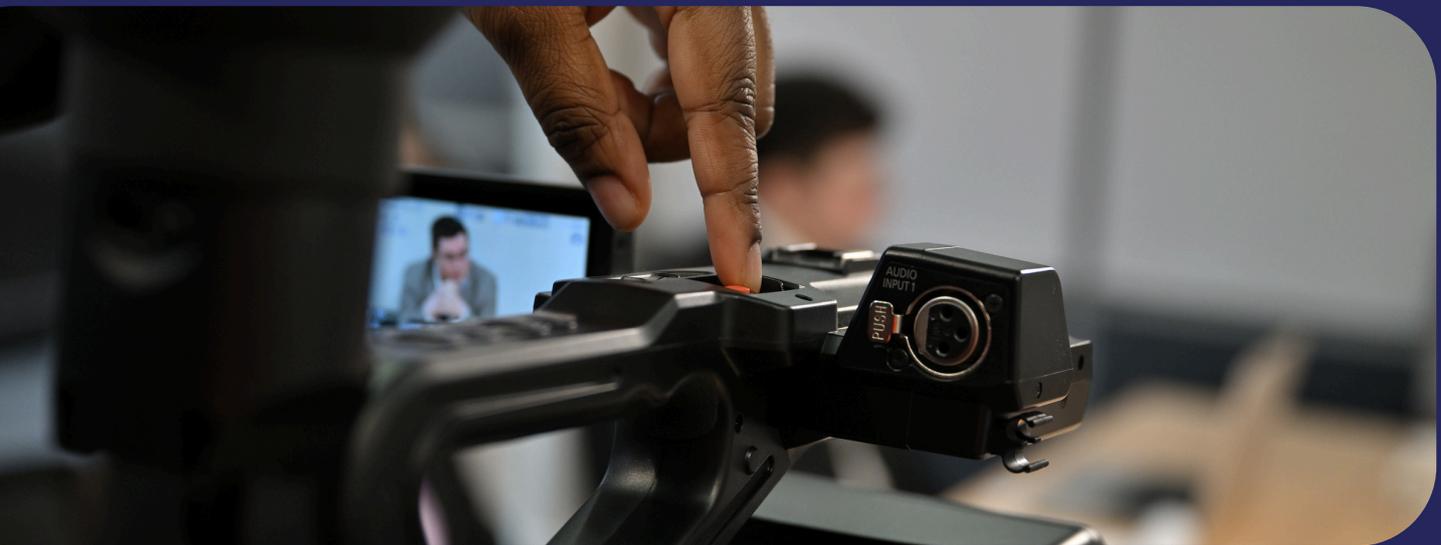




Social Media Audit 2025



Prepared By
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NRG&CO

Court Reporters & Transcribers

Executive Summary

This playbook provides a comprehensive audit and strategy for strengthening NRG&Co social media presence. As a national court reporting and transcription firm with a long-standing reputation, the goal is to align digital presence with the company's core values: professionalism, reliability, and client-first service. This audit evaluates current efforts, competitor benchmarks, audience targets, and outlines a clear roadmap for expanding brand visibility, client engagement, and recruitment outreach through Facebook, LinkedIn, Twitter, Instagram, and YouTube.



The strategy outlined here focuses on four pillars:

- Enhancing platform activity and content consistency
- Building relationships through audience-specific messaging
- Leveraging employee and client voices as digital advocates
- Using data analytics to continuously improve engagement and reach

FOR MORE INFORMATION: [MARKETING FOLDER](#)
[SOCIAL MEDIA PLAYBOOK](#)

General Overview

At Neal R. Gross & Co., our social media presence is anchored primarily on LinkedIn, where we share company updates, industry involvement, and employee highlights. This platform has allowed us to engage with a professional audience and reinforce our brand's credibility. However, we recognize that our presence on other platforms such as Facebook and Twitter has been limited, with infrequent posting and low engagement. Additionally, we have not yet established a presence on Instagram or YouTube, which presents an untapped opportunity to reach younger audiences, promote our workplace culture, and visually communicate the value of court reporting and transcription services.



Neal Gross - NRG& Co Founder

Vision

Our vision is to establish a strong digital presence and become a recognized leader in legal support services by using social media to share our mission, raise awareness about the importance of court reporting, connect with top talent, and grow our reach among private sector.

