Steptoe Podcast Ranks First in 2020 Social Law Firm Index

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Overview
(November 13, 2020, Washington, DC) — Steptoe’s Cyberlaw Podcast has placed first for the Podcast category in the 2020 Good2bSocial Social Media Law Firm Index.

Now in its sixth edition, The Social Law Firm Index examines how the top 200 law firms in the country (as ranked by The American Lawyer) adopt and apply digital marketing in terms of outreach, engagement and business development. The report analyzes and measures the effectiveness of each firm’s reach and engagement across a variety of social media channels and content platforms.

In 2012, Steptoe’s Stewart Baker and Michael Vatis co-founded the Steptoe Cyberblog, a mixture of articles, interviews, and opinion that serves up provocative thoughts on issues such as cybersecurity and privacy. The success of the Cyberblog led to the January 2014 launch of Steptoe’s Cyberlaw Podcast, a weekly overview of the latest events in technology, security, privacy, and government featuring key government and industry players. With more than 300 episodes to date, the podcast has developed a devoted audience and regularly receives referrals of new and fascinating legal matters. In a recent episode, Baker interviewed a Justice Department official who walked through the argument that the DOJ teed up for companies that want to continue transatlantic data transfers despite the Schrems II decision.

According to the report, “The unfiltered conversations at a high level of sophistication about tech law and policy helps cement Steptoe’s existing reputation as a firm at the forefront of the developing legal and regulatory issues for the internet and e-commerce in the United States and internationally.”

Download the 2020 Social Law Firm Index here.

About Steptoe
In more than 100 years of practice, Steptoe has earned an international reputation for vigorous representation of clients before governmental agencies, successful advocacy in litigation and arbitration, and creative and practical advice in structuring business transactions. Steptoe has more than 500 lawyers and other professional staff across offices in Beijing, Brussels, Chicago, Hong Kong, London, Los Angeles, New York, San Francisco, and Washington. For more information, visit www.steptoe.com.

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