

BEST PRACTICES FOR POSTING CONTENT



STEP 1: POST TO WEBSITE

When you write an article or blog post, the first step is to post it on your law firm website. Be sure to have a designated area on your website, organized in a way that readers can easily access the articles they are interested in.

STEP 2: POST TO LINKEDIN

Posting an update to LinkedIn will increase the exposure of your article and is another way to get people to your website. Your article will show up in the newsfeed of all your connections. You can also publish an article which allows your reach to extend past your connections and reach the entire LinkedIn platform. For more information on the difference between updating and publishing, [click here](#).



STEP 3: TAG PRIMERUS

Tag Primerus in your post by typing @Primerus. Our company page will appear for you to select. This allows Primerus to be able to share your post with our followers for even further exposure. As a best practice, whenever posting to the firm page, tag people or companies important to the post to increase the chances they will share your content with their followers.

STEP 4: SHARE YOUR CONTENT

Share your content to your personal LinkedIn account and encourage others at the firm to do the same. This will capture all your connections who may not be following the firm page.