Objectives

- Establish a consistent posting schedule across all socials to maintain audience engagement
- Launch a branded Instagram account focused on showcasing company culture and recruiting talent
- Develop and circulate a monthly newsletter using HubSpot or MailChimp to strengthen client and contractor relationships
- Publish educational content that highlights the role and impact of court reporting in the legal system (shorter videos on Instagram, X, Facebook and LinkedIn; longer videos on YouTube)
- Create and promote a "Meet the Team" or "Employee Spotlight" series to humanize the brand and foster trust with clients and prospects
- Introduce multimedia formats (video testimonials, behind-the-scenes clips, service explainers) to increase content diversity
- Collaborate with legal associations and contractors for joint webinars, posts, and industry discussions
- Monitor post performance to evaluate engagement trends and guide future content creation

Target Audience

Primary Audiences



Law Firms and Attorneys

Require accurate and certified transcripts for trials, appeals, and legal documentation. Potential for repeat, high-volume business



Legal Support Professional

(Paralegals, Clerks, Assistants, Office Managers) Direct users of services; influence purchasing decisions.



Government agencies & courts

Conduct hearings and investigations requiring official transcripts. Long-term government contracts.



Potential & Current Contractors

Essential for staffing proceedings nationwide. Expand service flexibility and geographic reach.



Corporate Legal Departments

Handle internal investigations, compliance, and litigation; require transcription support.



Junior Associates

Future decision-makers in law firms who can influence vendor choice early in their career



Our primary audiences are the individuals and organizations directly involved in using, purchasing, or delivering our core services. Engaging them drives consistent demand, builds long-term partnerships, and expands service coverage through contractor networks.

Target Audience

Secondary Audiences



Journalist & Media Professionals

Use transcripts in legal reporting and public communication.



Current Employees

Boost Morale and increase brand advocacy.



Students & Legal Studies Professionals

Potential recruits; educational content builds trust and brand recognition.



Competitors & Vendors

Insight into market trends; opportunity for partnership or differentiation.



Potential Job Candidates

Help grow internal team capacity. Share our warm and welcoming culture.



Events and Discovery Firms

May refer, recommend, or partner on legal support engagements.



Secondary audiences don't directly use NRGCO's services but influence our brand, talent pipeline, and market presence. Engaging these groups supports growth and boosts visibility.



Market Analysis

Company	Strengths	Weaknesses
	Educational webinars, frequent posts, resources for court reporters	Branding is somewhat generic
	Holidays, webinars, professional tone, high post volume	Post often lack storytelling or human element
	Blogs, legal tips, clear lawyer-focused strategy	No Instagram presence
	DEI focus, Posts highlighting attendance at industry events, casual tone, strong visuals	Could add more service-focused content
	Employee highlights, milestone posts	Private Instagram; Minimal engagement tools
	Blog posts	Not active on LinkedIn or Instagram

Further Analysis

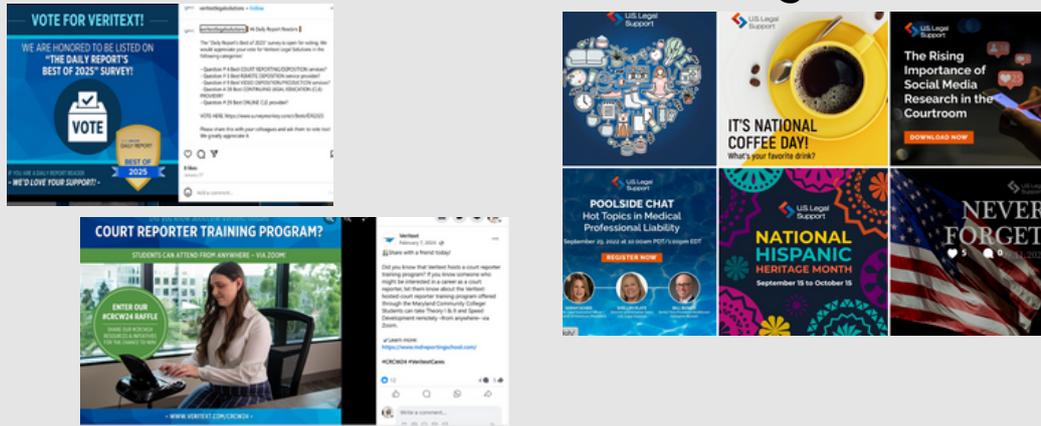
Industry Breakdown -

Strong social media presence, high engagement, regular content, strong brand identity

