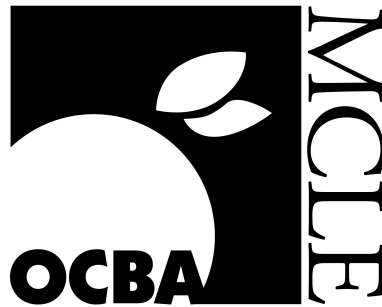


*The Orange County Bar Association
Covid-19 Task Force*

**SOCIAL MEDIA AND
BUSINESS DEVELOPMENT**

Friday, June 26, 2020



Speakers

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Content Marketing 101

The goals and strategy behind a good content marketing plan are simple: listen, share, offer insight, and connect with your audience. Everyone who creates content should personalize their strategy and distribution plan specifically to their audience, i.e. each attorney or each practice group should have its own identified audience and content plan. A content strategy needs a long-term plan. Newsworthy items are catchy. Consider how to best post for the longest shelf-life. How will the campaign evolve in 18, or even in 24 months? How will your writers keep it fresh?

Define Your Goal

- Verify your own credibility and popularity on a certain topic
- Define your audience; role, industry, worries, priorities (money, risk, or time), their preferred news channels and their values
- Create a value proposition stating your advantages and services

Strategic Marketing is Purpose Driven

As a content marketer, strive to provide unique, valuable, memorable, relevant, consistent and engaging content to your audience on a regular basis.

Set a Format to Follow

Decide what content is replicable and determine its shelf-life. Create a calendar and consider how much content to use. Additional considerations:

- Industry trends
- Courtroom trends
- Types of content

Your Content

- Should be snack-size
- Bullets or quick-view layout
- Offer key takeaways, and be obvious
- Have a unique voice that resonates with your readers
- You want to serve your visitors' intent by answering their questions and helping them

complete their goals

- Deliver an easy, pleasurable, accessible experience for every device and every browser
- Get the right information and experience to your audience quickly

Communicate Clearly

- Identify an audience's hot buttons, pains, fears, and address them; demonstrate your value in reducing their concerns
- Build trust; align your topic and verbiage with the goals and values of the audience
- Demonstrate that your values are similar, convey what you believe in

Platforms

- On your own website, share like-minded topics by linking to internal pages
- Use social media sharing (identify the right platform for your content)
- Use graphics to tell stories with images
- Use social media tools accurately; #hashtags, length, links, and images

Repurpose the Content

Don't put the effort into a plan and only use it once. There are many ways to repurpose the content in new ways. Strive to use each piece of content five times. Consider:

- Alerts
- Blog posts
- Social sharing by the company and individuals
- Personal email forwarding w/ comments
- Blog post a tip or highlight extracted from the larger content
- Re-post a tip or highlight extracted from the larger content on LinkedIn
- Propose the content for speaking engagements
- Propose the content if authored by you, to local publications for print
- Post on your website
- Create a monthly or quarterly newsletter with the content included
- Share 1:1

Measure Your Results

- New clients
- New introductions
- Increased revenue
- Number of pitches
- Number of clicks or views
- Number of new opportunities
- Analytic reports from blog, social media & the company website



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Strategies for Maximizing Visibility and Generating New Business

To maximize your return on social media, particularly LinkedIn as the largest social media platform for business, it is best to start by optimizing your Linked Profile and understanding the types of content to post. The information you share (content marketing) should be specific and meaningful to clients, referral sources and your target market or industry.

Once your Profile page is optimized be certain you are connected to a minimum of 500 people and are ready to start to post and engage others with relevant content. Once these preliminary steps are completed you will be ready to engage with LinkedIn as a business generation tool. The following are the strategies to get there; it takes time and consistency to see a strong return.

1. Post regularly, three to five times a week or more. Using an interesting image increases viewership by 72%, according to Forbes.
 - a. Posts are typically several sentences about a nugget you have to share such as: “Those in the hospitality business know that these times require thoughtful messaging. Many local restaurants are seeing an increasing amount of take-out orders as more are getting comfortable with our current SIP orders. According to www.marketplace.org, there is no evidence that the novel **coronavirus** is transmitted through food or food packaging.”



To maximize impact, highlight or “tag” companies and individuals in your posts. They will get an email from LinkedIn and will know you were thinking of them. If we added on to the post above, we might tag folks by inserting the “@” symbol and then typing the company name and also their name. When you hit Post, the “@” disappears and the names will be bolded in blue. Let’s add to our post like this:

“Those in the hospitality business know that these times require thoughtful messaging. Many local restaurants are seeing an increasing amount of take-out orders as more are getting comfortable with our current SIP orders.

