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Posting Protocols



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Now is the perfect time for firms evaluate their communication strategies. This article by Molly McDonough at [Above the Law](#) offers some great ideas for firms to consider during this crisis. [#coronavirus](#) [#lawfirmmanagement](#)



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How You Communicate With Your Firm — Everyone In Your Firm — Will Define You For Years

Highlights

Explore hashtag #lawyers



46,963 followers

Explore hashtag #legalmarketing



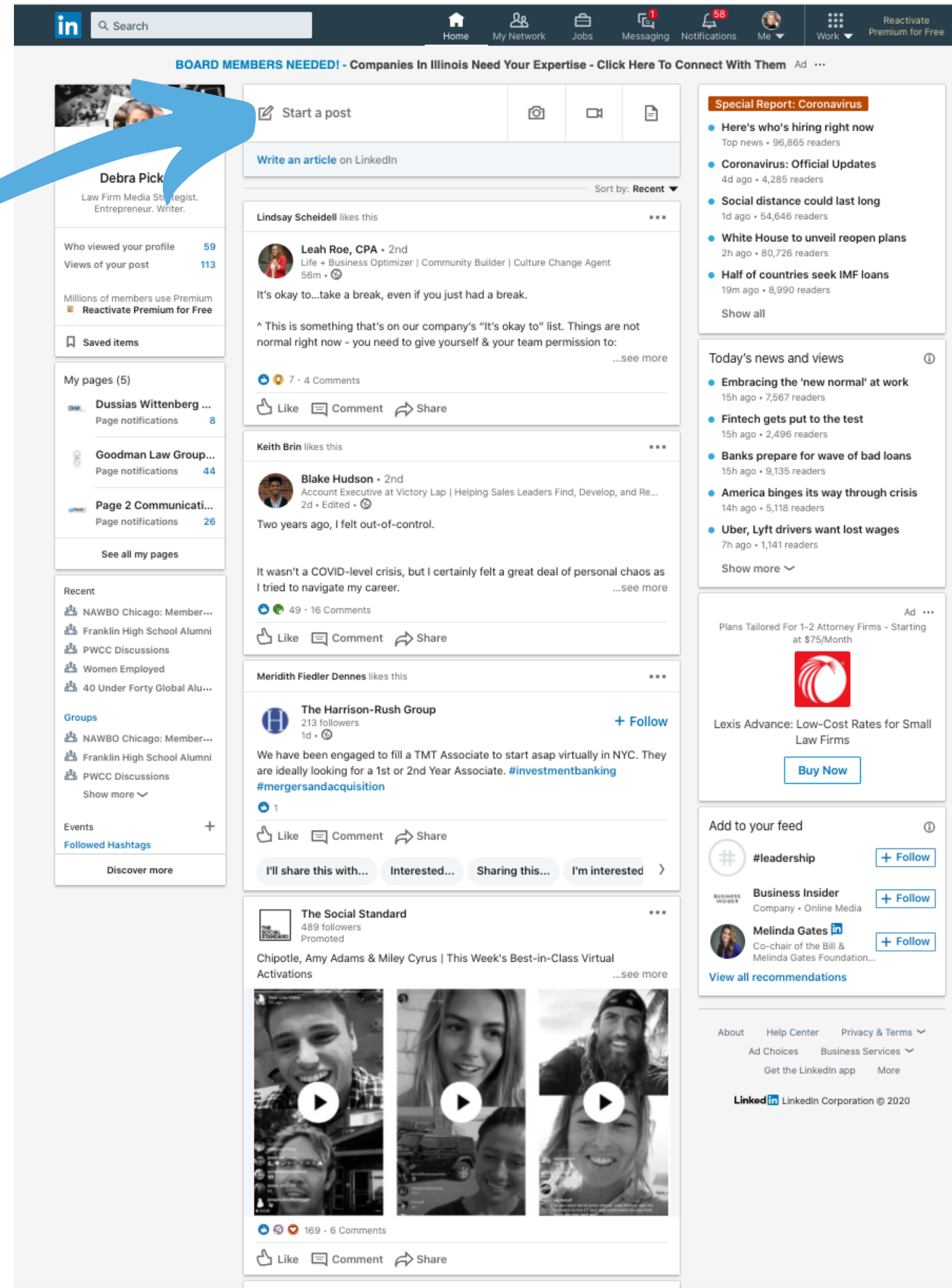


Posting on LinkedIn

- Target audience
 - Current and potential clients, referral sources
- Everything you post should contribute toward positioning yourself as a thought leader in your practice area