1

INDUSTRY LEADERS

Veritext US Legal

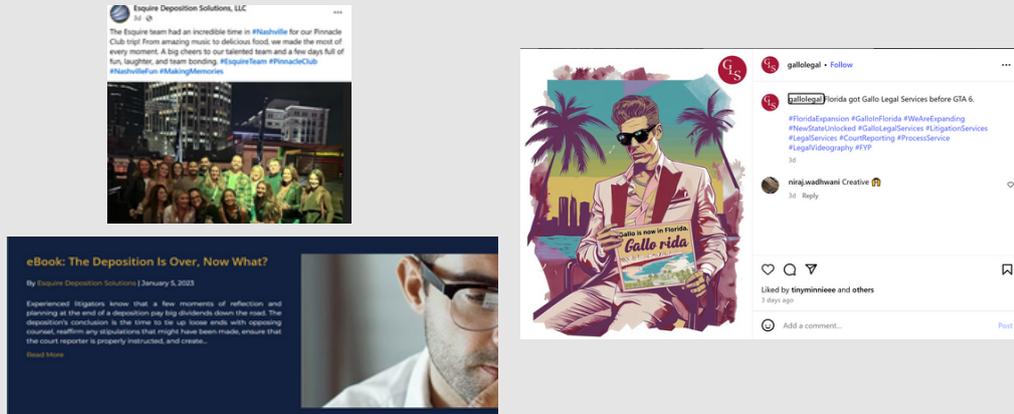


Consistent content, decent brand recognition, moderate engagement

2

Strong Contenders

Esquire Gallo



Some content strategy, serves specific client segments, lower frequency

3

Niche Players

Planet Depos Huseby



Industry Breakdown

Active in the past but now inconsistent, branding looks dated

4

Outdated Presence Alderson Casamo



Remote Depositions, Mediations, and Arbitrations: Here to Stay?

Currently, many attorneys and court reporting firms use video conferencing technology to conduct depositions, mediations, and arbitrations remotely. It has become a common way to conduct legal proceedings during the pandemic and is something [...]

COVID-19 Update: We're Ready and Able to Support You, Our Clients

With all the uncertainty surrounding the COVID-19 outbreak in the United States, the staff at Casamo & Associates wants you to know that we are still here for you and ready to work! We can now perform all of your depositions, EUOs, [...]

Active in the past but now inconsistent, branding looks dated

5

Barely Present CRC Solomon Veteran



NRG&CO

Neal R. Gross & Co. — Tier Placement: Tier 3 (Niche Players)

Strengths:

- Strong LinkedIn base — Primary platform with company updates and employee highlights.
- Clear brand identity in professional court reporting and government contracts.
- Recognized vendor by agencies like DC OAG and USPTO, which builds offline credibility.

Weaknesses:

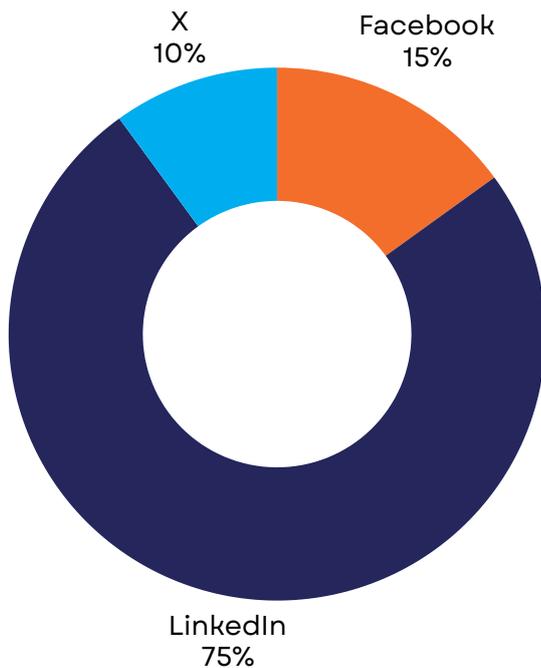
- Inconsistent presence on Facebook and other platforms.
- No Instagram, YouTube, or modern storytelling formats (e.g., video, Reels, polls, webinars).
- Visual branding outdated or minimal across channels.

Limited engagement tactics (polls, real-time responses, content series, etc.).