According to www.marketplace.org, there is no evidence that the novel **coronavirus** is transmitted through food or food packaging. **Stephen Jones**, CEO of **Beachtime Eattery** agrees.”

- b. Try calling a contact, referral source or client and getting a short quote to include. We can add on to our post like this:

“Those in the hospitality business know that these times require thoughtful messaging. Many local restaurants are seeing an increasing amount of take-out orders as more are used to our current SIP orders.

“According to www.marketplace.org, there is no evidence that the novel **coronavirus** is transmitted through food or food packaging. **Stephen Jones**, CEO of **Beachtime Eattery** tells us, “With our steady outreach to customers and increased options for takeout, we have seen an increase in orders by 12% over the past two weeks.”

- c. Now let’s help our searchability and results by adding a few hashtags, which will also turn blue upon publishing our post:

“Those in the hospitality business know that these times require thoughtful messaging. Many local restaurants are seeing an increasing amount of take-out orders as more are getting used to our current SIP orders.

“According to www.marketplace.org, there is no evidence that the novel **coronavirus** is transmitted through food or food packaging. **Stephen Jones**, CEO of **Beachtime Eattery** tells us, “With our steady outreach to customers and increased options for takeout, we have seen an increase in orders by 12% over the past two weeks.”

#takeout #hospitality #eattngoutduringC-19

- 2. In the same spot in which you post a new comment on your Home page, you have the option to click on “Article”. This will open up a template provided by LinkedIn in which you can post an article. Articles appear on your Home page and are also permanently

posted on your Profile page. This way, when viewers come to check you out and scroll down your Profile page they will see a series of articles which share your expertise.

An article can be as short as two paragraphs or as long as about one and one-half pages. It works well to type your article in Word first and then copy and paste it into the article template.

3. Images are essential for every post or article to obtain maximin exposure. There are many free images you can find on Google. If you want something more custom or interesting considering setting up an account at an online image website such as www.iStock.com or www.dreamstime.com

Simply set up an account and pre-purchase credits for, i.e. 12 credits. This way you just search for the image and then download it. Once downloaded save it to your Picture file. Then click on the photo icon for either your post or article on LinkedIn. That will take you automatically to your Picture file. Select the image you want, click on it and then click “insert.”

4. Don't forget to use the **Messaging** function to reach out to folks to connect. Perhaps you might create an opportunity to interview someone (even a new potential connection) for a new short LI article you will soon write.

Consider creating one message and then copy, paste and send it to as many individual contacts as you like, such as, “Steve, wanted to share this new piece on how the hospitality industry is morphing though the pandemic. This article, which I found in Hospitality Today, rang true for me. Thought it might be of interest.

www.hospitalitytoday.com/pandemic.today/

5. Post three to five times weekly and considering reposting some of your posts, even twice in one day. It's consistency and outreach to contacts that starts the business generations part of LinkedIn.

THE DEFINITIVE GUIDE FOR LINKEDIN FOR LAWYERS:

Why It's Time



Prepared by



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Why It's Time

Are You Linked Out?



According to the 2016 American Bar Association Technology Report, *"Taking control of your online presence is a necessity, and there are few better ways to do so than social media. Used carefully, social media can give your firm a voice, amplify your professional reputation, and help drive new business."*

Yet many attorneys and other professional service providers continue to avoid this reality. Social media and content marketing are this new reality but excuses and resistance to change abound. With so many different social media platforms let's narrow the focus of this conversation to the #1 platform for business – LinkedIn.

Forbes states LinkedIn drives 64% of all social media visits to company websites. Do you really want to offer an incomplete profile when others come to check you out? Yet Forbes tells us over 50% of LinkedIn profiles are not completed or optimized.

Time seems to be the biggest obstacle to using LinkedIn. But in fact, once your profile is optimized you can spend 10-minutes on most days to be a part of the conversation and let your connections know you are providing content and also noticing their posts and articles.

