by Good2bSocial

Husch Blackwell was recognized as the seventh-best performing law firm—a rise of 27 places compared to a year ago—across all social media platforms in 2023, according to Good2bSocial's 2023 Social Law Firm Index, an annual study of social media marketing adoption, use, and best practices of the Am Law 200.

Husch Blackwell was ranked based on the measurement of firm reach and engagement on a variety of online digital media channels.

The firm's LinkedIn ranking jumped 74 spots, securing 12th place. X (formerly Twitter) surged by 52 positions to No. 25. Instagram advanced to eighth, up 14 spots from a year ago, while Facebook climbed by 31 spots to 10th. YouTube also experienced a leap of 31 positions, landing at 16th place.

"This recognition would not be possible without the hard work and dedication of the Marketing & Communications team, as well as the timely thought leadership contributions from our talented attorneys and business professionals," said Angela Quinn, Husch Blackwell's Chief Client Officer. "These rankings are a testament to our dynamic and innovative culture. We have a lot of news and content to share, and I'm thrilled our followers have taken notice."

The Social Law Firm Index ranks are based upon a proprietary methodology developed to assess the effectiveness and success of a firm's use of digital marketing and social media. The ranking is based upon dozens of unique measures per law firm social media property, aggregated in combination with performance indicators drawn from other digital real estate, including the firm's website and practice-area and industry blog sites.

Follow all of Husch Blackwell's social media accounts to stay informed and engaged on the firm's legal updates, events, and other news, including behind-the-scenes sneak peeks:

LinkedIn

X (Twitter)

YouTube

Instagram

Facebook

TikTok