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for Lawyers



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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



LinkedIn's Posting Priorities

- Not all LinkedIn posts are created equal
 - Other social media sites show content in (roughly) chronological order. LinkedIn does not.
- The LinkedIn algorithm has two primary goals:
 - 1) To prioritize relevant content
 - 2) To promote engagement
- Relevancy beats recency



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\$500/hr Consulting Roles - Many companies are seeking paid Business Advisors. Are you interested? Ad ...



Debra Pickett

Law Firm Media Strategist. Entrepreneur. Writer.

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- Dussias Wittenberg K...
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- NAWBO Chicago: Members...
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Start a post

#ThanksHealthHeroes #HealthcareHeroes

Write an article on LinkedIn



Frank Kalman • 1st
Sr. Content Strategist at Bluebeam, Inc.
1h •

<https://lnkd.in/d/mt2ZWU>

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strxur.com

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Managing your finances in a pandemic

1h ago • 7,113 readers

Here's who's hiring right now

3h ago • 104,383 readers

Big Tech hints at workforce changes

3h ago • 11,955 readers

Coronavirus: Official Updates

3h ago • 8,215 readers

States to set their reopening plans

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5h ago • 24,635 readers

Remote work hiring jumps

22h ago • 16,409 readers

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Americans rush to streaming services

4h ago • 16,000 readers

Workshare programs grow in demand

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Profile card for Debra Pickett, Law Firm Media Strategist, Entrepreneur, Writer. Includes stats for profile views and post views.

My pages (5) section listing various business pages like Dussias Wittenberg K... and Goodman Law Group ...

Recent and Groups sections showing connections and group memberships.

Start a post and Write an article on LinkedIn options.

Post by Kelly Warner, Partner at Riley Safer Holmes & Cancila LLP. Collaborating with Dave Resnicoff...

Riley Safer Holmes & Cancila LLP post about RSHC Partners Dave Resnicoff and Kelly Warner share eight recommendations for compliance...



Law360 Publishes Commentary from RSHC's Dave Resnicoff and Kelly Warner on COVID-19 and Compliance: Lessons from Great...

Goldman Sachs promoted post: "I think what we can anticipate is that people who have been documented to have been infected and who have recovered are likely to experience a period o ...see more

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Have A Conference Call? - Try 30 Days Free Conference Calls For Your Business. Global Access N... Ad ...

Profile card for Taryn Butler, Helping clients manage social media strategy and content creation.

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Recent section showing hashtags like #legalissues, #law, and #lawandlegislation.

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Messaging button and other UI elements at the bottom right.



"Relevant" Factors

- Number of connections
- Influence of connections
 - Do your connections also have a lot of connections?
- LinkedIn Groups
- Post topics
- Hashtags
- Pages you follow

- The connections with whom you share the most common interests are the most likely to see your content



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Best Practices

- Add photos
 - Avoid stock photos if possible
- When sharing a post, add your own thoughts
 - Posts shared without comment do not have high levels of engagement
- Post about important industry topics
 - Remember — helpful and relevant content!
 - Include statistics or infographics



Engage With Connections

- Like, comment, engage
 - Like, comment on and share other people's content
 - Being visible on LinkedIn doesn't end with posting your own content, it always includes engaging with others
 - Always comment back
 - More comments = more visibility
 - Discussions in comments can inspire content ideas



Hashtags

- Use relevant hashtags
 - Hashtags are keywords you want associated with your post
 - Use one to three popular hashtags in addition to the firm hashtag

Leadership

Technology

Litigation



Video

- Short, informational videos that are helpful and relevant to your audience perform well on LinkedIn
- Use video for:
 - Explaining case studies
 - Describing a big win
 - Updates/announcements
 - Answering industry questions
 - FAQs
- Sharing video content makes your page more interesting, engaging and personable



Crafting Your Headline

- Craft your first line carefully
- LinkedIn pays a lot of attention to the headline, or first line, of your post.
- Words that result in more shares:
 - Habits
 - Mistakes
 - Successful
 - Leader(s)



Crafting Your Headline

- Popular phrases:
 - How to...
 - The future of...
 - You need to...
 - Why you should...
 - Can learn from...
- Include numbers:
 - Example: "Three mistakes we can learn from..."



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Tips

- Block out time for LinkedIn
 - If marketing yourself is a priority, you need to block out time for it — even 10 minutes per day — on your calendar or in your routine
- Be personable, but not too personal
 - Keep it fun, yet professional
- Looking for content ideas?
 - Ask yourself, "What keeps my clients up at night?"



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