It's About Your Clients

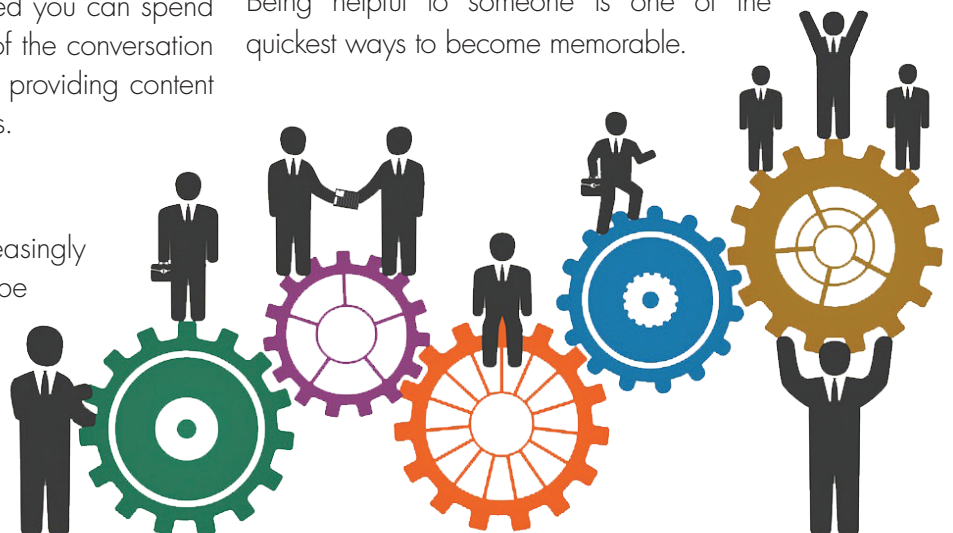
Your clients are on LinkedIn and are increasingly looking for new information. You want to be the attorney or the firm that provides it. Reading the posts of your connections also helps you to stay up to date on industry trends and client news.

LinkedIn is a strong platform to increase

the level of content you and/or your firm pushes out to connections and your industry. It's like having a "blog-like" opportunity without the commitment of a blog.

A first step to successfully jumping into LinkedIn is to connect with your contacts. The number of connections you have is posted on your profile page at the top. Strive to reach 500 connections as quickly as you can as once you get to 500 connections it just reads 500+. Some LinkedIn members look questionably at users who have less than 500. Clients, prospective clients, referral sources and colleagues should all be connections.

As with any of social media, it's not a "one and done" scenario. Look at the content your connections are posting. Read their articles and consider commenting and/or "liking" their most recent ones. Check in to see what your most important connections are liking and sharing, and what might trigger a conversation or opportunity for follow up. Being helpful to someone is one of the quickest ways to become memorable.



Learning the Ease of LinkedIn

Posting original content on your Home page is part of the process. This can be just a few sentences in which you write about your area of expertise, or information about a meeting or event you attended. Consider composing several sentences about a new business trend, or an important industry or marketplace update. You can comment on an interesting article providing a link to it. If the article has an image it will automatically appear in your post. Interesting images increase the open rate significantly.

If you post blogs on your website or separately, be certain to repurpose each one using the link in your post offering a couple of sentences about the blog. Share posts from your partners or any firm news. Mix up your posts to include legal updates or trends, industry information, summaries of good conference sessions you've attended, repost articles you or your partners have published and announce speaking engagements ahead of time. Consider having a photo taken of you speaking and post that with a summary of your presentation.

You can write an article to place on your Profile page and it will also appear on your status update on your Home page. This is a free way to continuously demonstrate and enhance your expertise on a given topic. Develop a strategy or position you wish to take on for your updates and articles. Identify your audience's hot buttons, pain, and fears and address them. Build trust and align your position with the goals and values of your audience. Finding intelligent articles takes less time than crafting original content, but still shows your knowledge and expertise.

Sharing content allows you to stay in touch while you sleep. Many times your contacts will "share" an article you posted which now goes to all of their connections. And yes, business actually happens on LinkedIn.

According to the U.S. Department of Commerce it can take between 8 to 20 touch points before someone knows you well enough, understands the depth of your knowledge in a particular area, and feels comfortable enough to want to do business with you. So after your next meeting, speaking opportunity, or networking event, this great tool we call LinkedIn can assist you in making numerous touch points demonstrating your knowledge, expertise, and ability to connect and care. Be certain to add new connections after every meeting you attend. Stay top of mind with LinkedIn.

Content Should:

- Be snack-sized
- Consider the use of bullet points



- Offer key takeaways, and be obvious
- Have a unique voice that resonates with your readers
- Serve your visitors' intent by answering their questions and educating them
- Get the right information and experience to your audience quickly

What is all of This Talk about Optimizing Your Profile?*

It is worth highlighting again that most folks will go to LinkedIn before going to your firm or company website to review your Profile page.

Optimizing your LinkedIn Profile helps others find and learn about you. To optimize your Profile start by looking at the following two areas.

A Clear Profile Headline (120 character limit) appears under your name. Do not be generic, rather be specific. Try, "Resolving complex business litigation disputes," rather than "Litigation attorney."