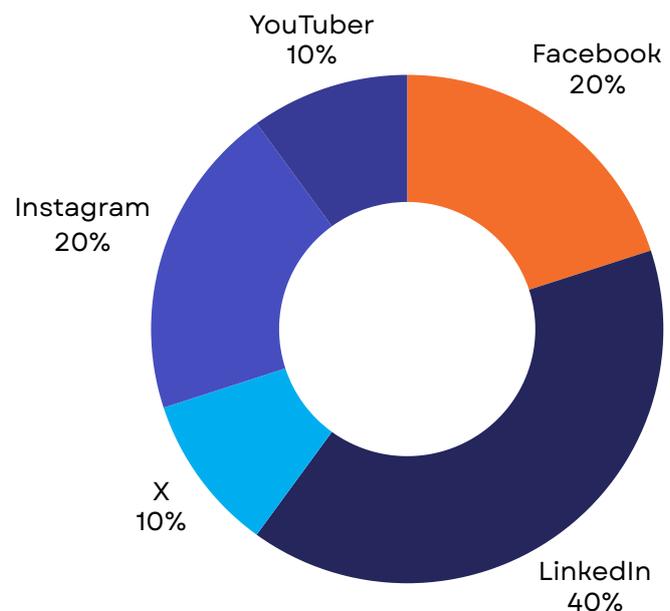
NRG&CO
 Court Reporters & Transcribers

Current Social Media Presence

Current Allocation of Social Media Effort



Recommended Allocation of Social Media Effort



Our social media is overly focused on LinkedIn, with limited activity on Facebook and Twitter, and no presence on Instagram or YouTube. Expanding and balancing efforts across these platforms will modernize our brand and better engage new audiences.

A more dynamic and visually engaging digital presence will not only attract new clients and talent but also strengthen relationships within the legal and professional community. By meeting audiences where they are, we position NRGCO as a forward-thinking, accessible, and modern brand.

Content Strategy



Maintain a polished and professional tone that reflects the company's industry expertise. Focus on thought leadership and service education by sharing original articles, case studies, legal insights, and client success stories. Highlight company milestones, employee spotlights, and recruitment efforts to attract top talent. This is also the platform to engage directly with legal decision-makers and partner organizations through comments, shares, and tagging. Make sure the company page's "About" section is up-to-date and optimized with keywords relevant to court reporting and transcription services.



Use a warm, accessible tone to engage a broad audience, including legal professionals, support staff, and potential job candidates. Focus on community-building content such as client testimonials, recognition posts (e.g. Employee Appreciation Day), legal industry holiday posts, and repurposed blogs or thought pieces. Incorporate visuals like behind-the-scenes images and infographics to drive engagement. Facebook is ideal for boosting post reach through strategic ad placements targeting specific audiences (law firms, legal support professionals, veterans groups, etc.).



Utilize X for real-time industry updates, including news about court reporting regulations, legal trends, and relevant legal or political developments. This platform needs minimal effort and can mainly be reposts of LinkedIn, Facebook, and Instagram.



Launch Instagram to showcase visual storytelling—highlighting day-in-the-life content, behind-the-scenes looks at the transcription process, team features, and company events. Share casual, culture-driven content that appeals to younger legal professionals, students, and job seekers. Use Stories to show real-time updates from conferences or client visits and Reels to explain services or show "a day at NRG." Maintain a clean visual identity with branded templates, subtle watermarks, and consistent tone.



Establish a YouTube presence to house longer-form educational and promotional content. Ideas include explainer videos about court reporting and transcription services, employee interviews, training videos for contractors, and highlight reels from events. Consider creating a short docu-style series on the importance of legal transcription or a "Why Court Reporting Matters" mini-campaign. YouTube also functions as a long-term content library that can be embedded in newsletters, on the website, and in blog posts for SEO benefits. Keep branding consistent in thumbnails and intros/outros.



SAMPLE SOCIAL MEDIA POSTS

BEST LEGAL SERVICES

Our Services

- ◆ Court Reporting
- ◆ Legal Transcription
- ◆ Summary Writing
- ◆ Legal Videography



LinkedIn

Post Types:

- “Meet the Team” carousel posts with role descriptions and quotes
- Case-use examples with anonymized client outcomes
- Polls focused on legal industry pain points (e.g. turnaround time, digital reporting)
- Court reporting career facts and job openings
- Certifications, training completion, and upskilling spotlights
- Recaps of webinars, legal panels, or conferences attended

LinkedIn should position Neal R. Gross & Co. as a trusted authority in the legal services space and an employer of choice.

Content here should deepen professional engagement, highlight credibility, and attract top talent.



LinkedIn: 1x/week (Wed/Thurs)



Happy President's Day

★ UNITED STATES OF AMERICA ★

Facebook

Post Types:

- Holiday posts with legal relevance (e.g., National Law Day)
- Behind-the-scenes photos of staff, office life, or events
- Client testimonial quote cards (e.g., from DC OAG or Alexandria Circuit)
- Fun fact posts (e.g., how many states NRG serves, types of legal services)
- Blog or newsletter highlights with CTAs to visit the website
- Lighter National Day posts (Coffee Day, March Madness, etc.)

Facebook is best used to foster community, amplify reach through relatable content, and stay top-of-mind with clients, staff, and broader public followers. Keep the tone friendly but informative.