Start drafting posts here





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What, When and How to Post

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What to Post

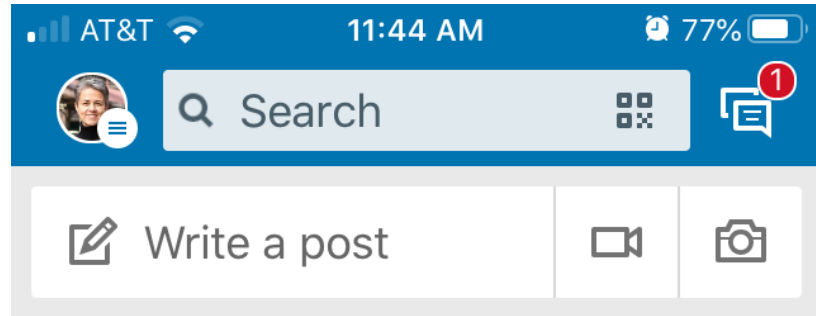
- Professional material only
- Ideas of what to post:
 - Industry or relevant article links with some short comments/analysis
 - Photo from a conference or other event
 - News item from the firm website/LinkedIn page
 - Volunteer work/events
 - Blog posts
- Post content that is relevant and helpful to your target audience



When to Post

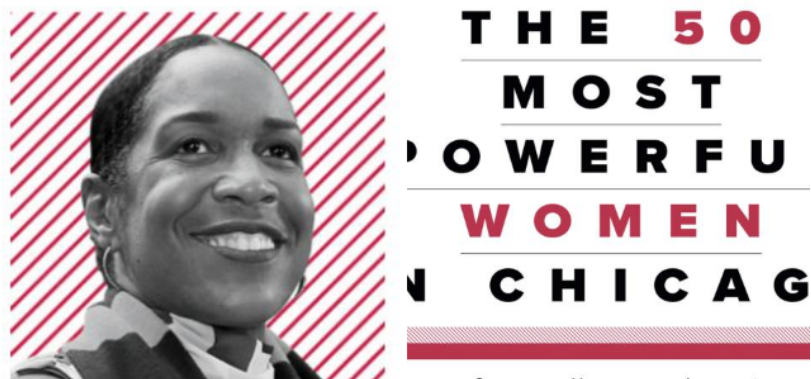
- Once or twice per week
- Best days for "evergreen" content are Tuesday through Thursday
- Best times to post are 9 to 11 a.m. and 4 to 6 p.m.

These times may differ under current circumstances!



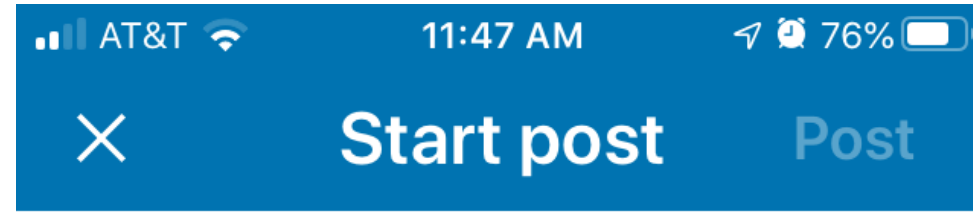
Juliana Stratton, Esq. • 1st
Lieutenant Governor at State of Illinois
1d • 🌐

Thank you for the honor, [Chicago Magazine](#), and congratulations to the other incredible hon ...see more



ome from all over the city n every field, but those de the rankings have one

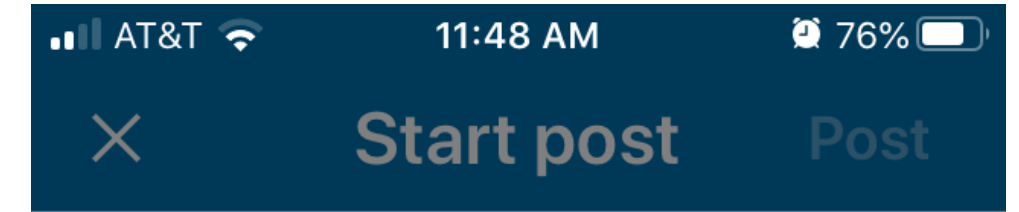
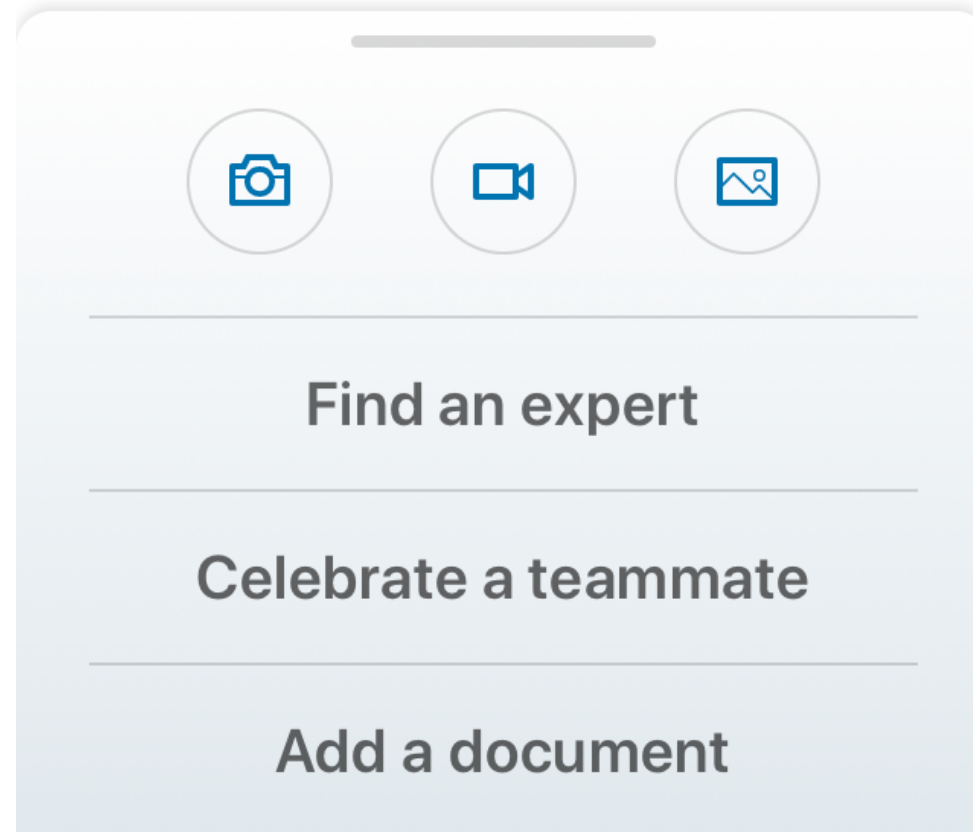
17



