



Hi Shelby,

The key to getting a journalist's attention? Knowing what they cover and how best to work with them.

That's why we're bringing you insights from some of our favorite legal journalists, including where they get story ideas, how they like to be pitched and what they look for in a PR pitch.

This week, Rebekah Mintzer of *Bloomberg Law* shares how she uses Twitter to stay abreast of trends and her opinions on story exclusives, press releases and more. See the post by clicking below.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **Having a real industry focus — because clients want law firms that know their business** — Author Patrick McKenna argues that most law firms' industry practices are more for show than they are for real, providing 12 questions to ask to evaluate whether your firm has a genuine industry focus. (*Thomson Reuters Legal Executive Institute*)
- **Law firm's decision to use Instagram** — To insta or not to insta? That's the question this article tackles, with tips on what to post and how best to use the platform. (*Bigger Law Firm*)
- **Here's what clients really think about your email alerts** — The majority of corporate counsel read email alerts because they feel they have to. This article helps you understand how to get them to read — and love — yours. (*BTI's The Mad Clientist*)



We are on the hunt for a full-time communications professional to join our growing team. As a “virtual” agency, all Rep Ink team members work from home offices, with team members spread across the United States and Canada, serving clients across the U.S.

Do you know someone who would relish the idea of working remotely while doing strategic, high-impact marketing and public relations work for some of the nation's leading law firms, architecture, engineering and construction (AEC) firms and B2B companies? If so, send them our way! Read more about [the role and what we're looking for here](#).

MEDIA INTERVIEW CHEAT SHEET How to Rock Your Next Interview

Your PR agency has scored a high-profile media interview, and now it's your (or your thought leader's) turn in the spotlight. How can you make the most of the opportunity? Download our Media Interview Cheat Sheet to prepare for — and succeed at — any interview.

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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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