



THE LOPARDO INN OF COURT'S DIGITAL DEBUT TRANSLATING EARLY SUCCESS INTO ACTIONABLE STRATEGIES FOR ATTORNEYS

by Alan M. Mansfield

What happens when a centuries-old tradition of judges and lawyers connecting in Inns of Court crashes headlong into the modern era? Six months ago, we gave the Lopardo Inn of Court in Northern San Diego County a digital makeover: a brand-new website (www.lopardoinnofcourt.org), a LinkedIn page, and a YouTube channel. Suddenly, North County's legal community wasn't just networking locally at dinners; they were connecting in cyberspace with attorneys and judges from both throughout and outside San Diego County.

The use of these new resources has resulted in a surge of energy and fresh faces: in just over 6 months (thanks in part to the significant efforts of attorneys Stephanie Germani and Bill Doyle), the Inn's website became sleek and modern, it gained over 70 followers on LinkedIn, and its website and YouTube channel had frequent visitors. Recent analytics show the Inn's website received over 1,600 unique visitors in August 2025 alone. While the majority of visitors viewed the Lopardo website's homepage, over 300 visitors reviewed the membership pages and over 200 visited the site's contact page during this one-month period. The results: more recognition, more buzz, and a 20% membership growth for the 2025-26 term.

What Lessons Can You Take From This Online Success?

Our Inn's expanded use of social media and its successful impact go to a broader issue — how can and should you use social media to attract and retain clients? Some of the answers may surprise you. In 2025, your online presence

is legal currency, and the numbers prove it. But some tried and true methods remain effective.

Want new clients? Most people visit a law firm's website before contacting them, so keeping it updated, accurate, and mobile-friendly is critical. First impressions count, as prospective clients size up your legal savvy, approachability, and even reputation simply by reviewing your website and online presence before you even get an email or a phone call.

According to *Forbes* website statistics published in 2025, there are approximately 1.2 billion websites on the internet in 2025 with a new website built every three seconds. Websites are a mainstream source of information and platform for connection for any business or firm. Potential clients are constantly scanning the internet for the firm or attorney that fits their needs and — according to *Forbes* — your website has approximately 0.5 seconds to make an impression. According to Clio, firms using technology including online schedulers, online search ads, and online intake forms have 51% more client leads and 52% more revenue. Failing to keep your website and social media presence up to date risks losing potential clients who judge your qualifications based on that presence.

Relatedly, it is essential to regularly search your name, firm, or organization online to see what is appearing in search results and on social media channels. In today's digital environment, you cannot afford to ignore how you are currently viewed by those searching for you online. If you search regularly (ideally from different devices) you may discover negative or inaccurate information or

reviews about you, your organization, or your firm (or even a person or firm with a similar name). Very importantly, you want to make sure that popular search engines provide accurate phone number and address information. When it comes to consumer reviews, inaccurate reviews on platforms such as Yelp or the Better Business Bureau can be directly challenged or addressed. Or you might want to focus on publishing and generating positive content to counterbalance any negative information that a search may turn up.

Advice From A Lawyer In the Digital Trenches

North County attorney Cassandra Koenig maintains an effective and extensive social media presence through both her website (www.aloha-divorce.com) and extensive use of LinkedIn and other social media sources. She advises that attorneys should create content that answers real client questions in a clear, straightforward way to demonstrate expertise while also being genuine. Her advice:

“Consistency is more valuable than perfection. Posting regularly — even if it’s short, simple content — keeps your name in front of your audience and builds recognition and trust over time.”

“The most effective content answers real questions clients ask every day. When attorneys take one common question and break it down into a clear, approachable post, it showcases expertise while making the law more accessible.”

“Audiences respond to authenticity. Sharing short videos, personal insights, or behind-the-scenes perspectives from practice makes the attorney more relatable and approachable, which ultimately drives engagement and referrals.”

Don't Neglect Off-Line Strategies

Your social media and website presence are only part of the equation. Don't make social media your only move; traditional networking still matters. According to a report issued by Clio in May 2025, 59% of clients sought a referral from someone they know or have been in contact with, 57% searched on their own, and 16% did both.

And while this may seem obvious, ignoring or delaying responding to emails or calls is a deal-breaker. A 2024 Clio Legal Trends Report found 52% of law firms failed to return calls from potential clients, and a whopping 67% didn't respond to email inquiries. As this report concluded, “Only 40% of firms tested answered our phone call. In total, only 52% of firms either picked up or phoned us back—meaning that we were unable to reach 48%—nearly half—of law firms by phone at all.”

Promptly responding to inquiries, phone calls, or emails is the most effective way to obtain and retain clients and members. For clients, even if your answer is that the matter is not in your area of expertise, you can either recommend someone you know or, better yet, refer them to the legal referral services of the San Diego County Bar Association and/or the North County Bar Association (visit sdcba.org or northcountybar.org for more details).

The Bottom Line

Online or offline, relationships drive referrals and reputation. Embracing technology and using it to promote you, your firm or your organization is not just for large law firms or influencers. It takes some effort, but need not be all-consuming. Today, all it takes is one click, one post, or one timely reply to make a difference. Staying visible online and top-of-mind through social media usage is critical, as an open digital door brings in new clients and members, raises your profile, and keeps both you and your organization vibrant. But in the end, lasting success still comes down to classic virtues: being prompt and responsive, maintaining a strong reputation for integrity, and pursuing genuine relationships with others both within and outside the legal profession.

Mr. Mansfield is a member of the North County Bar Association's Board of Directors and the Lopardo Inn of Court Executive Committee. For more information about the Inn, you can go to the Inn's website www.lopardoinnofcourt.org or contact alan@clgca.com. Special thanks to Stephanie Germani, Bill Doyle (www.doyleapc.com) and Cassandra Koenig for their contributions to this article.



Alan M. Mansfield (alan@clgca.com), principal at The Consumer Law Group of California, has practiced primarily in the area of national health care, privacy, consumer and securities class action and public interest litigation since 1989.