Debra Pickett ▾
Anyone ▾



What do you want to talk about?



Debra Pickett ▾
Anyone ▾

Who can see your post?

Your post will be visible on the feed, on your profile and in search results

- Anyone**
Anyone on or off LinkedIn
- Anyone + Twitter (@De...)**
Anyone on or off LinkedIn, post to Twitter
- Connections Only**
Connections on LinkedIn
- Group members >**
Select a group you're in
- Advanced settings >**

BOARD MEMBERS NEEDED! - Companies In Illinois Need Your Expertise - Click Here To Connect With Them Ad ...

Profile sidebar for Debra Pickett, including 'Who viewed your profile', 'Views of your post', 'Saved items', 'My pages (5)', and 'Recent' groups.

Post creation options: Start a post, Write an article on LinkedIn, Add photo, Add video, Add document.

Jocelyn Brumbaugh • 1st Consultant at The Brumbaugh Group & Founder of Legal & Professional Se... 1w • Honored to be invited back to offer career advice to Professor Alyssa Burns' class at Loyola. So many great questions from the students. Huge shout out to TBG intern Maren Menefee for shar...

Brumbaugh Group post content featuring a video player with a grid of participants and the text 'with Jocelyn Brumbaugh and...'.

14 • 3 Comments Like Comment Share I think this is... Well done...

- Special Report: Coronavirus
Here's who's hiring right now
Coronavirus: Official Updates
Social distance could last long
White House to unveil reopen plans
Half of countries seek IMF loans

LinkedIn rich text editor with publishing menu, formatting options (bold, italic, underline), and a 'Publish' button.

Headline

Write here. Add images or a video for visual impact.

LinkedIn interface showing a 'Create a post' modal, a video player, and a sidebar with news and views.



How to Post

- Length
 - In general, the shorter the better, but don't limit yourself if you have something valuable to say
 - Max of 1,300 characters (roughly 200 to 250 words)



Rules of Professional Conduct

- Any posts you engage with, amplify or share, including client testimonials, must be "truthful and unambiguous"
- Client testimonials cannot be edited



Best Practices

- Post a photo or short video
 - Increases chance of your post being seen. The LinkedIn algorithm prioritizes posts with photo/video
 - More eye-catching than plain text
- Like, comment on and share items from the firm LinkedIn page
- Tag people/groups/organizations when possible
 - Example: Nicole Black — Founder of MyCase
 - Tagging will get your post seen by people associated with the tagged person/organization



Best Practices

- Use relevant hashtags in your posts
 - This allows people who search for that hashtag to see your post and engage with your content
 - Use the firm hashtag in every post
 - Use 1-2 other general, more popular hashtags
 - Example: Nicole Black — Founder of MyCase
- Reply to comments
- Tell stories and be human!
 - LinkedIn isn't a place for politics or deeply personal matters, but sharing stories establishes trust and credibility



Engaging with Other Content

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The 2008 recession disproportionately impacted diverse lawyers. The data below ...see more

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Janet Isabelli • 1st
Founder + CEO at Isabelli Partners
2m •

"If values fall enough, some local hotels could wind up worth less than their debt—a common problem after the last recession. That, combined with a severe drop in cash flow, could push hotels with maturing loans into default, unable to refinan ...see more

Which Chicago hotels will funk the COVID stress test? [View](#)

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Thanks for sharing... I'll keep this in mind... I think this is... Great >

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Engaging with Other Content

- Like, comment on and share other people's content
- No limit on liking and commenting on other posts
- Engage in conversations
- Don't forget the social piece of social media! While LinkedIn is primarily a tool to promote your personal brand and your practice, it is still a place to connect.



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deb@page2comm.com

taryn@page2comm.com

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