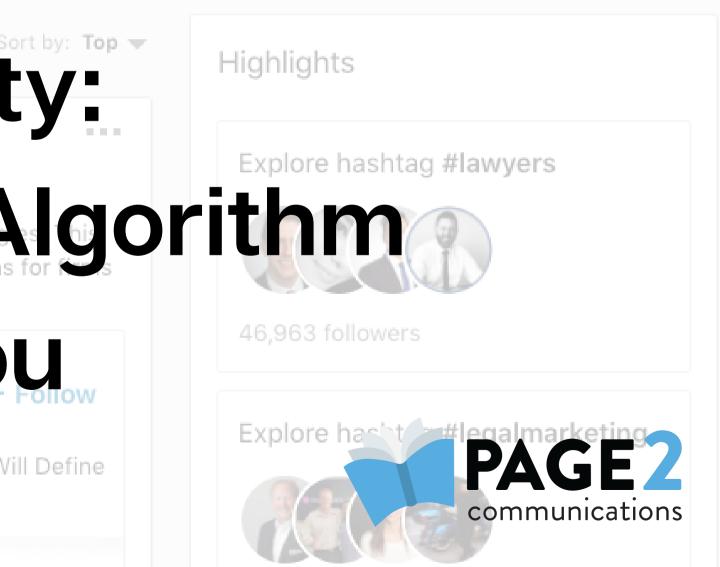


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