

SO HOW DID WE GO ABOUT DOING IT?

Examples:

- a) Real stories of real clients with real problems. Shining a window and our day-to-day work.

Nathaniel stopping an eviction -

<https://twitter.com/HackneyLawCentr/status/686877114881150976>

Housing sessions at Hackney Central library -

<https://twitter.com/HackneyLawCentr/status/695962792134840320>

- b) Drive people on the website through twitter - Writing stories on the website and tweeting the link so they could read about us in more detail:

Announcing Owen Jones as a patron -

<https://twitter.com/HackneyLawCentr/status/641960998728040449>

- c) Letting interested people (students and junior lawyers) know about upcoming useful and interesting events – to become the ‘go to’ resource on stories breaking in the news, pupillage and training contact events:

Doughty Street Chambers international women’s day -

<https://twitter.com/HackneyLawCentr/status/700951392396115968>

- d) Celebrating our legal successes – victory in the Supreme Court case last May -

<https://twitter.com/HackneyLawCentr/status/600957139583111168>

- e) Making people smile – War veteran Anwar -

<https://twitter.com/HackneyLawCentr/status/611893150878183424>

WHAT HAVE BEEN THE BENEFITS OF HCLC'S SOCIAL MEDIA STRATEGY?

- **Fundraising - the Atheist church -**
<http://www.hclc.org.uk/2014/09/thank-you-new-unity/>
- **Engaging with funders –who are pleased to be given recognition online:**
<https://twitter.com/trustforlondon/status/531847861311635456>
- **Media attention – asked to comment:**
<http://www.eastlondonlines.co.uk/2015/12/hackney-woman-pleads-guilty-to-avoid-court-charge/>
- **New partnerships – Legal Geek -**
<http://www.legalfutures.co.uk/latest-news/hacking-the-law-computer-programmers-called-in-to-aid-advice-centres>

Wigwam Legal Services & 1 Gray's Inn Square Chambers

<http://www.lawgazette.co.uk/practice/it-upgrade-to-support-law-centres/5051227.article>

A VASTLY RAISED AND MORE RESPECTED PROFILE