

# Master LinkedIn Engagement Easily

Establishing a strong LinkedIn presence is crucial for attorneys looking to expand their reach and influence. As the go-to professional networking platform, LinkedIn offers a unique opportunity for attorneys to engage with their audiences, showcase experience and knowledge, and build meaningful connections. But where to start?

Knowing that something should be done is one thing, but executing a strategy is another, especially when faced with demanding billable hour requirements while maintaining work-life balance. Simply by engaging with the LinkedIn content shared by your firm, you will be taking a big step in building your reputation on LinkedIn while also extending the reach of your firm's content.

## Why is Engaging with Firm Content on LinkedIn Important?

LinkedIn prioritizes content with higher engagement metrics, such as likes, comments and shares. This means your engagement will help both you and the firm by expanding the reach of the firm's existing content while building your brand on LinkedIn in a much easier and less time-consuming way than [creating content from scratch](#).

## How to Engage with Firm Posts

There are four ways to engage on LinkedIn with posts shared by your firm (Like, Comment, Repost and Send); each is available under the original post in the format shown below.



Like



Comment



Repost



Send

It is great to do more than one type of engagement on a single post – you could even do all four! Here are brief explanations of each.

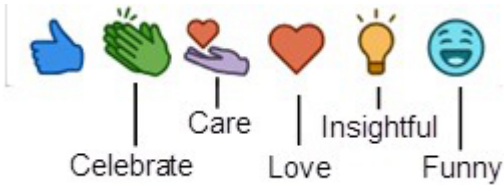
**1. Like:** This action is the most familiar and the easiest way to engage with posts. Liking a post will sometimes result in the post appearing in your connections' feeds.

Liking a post on LinkedIn is the same as on platforms like Facebook; it is a quick way to indicate that you like what you see. What you may not know is that you can take this a step further. If you hover your mouse over "Like" on desktop or lightly press "Like" on a mobile phone, you will have the additional options of Celebrate, Care, Love, Insightful and Funny. They will appear in the form of these icons:



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Here are examples of when each reaction is appropriate:

**Like:** Colleagues presenting at a conference.

**Celebrate:** Promotions or new hires.

**Care:** Less likely to apply to firm posts, but appropriate for mental health posts or announcements of job loss.

**Love:** Community involvement or mentorship.

**Insightful:** A great reaction if you read a post that leaves you with reactions such as "Interesting," "I never thought of it like that" or "I really like that perspective."

**Funny:** Again, less likely to apply to firm posts. I used this one recently when a certified mediator posted on LinkedIn about the things her children have taught her about successful negotiation.

Don't overthink which reaction to use. When in doubt, Like is usually appropriate. Go with your first instinct.

**2. Comment:** Click Comment under the original post and write one to three sentences. Avoid brief statements like "great post," "thanks for sharing" or "good perspective," and instead, go for thoughtful comments. Great comment topics include what you found interesting about the post, how you have seen the topic applied in real life or your unique perspective on the topic. It is important to never openly disagree with or criticize a peer in a comment; those discussions should happen off LinkedIn.

**3. Share:** Under the post you want to share, click on "Repost" and then "Repost with your thoughts." Next, write one to three sentences (or more) about the original post, covering things like:

- Reasons you are proud to work with the individual mentioned.
- Why your connections should care about the topic.
- Your perspective – but remember to never publicly disagree with a colleague.

Sharing a post will result in a new post by you in the LinkedIn feed that includes the original post you shared.

**4. Send:** This is a great LinkedIn functionality that allows you to share a post privately with someone you think could benefit from the content. It is the only way that anyone in your

network is guaranteed to see the content, because there is no algorithm determining whether your message is delivered. Simply click on Send under the original post, select the names of connections that you would like to send the post to, write a short message about why you are sharing the post and click Send.

Remember, it is completely acceptable, and encouraged, to do more than one of these steps. If you click one of the reactions, consider which other engagement is appropriate.

