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# In-House Lawyers Still Put Trust in Traditional Media, Survey Says

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Fears about consumers of information turning away from traditional media appear to be overblown—at least when it comes to in-house counsel readers, according to a [survey](#) released this week by strategic communications firm Greentarget and consulting firm Zeughauer Group.

The 2017 State of Digital & Content Marketing Survey [asked](#) more than 100 in-house counsel to rate the credibility of various sources of information, and traditional media sources came out on top with a 95 percent credibility score.

“The ‘fake news’ phenomenon, which was born largely out of the contentious presidential campaign of 2016, hasn’t affected business and trade media in the same way that it has mainstream media and, notably, political coverage,” said John Corey, founding partner of Greentarget, in an email. “C-suite executives—whether they be GCs, CEOs, CFOs, COOs, etc.—rely on traditional media because of its inherent third-party credibility and objectivity.”

Behind traditional media, the in-house counsel surveyed said they trusted the industry news and information they found on LinkedIn, with 86 percent calling the professional social networking site credible.

“Because it’s been branded the business social network from day one, LinkedIn has engendered a level of familiarity that both in-house and outside lawyers are comfortable with,” Corey said. “The fact that bios on firms’ websites are governed by state bar and attorney advertising rules, and the format of LinkedIn closely resembles those on firm sites, makes the transition much easier than, say, Facebook, where profiles are much less structured.”

While the in-house lawyers largely trusted LinkedIn, they didn’t necessarily feel the same way about Facebook and Twitter. When asked if they viewed these social networks as credible sources of legal, business and industry news and information, only 38 percent of these attorneys answered in the affirmative.

According to the survey data, corporate counsel were also more apt to use LinkedIn than other

social media tools. Some 73 percent said they had used the site for professional reasons in the past week, while only 32 percent and 18 percent had done the same with Facebook and Twitter, respectively.

“The other point here is that in-house counsel are using and getting value from [LinkedIn] in multiple ways—from connecting with in-house peers and staying abreast of job opportunities to connecting with business leaders and outside counsel with whom they work,” Corey said. “And as voracious consumers of information, in-house counsel also rely heavily on the tool as a platform to receive relevant news and information.”

Here are some other data points from the survey:

- Of those in-house lawyers who use LinkedIn for professional reasons, 53 percent use it to connect with outside counsel with whom they work, while 30 percent use it to connect with outside counsel who do not work with them.
- As for law-firm-generated content, 87 percent of respondents said they found client alerts to be the most valuable, followed by practice group newsletters at 67 percent and blogs at 35 percent.
- Ninety-six percent of corporate counsel experience at least some level of “information overload” in their efforts to consume information about business, industry and legal topics that matter to their companies. Some 26 percent called this a “big problem.”

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