Improving Engagement on LinkedIn

Purpose

The purpose of this overview is to help staff:

· Understand the role of LinkedIn as part of GJE's   growth strategy

· Develop a professional, lead-generating profile

· Communicate GJE's brand positioning consistently

· Effectively use LinkedIn as a business development tool

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Why LinkedIn

Two of GJE's fundamental marketing objectives are to raise brand **awareness and generate new leads and clients** within our target markets.

Content marketing is among the most effective digital techniques we can employ to increase brand awareness, catch the attention of relevant decision makers, drive website traffic and generate new business leads. With almost 800 million professionals using LinkedIn and 4 out of 5 member driving business decisions (according to LinkedIn Marketing Solutions 2021) it is imperative that GJE includes this channel in our marketing strategy, and utilise it to promote content that is impactful, useful, timely and relevant to our target markets.

Alongside the benefits to the firm, LinkedIn can help build your own reputation and raise your profile among key audiences.

Of course, LinkedIn alone won't win us work. It is simply another tool at our disposal to increase brand awareness, remain front-ofmind for our clients and prospects, open doors to new opportunities, and demonstrate our involvement and expertise in particular technical areas and industries.

Why fee earners should engage with LinkedIn

When attorneys generate content the marketing department publish this content via gje.com. A link to the content is then shared via our firm LinkedIn account. A note is circulated amongst fee earners promoting the latest article and engagement is encouraged.

There are two main reasons for this:

1. Fee earners should be aware of the content on gje.com in case clients/prospects refer to it during discussions. This includes IP issues the firm reports on that may not be in their specific area of specialism.

2. When fee earners engage with our content they increase the reach of our posts. LinkedIn's algorithm flags content with 'higher than average' social engagement as 'top performing content' and is more likely to share this content on our attorneys' connections' homepage feeds. By increasing the reach of our posts, it's more likely they will be seen by the right person, at the right time.

Fee earners are not limited to engaging with the content on gje.com. **All fee earners are encouraged to share links to articles from other sources that will benefit their connections**, and add commentary to them to add value. Doing so demonstrates an interest and/or expertise in that area and strengthens that individual's, along with GJE's, credibility and authority.

How to engage with LinkedIn content:
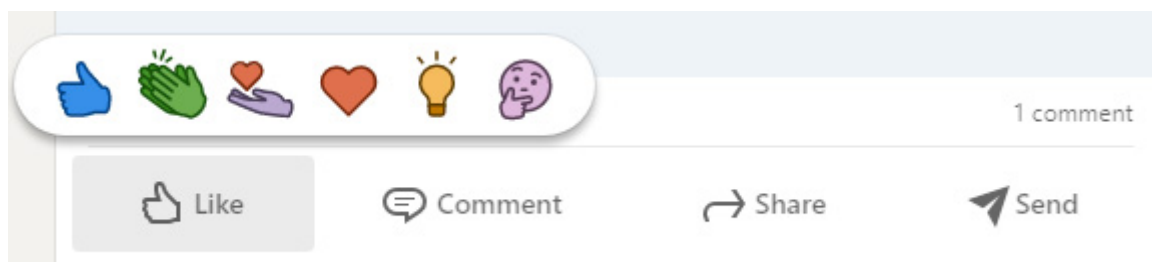
In 2019, LinkedIn began rolling out more expressive ways than a like to respond to posts. They created reaction emojis based on the most common 1-2 word comments being used on the platform. Which reaction a user chooses does not matter, as these emojis are measured in equal weight and the algorithm only cares that someone interacted. Reacting to a post with an emoji t is easiest, but it offers the least value. By reacting a post, the content's author is notified that you have done so. Though not always guaranteed, LinkedIn's algorithm will often choose to display the interaction on your connections' homepage feeds. Your connections can also see the activity if they visit your profile, and your settings allow this to be viewed (see part two of the guide).

A more effective and impactful approach is to combine a 'like' with a corresponding comment. By adding a comment you are **adding value to the conversation**. Do not be afraid to offer a contradictory view point to start debate, but remember to remain respectful and professional at all times. Posts that you have commented on are more likely to appear in your connections' homepage feeds, but will also appear in the feeds of all those that engage with the content, plus potentially their connections.

As is apparent, the **exposure of content snowballs dramatically the more engagement it receives**. Be aware that you can link to specific individuals you are connected to in your comments by typing '@' followed by their name. This will create a hyperlink to their profile and notify them that they have been linked to an article.

Sharing content on LinkedIn

There are two options to share an article:

Share to your feed:

1. As discussed on the previous page, sharing a piece of content via your feed increases the likelihood of your connections seeing it via their homepages. It also gives you the ability to add your own comments, adding value to the conversation. It is the best way to maximise content exposure.

Send a message:

2. Sharing with an individual has benefits. It's a great way to reconnect personally with a contact you haven't spoken to in a while and it's a less-obtrusive way to stay front-of-mind.

A hybrid approach:

We recommend you adopt a hybrid approach, where appropriate, when sharing articles. When sharing content with a specific individual, consider sharing the piece via your feed, but name check the intended individual in your comments using the '@full name' technique described earlier. This approach combines the benefits of both 'sharing to feed' and 'send as message'. However, make sure whatever you are sharing is suitable for your wider audience, and consider whether it's appropriate to openly showcase who we're in discussions with – remember, competitors are always watching.

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