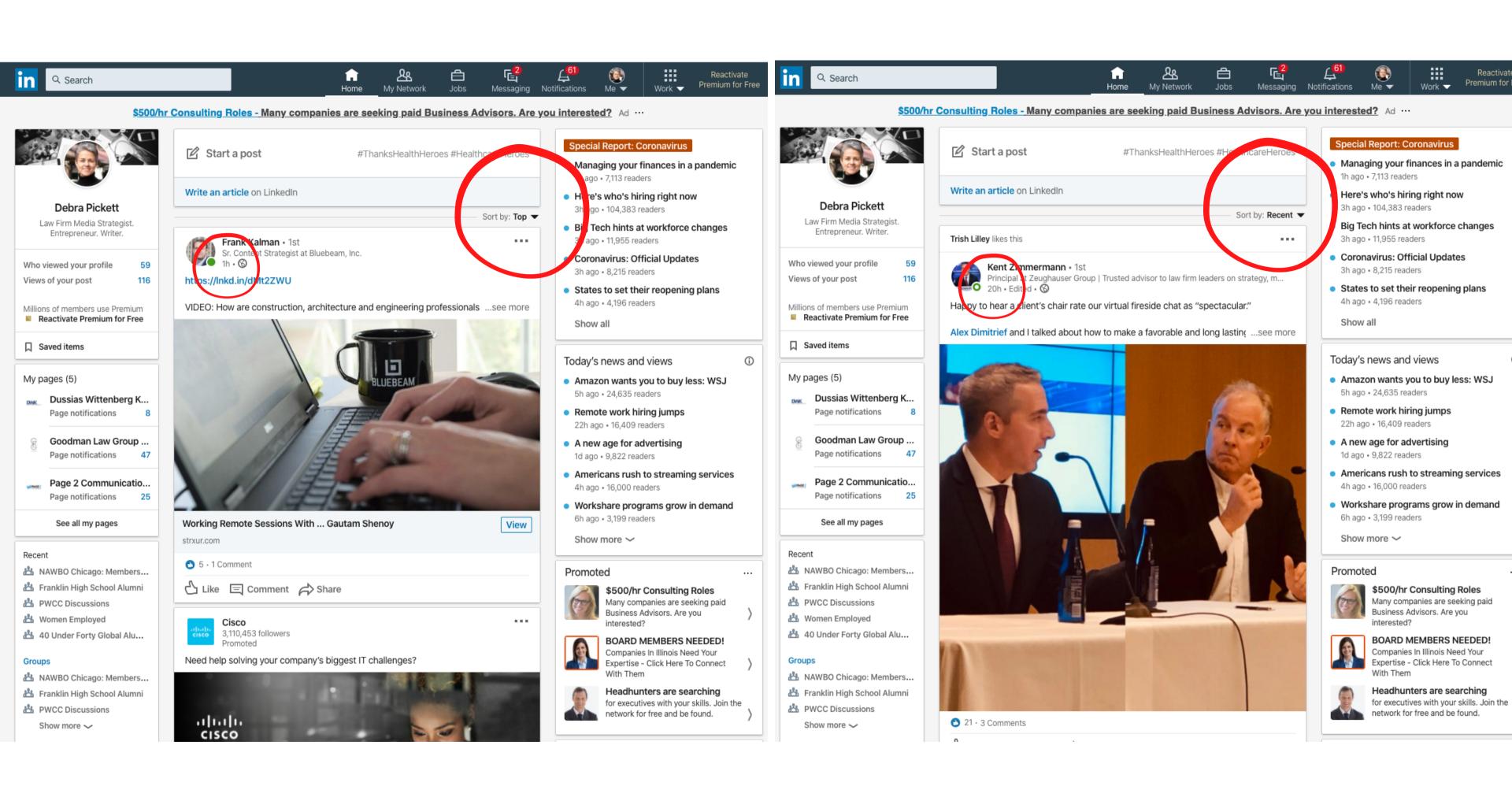
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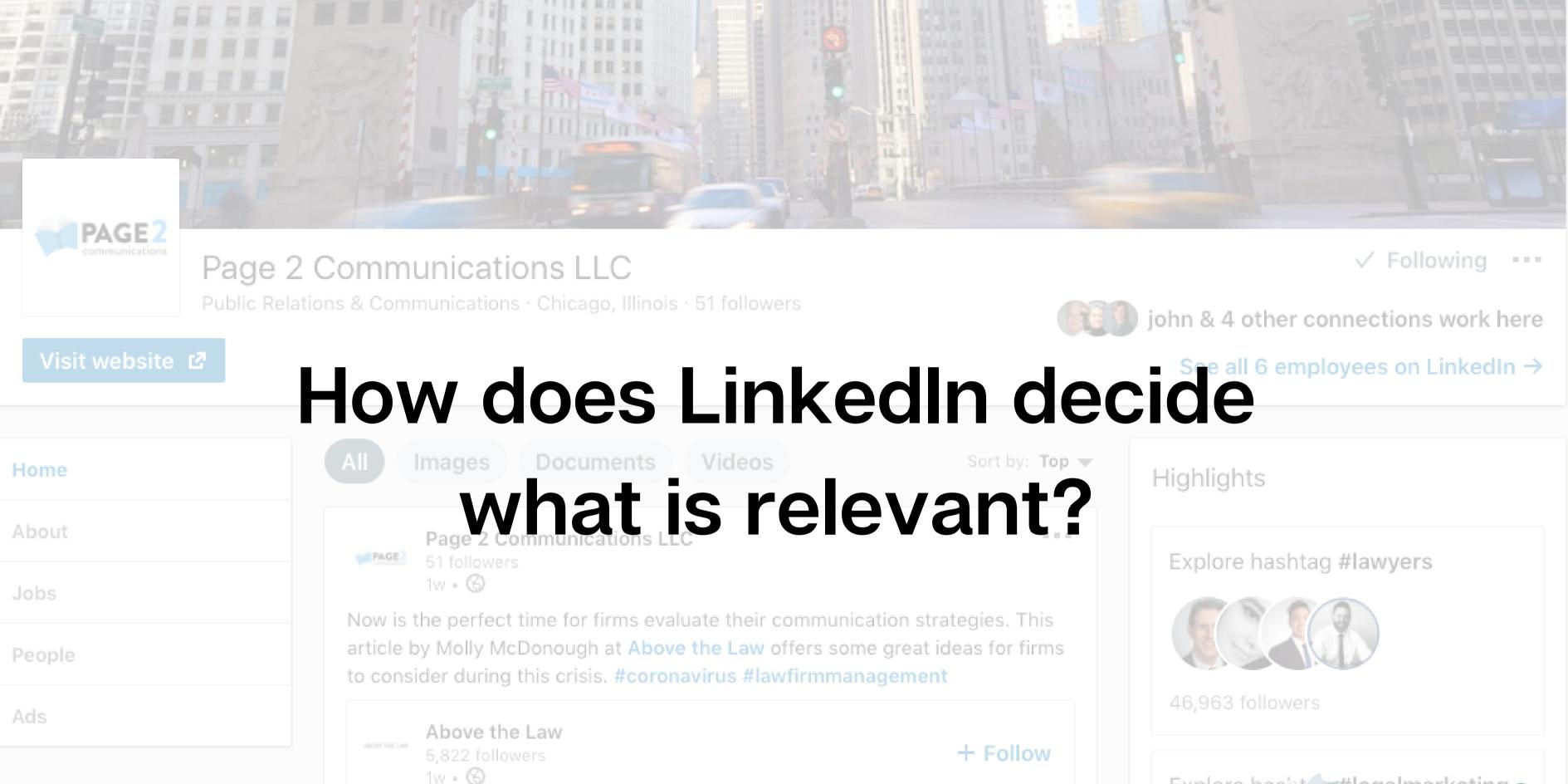