- Consider incorporating key search words in your headline and also in your profile. LinkedIn automatically provides the name of your company and your education on the next line under your Profile Headline.

The Profile Summary comes next (2,000 character limit). A well-branded Profile summary helps distinguish you from the competition and allows viewers to get a deeper understanding of what you do, how you do it, and why you do it. Generic descriptions don't work well on LinkedIn. Emphasize your professional skills.

1. Avoid the use of "I." After a few times of seeing that word it begins to sound like "me, me, me and then there is me!" Instead of saying, "I am a tax attorney. I help

****See Addendum***

companies..." Consider, "As a certified tax lawyer, we assist companies...." You might also consider writing in the third person such as, "As an attorney who successfully closes M & A transactions, Stacy spends time honing in on each client's business goals before any transaction begins."

- a. Include key words that clearly describe what you do so that LinkedIn and search engines can connect those searching for your area of practice, experience and expertise. LinkedIn has over 500 million users and therefore is one of the largest search engines in and of itself. And you, as a LinkedIn user, get the enhancement of LinkedIn when folks are searching the web. For most of us, the first thing that comes up under our names on a Google search are several LinkedIn results such as status updates and articles. This is powerful stuff.
- b. Modify your Summary from any other online bios or profiles just a bit. Search engines will discount your Summary if it is taken literally from your website bio since that information is already online.

Engage in the LinkedIn Community

Once you have completed the steps above you may want to polish and complete the other aspects of your Profile. You can find these as you scroll down the Profile page. The following aspects should be easier to complete once your Headline and Summary are completed.

1. Be sure to upload a professional high resolution color photo.
2. Establish credibility with recommendations.
3. Manage your endorsements.
4. Use the Media section to link to content on your website and blogs. Post presentations, articles and other content on your profile page. It provides the reader with a sense of the depth of your expertise and your distinctions.
5. List education, projects, certifications, volunteering/causes, honors and awards. Use logos, colorful images and photos.
6. Join a few targeted LinkedIn groups.

Conclusion or Can I still Ignore LinkedIn?

We began this article with a quote from the very conservative American Bar Association. It reminds us that we are way past the tipping point for the adoption of social media, especially LinkedIn. It is far from being considered a disruptive technology these days. LinkedIn was launched in 2003 and was adopted by the Innovators who were

visionary and saw the possibilities of this technology. Next came the Early Adopters and by 2004 there were over a million users. By 2011 the Early Majority were on board. By 2013 this technology was adopted by the Late Majority. According to the laws of disruptive technologies only the Laggards, defined as critical thinkers who are more comfortable with tradition and the status quo, remain passive about using LinkedIn.

These suggestions are a great place to start to connect and get noticed on LinkedIn. Ignoring social media at this stage would be akin to Late Adopters who avoided disruptive technologies such as email, company websites and branding. The future is now. Get connected through the use of the number one business social media in the world, LinkedIn.



Merry Neitlich is the Founder and Managing Partner of EM Consultants. Inducted into both the College of Law Practice Management and the Legal Marketing Association's Hall of Fame, Merry has been assisting professional service providers create successful business development opportunities for over 25 years. Her services also include assistance in creating successful legal operations programs, the development of well-branded websites, strategic marketing plans, client feedback initiatives and coaching.



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Maximum Character Count for 2017

When you type text into a LinkedIn box, every character counts. Technically, everything you type is a 'character', including letters, number, spaces, and punctuation

1. Name: First Name: 20 characters, Last Name: 40 characters
2. Professional Headline: 120 character limit
3. Professional Summary: 2,000 character limit
4. Recommendations: 3,000 characters limit
5. Website Anchor Text: 30 maximum characters
6. Website URL: 256 maximum characters
7. Vanity URL: 5-30 characters after 'www.linkedin.com/in/' *
8. Position Title: 100 maximum characters
9. Position Description: 200 character minimum (2000 maximum characters)
10. Interests: 1,000 characters
11. Additional Info/Advice for Contacting: 2,000 character limit
12. Phone Number: 25 character limit
13. Skills: 80 characters per skill
14. Profile Publication Title: 255 character limit
15. Profile Publication Content: 2,000 character limit
16. Invitation to connect message body: 299 character limit

**Your custom URL can have 5-30 letters or numbers. Can't use spaces, symbols, or special characters.*



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Additional Thoughts and Tips

