



Hi Shelby,

We made it to May! I never thought I'd be so happy about the beginning of a new month. I hope you, your family and colleagues are healthy and staying (somewhat) sane as many states slowly begin to return to offices, restaurants and retail spaces.

I was honored to be part of a panel discussion last week, hosted by three Florida Legal Marketing Association (LMA) groups: Orlando, Jacksonville and South Florida. If you couldn't attend the virtual event, you missed insights on how law firms are evolving in the midst of the COVID-19 pandemic, where legal marketing budgets are going, what the media is saying and what legal marketers can do to get ahead. I've summarized the key takeaways in this week's blog post, which you can read by clicking below.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- [Microsoft Word now considers 2 spaces after period an error, ending the debate](#) — We knew it all along (or at least since typewriters stopped being a thing): two spaces after a period is just wrong, wrong, wrong. Now Microsoft Word agrees with us. (*Thrillist*)
- [How communicators can infuse empathy into layoff or furlough announcements](#) — Hopefully most of the COVID-induced furloughs, layoffs and pay cuts have been made already. However, the importance of how these actions are communicated remains critical. This article outlines best practices. (*Ragan*)
- [Pandemic IX: Law firm transformation](#) — Jordan Furlong makes some predictions about the future of law firms post-COVID-19, including this one: "Law firm headquarters will become home to senior management, a few aging traditionalists, and client meeting areas. In an effort to maintain presence and relevance, these HQs will also host training academies for new hires and fully staffed R&D divisions to develop new client-facing products." Great food for thought. (*The Law21 Blog*)

GUEST POST



We invited our good friend, Wendy Merrill, CEO of StrategyHorse Consulting Group, to provide tips for how lawyers can continue to nurture and develop their networks during the coronavirus crisis. Read [Wendy's tips here](#).

GUIDE: LAW FIRM PR

In this guide, we pull back the curtain on the law firm media relations strategies and skills we've honed over the years, from developing media relationships to writing effective press releases, publicizing time-sensitive litigation victories, newsjacking and more.

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ABOUT US:

Reputation Ink is a marketing and public relations agency focused on law firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.

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