# **LinkedIn's Posting Priorities**

- 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

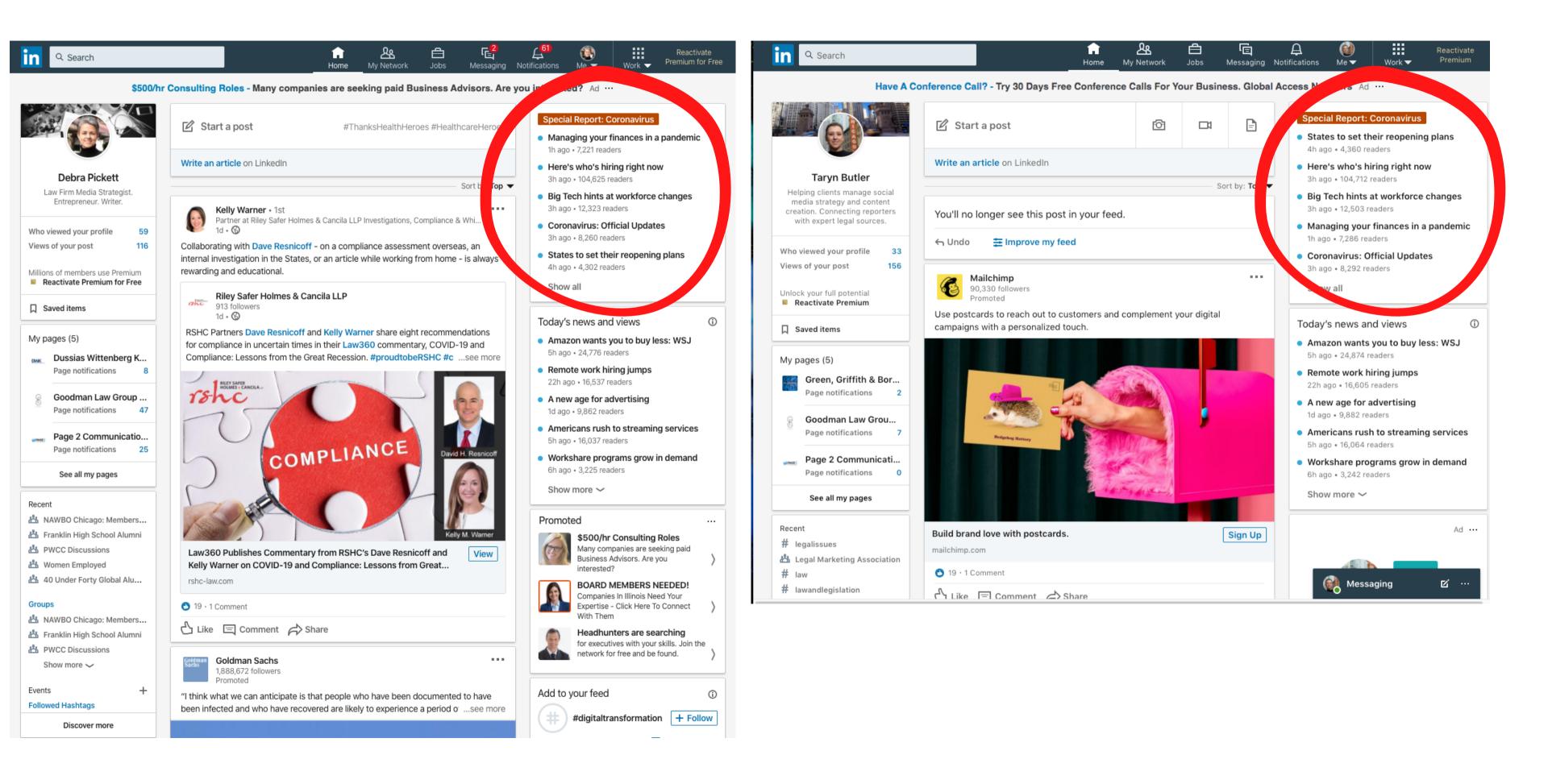






How You Communicate With Your Firm — Everyone In Your Firm — Will Define You For Years

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## "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 to Create

	Images	Documents		_	
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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



✓ Following

john & 4 other connections work here

Sort by: Top 🔻

Content

+ Follow

Explore hashtag #lawyers



46,963 followers





## **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 <u>helpful</u> and <u>relevant</u> 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
  - $\circ~$  Hashtags are keywords you want associated with your post
    - Use one to three popular hashtags in addition to the firm hashtag