Facebook: 1x/week (Tues/Thurs/Fri)



Neal R. Gross and Co

@NRGCO

Court reporters don't just transcribe — they preserve the official record of justice. At Neal R. Gross & Co., our team ensures every word is captured accurately, reliably, and with integrity

12:00 PM · Jun 1, 2021



X (Twitter)

Post Topics:

- Legal news and court reporting policy updates
- Behind-the-scenes looks at daily reporting work
- Court reporting facts and statistics
- Company announcements in tweet-friendly formats
- Trivia and polls for audience interaction
- Quotes or feedback from clients and staff
- Highlights or takeaways from blog and LinkedIn posts



Use X to stay present in timely industry conversations by sharing real-time legal updates, regulatory news, and commentary on trends affecting court reporting. This platform works best for quick insights, reposts from other channels, and engaging with the legal community through short-form content.

Twitter: Optional: 1 posts/week for legal news



Day in the life of the
CEO of a top court
reporting company

Instagram

Post Types:

- Reels: “Day in the Life” of court reporters, staff intros
- Office culture moments: birthdays, lunch days, celebrations
- Branded quote cards featuring team insights or testimonials
- Photos from industry events and professional conferences
- Instagram Story takeovers by employees or interns
- Before/after workspace setup visuals or “What’s in my bag” for court reporters



Instagram should focus on visual storytelling, workplace culture, and accessibility for younger talent and casual audiences. Prioritize authenticity, energy, and design consistency.

Instagram: 1x/week (Mon/Wed)

THE HISTORY OF COURT REPORTING



YouTube

Post Types:

- Explainer videos on how court reporting works (e.g., realtime vs. summary writing)
- Educational series: "5 Things Lawyers Should Know About Transcription"
- Staff interviews: "Why I became a court reporter"
- "Inside NRG" mini-documentaries (team, process, history)
- Highlights from webinars or conference panels
- Testimonials in video form (where permitted)

YouTube is ideal for long-form content that educates, builds credibility, and supports SEO. Use this channel to teach, explain, and establish NRG&Co's depth of experience.



YouTube: Educational Content

Future Roadmap

2025

WEEK 1-2

Finalize Strategy & Prep Content Calendar

- define tone, voice, and posting cadence for each platform
- build out a content calendar
- Categorize Posts

WEEK 2-3

Refresh Social Media Profiles

- Update LinkedIn and Facebook "About" sections
- Add consistent branding and banner images across platforms
- Create Instagram account and fully
- More stock images

WEEK 3-4

Launch Initial Posts and Begin Engagement

- Post 3-4 pieces across all platforms
 - Interview Kohle and Monte
- Start following relevant legal professionals, firms, and vendors
- Monitor likes, comments, and messages

WEEK 4-5

Promote Key Services and Employee Stories

- Highlight transcription services and differentiators
 - family-owned, in-house reporters, price transparency

WEEK 5-6

Launch Social Campaigns and Community Engagement

- Roll out themed weekly social campaigns
 - "Monday minutes" for industry facts or "Friday FAs" about court reporting

WEEK 6-7

Check-In

- strategy check-in: review social metrics across platforms, compare to initial goals, and assess performance gaps
- Prepare the next round of content

Email

Marketing

At Neal R. Gross & Co., we recognize the value of extending our communication beyond social platforms by engaging directly with our audience through curated email marketing. While our social media presence is rooted in LinkedIn, email provides a direct and personal channel to connect with clients, legal professionals, and potential clientele. By enhancing our newsletter strategy, we can regularly share valuable content, highlight our services, and strengthen relationships with both current partners and future prospects.

Newsletter

Our goal is to establish a consistent, value-driven newsletter that reflects our leadership in legal support services. Through thoughtful, well-designed content distributed via HubSpot or MailChimp, we aim to:

- Promote NRG's services and availability across all 50 states
- Educate legal professionals on court reporting best practices
- Showcase employee excellence and company culture
- Highlight industry trends, legal updates, and innovations in transcription

This newsletter will serve as both a resource and a relationship-building tool, reinforcing trust and expertise while nurturing leads and referrals.



Timeline

- Launch a monthly newsletter series through HubSpot or MailChimp, segmented by audience type (e.g. clients, prospects, contractors)
- Feature service spotlights that explain offerings like legal videography, realtime transcription, and expedited summaries
- Include a rotating "Team Feature" or "Employee Spotlight" each issue with quotes and personal stories
- Add a "Legal Calendar" section to share important industry dates, national awareness weeks, and relevant holidays
- Incorporate short-form blog previews with links to drive traffic to the website
- Curate quick legal facts or stats ("Did you know...") for digestible insights
- Share client testimonials or case wins when permission is granted
- Track open/click rates to guide topic planning and email timing

BLOG POST TITLES AND OUTLINES