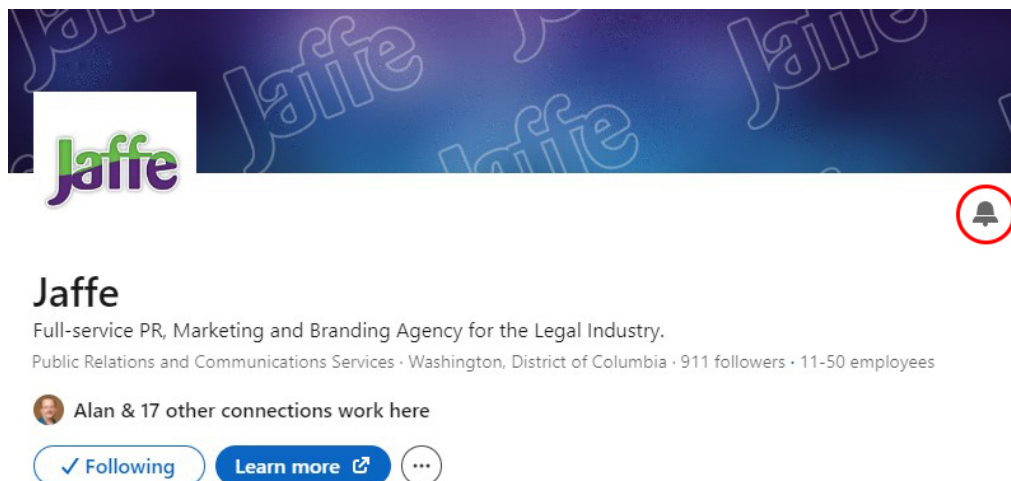
## Follow-Up Engagement

Whenever you Like, Comment or Share a post, it is important to take the time to respond to comments. That will foster conversation, address questions and concerns, and express gratitude for positive feedback. Always respond to comments and direct messages in some way, even if only with a simple thank you.

## How to Know When the Firm Posts Content

You can periodically check your firm's LinkedIn page or tell LinkedIn to notify you of new posts.

To turn on notifications, go to your firm's page and click on the bell icon circled in red below.



You will be presented with the following options:



## Manage notifications



Manage notifications from Jaffe

- All new posts  
Get notified about all posts from this page
- Top posts  
Get notified about top posts from this page
- No new posts  
Only get notified about activity involving you

Save

Select "All new posts" and click Save.

Now, you will be notified of new posts by your firm in your notifications on LinkedIn. The Notifications tab appears at the top of LinkedIn when you are logged in – the first icon to the left of your photo (circled in red below).



## How Much Time Should You Spend on LinkedIn?

How much time you spend is less important than consistency and sharing worthwhile content. It is a great idea to set a recurring time on your calendar; even 15 minutes twice a week is a fantastic starting point. Be realistic with yourself and commit to a sustainable amount of time.

## Remember Client Confidentiality

Nothing on social media is private. *Never* divulge anything confidential in a comment or when sharing a post. Err on the side of caution and imagine that anything you share on social media will be posted prominently in your work lounge or emailed to all your coworkers, and attributed to you.

## Measuring Results

Don't expect to see immediate results from increasing your LinkedIn engagement. LinkedIn is a slow roast in a world of microwave meals – even if you share a post and get no Likes or Comments, **people still passively engage** with the post, meaning they will see it in their feeds and read it, but might not engage with it in a way that LinkedIn measures. This is still extremely valuable because you are staying top of mind and becoming known as a thought leader.

## Conclusion

**Mastering LinkedIn** requires planning, consistent effort and a commitment to building meaningful connections. By following these steps, you can begin engaging confidently on LinkedIn, boosting your firm's visibility and establishing yourself as a thought leader.

If you need help with developing a plan for engaging on LinkedIn, contact me, Chris Moyer, at [cmoyer@jaffepr.com](mailto:cmoyer@jaffepr.com).