Leadership



Technology



## ated with your post addition to the firm





## 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)



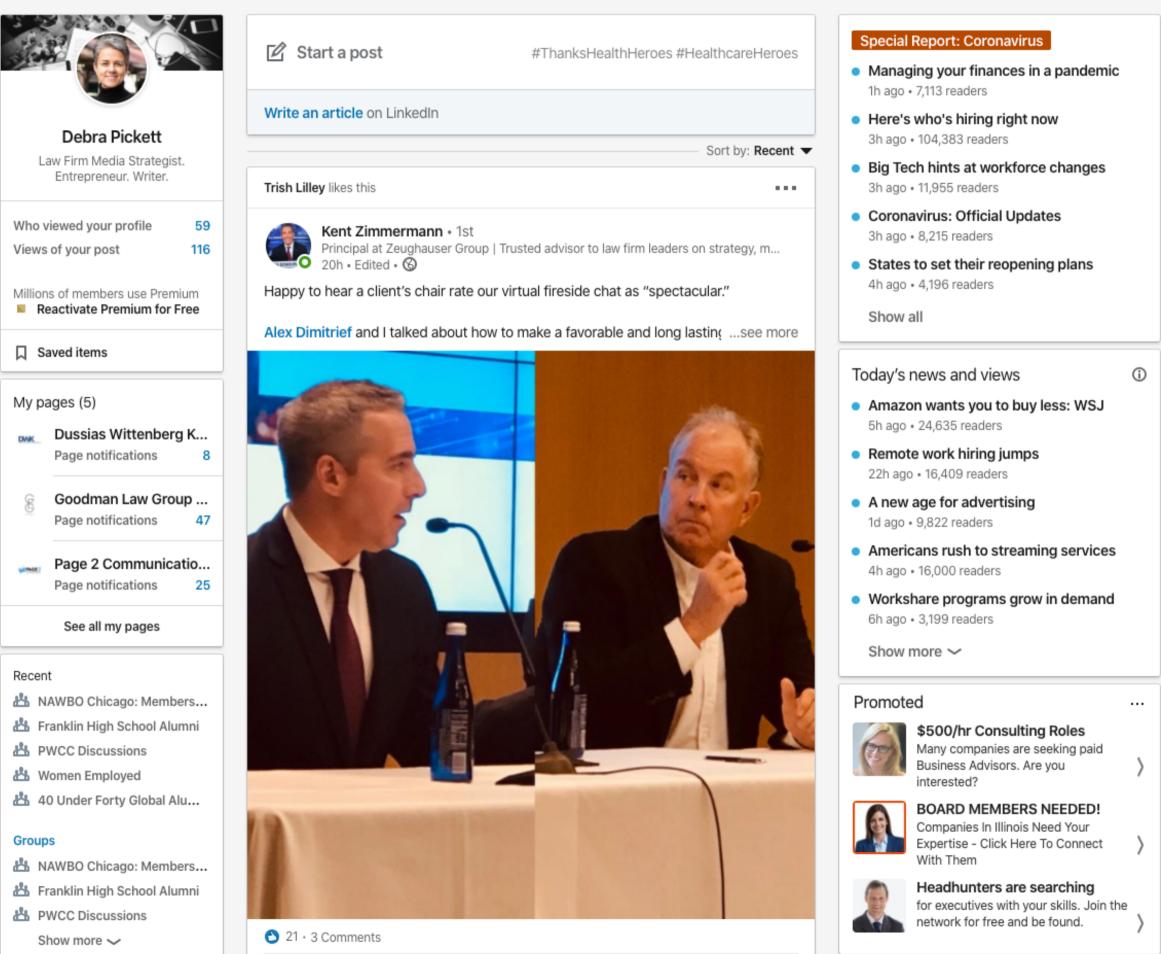


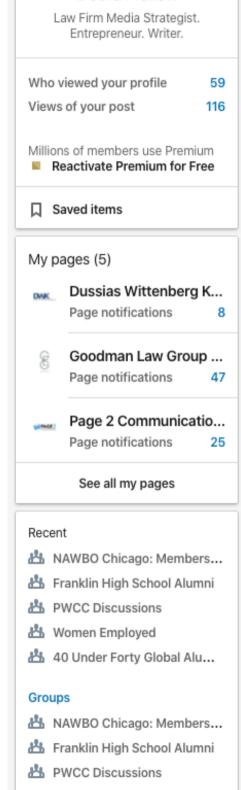
# **Crafting Your Headline**

- 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..."



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







## 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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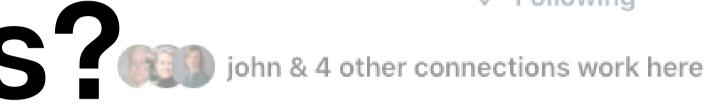
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