Forbes Magazine and Other Online Research

- LinkedIn drives 64% of all social media visits to corporate websites
- 50% of profiles are completed
- 42% provide regular status updates
- 41% report 500+ connections – up from 20% in 2013
- 58% spend more than two hours weekly
- 74% use LinkedIn to research people and companies
- Posting status updates rose from 10% to 39%
- Who's Viewed Your Profile remains #1 feature followed by People You May Know
- 70% of users gave LinkedIn a 4 or 5 rating (out of 5)

Building your Profile

- Include high resolution professional photo
- Brand profile headline
- Customize profile URL
- Add location and industry
- Include targeted keywords in profile

Engage in the LinkedIn Community

- Establish credibility with recommendations
- Manage endorsements
- List education, projects, certifications, volunteering/causes, honors & awards
- Include visuals of work, videos, presentations, published works
- Add "Advice for Contacting Section"
- Join and participate in groups
- Post regular and informative status update



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ADDITIONAL RESOURCES:

<https://www.jdsupra.com/legalnews/standing-out-in-the-new-norm-be-the-72665/>

<https://www.jdsupra.com/legalnews/linkedin-are-we-forgetting-something-58549/>



1. Personal Page VS Business Page

Why have both?

In order to promote a business or profession on Facebook it must be done on a business Facebook page. If promotion is done on a personal Facebook page, you are at risk of losing your page, access and any content. Keep personal and business separate.

2. How to Post

Each post must be posted in correct format.

Content

Hashtags

Contact Information – Website, Email, Phone Number

3. Hashtags

Hashtags are considered keywords/search words. When using hashtags, they must be “beneficial” hashtags. Only use 1 – 5 hashtags per post or reaches will be lost. Also, never use the exact same hashtags for each post.

4. Pictures

When posting photos with a post, post each photo separately. Do not create a collage, as that would be considered one photo and using several will help with reaches.

5. Videos/Live Videos

Videos and Live Videos are a great way to increase your reaches and build your audience.

When posting Pre Recorded Videos, the length should be only 1 to 3 minutes long.

When posting Live Videos, those can go on as long as you have an audience. Be interactive!

6. Liking/Tagging

When sharing content, always Tag the Page/Business/Individual you have “borrowed” the content/article/photo from.

7. Sharing

Share articles/content/photos organically. Meaning...copy, paste and tag, rather than simply sharing and add your own content. Once shared remove link from content.

8. Reaches VS Likes

Reaches – Your content has landed in someone’s newsfeed and has been seen, liked, shared, commented on.

Likes – Your content has been “liked.”

9. Build Your Audience

Check to see that all “Likes” are actually following your page and if not, invite.

“Like” other business pages as your business page.

Invite all friends/colleagues/family to LIKE your business page.

10. Pages Feed

This is different from your personal news feed. This is where you will find the feed of all LIKED business pages, making it simple to find content to share.

REMEMBER TO....

Invite Personal Friends to Like Your Page

Invite Post LIKES to Like Your Page

Post An Invite to Your Personal Page:

“Hello Friends, Family, Colleagues! I’m happy to announce my new business page (@.....). Please click on the LINK and LIKE! Thank you so much for your support!”

Send out an Eblast

Promote Your Page through Facebook

Boost Your Posts



1. Personal VS Business

Keep personal and business separate.

2. How to Post

Each post must be posted in correct format.

Content

Link in Bio @.....

Contact Information – Website, Email, Phone Number

Hashtags

3. Videos/Stories

Videos and Stories are a great way to increase your reaches and build your audience.

When posting Pre Recorded Videos, the length should be only 1 to 3 minutes long.

When posting Stories, those can go on as long as you want, however are only available for 24 hours and less is more!

4. Hashtags

Hashtags are considered keywords/search words. When using hashtags, they will be a combination of “beneficial” hashtags and other. Use up to 30 hashtags per post. Also, never use the exact same hashtags for each post.

5. Follow your connections/potentials customers/clients

Who are your Top 3 Customers/Clients?

Where can you find them on Instagram?

Follow, Follow, Follow....about 20% of those will follow you back. When they follow you back determine whether they are a good fit, a good connection, will refer you, fall in your target market...Once determined, send out a PM acknowledging their follow.

6. Thank your followers and invite them to your Facebook page.

Ex. Hi! Thank you so much for following! Are you familiar with (name of product/service/place of business)? Did you know...(Inform them of something unique about your product/service/place of business.) I would also like to invite you to please LIKE my FB page (link – shorten using bitly.com) as well, for.... (insert text relating to your business.) If you have any questions please feel free to contact me directly at (email) or (phone number)."

NEVER start out your first interaction with a new follower being too “salesy” or pushy. You risk an unfollow that way. If they respond after the initial interaction...take it further.