Now is the perfect time for firms to 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
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
Thank you for the honor, Chicago Magazine, and congratulations to the other incredible hon...see more
What, When and How to Post

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How You Communicate With Your Firm — Everyone In Your Firm — Will Define You For Years
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!
Jocelyn Brumbaugh - 1st
Consultant at The Brumbaugh Group & Founder of Legal & Professional Sales

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 Mari Menefee for sharing.

Brumbaugh Group
113 followers

Founder: Jocelyn Brumbaugh went talk with students in Professor Alyssa Burns’ class at Loyola University Chicago.
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

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

Diversity Lab CEO’s Recession Advice for Law.com

Law.com

Like 146 4 Comments

Like  Comment  Share

SMALL BUSINESS LIFELINE
CSM's PODCAST TO NAVIGATE THE COVID CRISIS

LISTEN TO THE PODCAST
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.
Questions?

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And, of course, connect with us on LinkedIn!