

## LINKEDIN: ACTION SHEET

If you're feeling lost on LinkedIn, you are not alone. Do any of these sound like you?

- You know you need to show up and share, but you are unsure what that really means or how to do it effectively and correctly.
- You understand the value of LinkedIn, but you don't have the time or the mental energy to learn yet one more digital tool.
- You know how to make in-person connections, but when someone says, "Build a digital audience or network," you can feel your stomach churn.

## POSTING ONLINE

**STEP 1 : WHAT TO POST?** Six "themes" to post:

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| <ol style="list-style-type: none"> <li><b>1. Authority and Credibility Building</b> <ul style="list-style-type: none"> <li>▪ Curated Industry-Specific News</li> <li>▪ Speaking/Publication</li> <li>▪ Updates/Announcements</li> </ul> </li> <li><b>2. Community</b> <ul style="list-style-type: none"> <li>▪ Local Events</li> <li>▪ Community Service Activities</li> </ul> </li> <li><b>3. Holiday Celebrations</b> <ul style="list-style-type: none"> <li>▪ Holiday Calendar</li> </ul> </li> <li><b>4. Behind the Scenes</b> <ul style="list-style-type: none"> <li>▪ Candid Photos with Captions</li> <li>▪ Day in the Life</li> </ul> </li> </ol> | <ol style="list-style-type: none"> <li><b>5. Daily Theme</b> <ul style="list-style-type: none"> <li>▪ Monday Motivation/Monday Morning/Monday Fun Day</li> <li>▪ Tip Tuesday/Trivia Tuesday</li> <li>▪ Wednesday Win/Wednesday Wisdom</li> <li>▪ Throwback Thursday/Thursday Thoughts/Thankful Thursday</li> <li>▪ FAQ Friday/Friday Fun/Feel Good Friday</li> </ul> </li> <li><b>6. Promotional</b> <ul style="list-style-type: none"> <li>▪ Service Offerings</li> <li>▪ Testimonials</li> <li>▪ Newsletter Promotion</li> <li>▪ Blog Post Promotion</li> <li>▪ New Attorney/Advisor/Team Member</li> </ul> </li> </ol> |
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## STEP 2 : HOW TO CRAFT A GREAT POST?

Elements of a good post:

- Hook: Grab the audience's interest
- Story/Statement: What you're talking about
- Call to Action: What you'd like them to do
- Image/Link: If you don't have a link, include a photo or visual
- Hashtags: Brand, community, campaign

### Examples

**Hook:** Furloughs are resulting in a new type of employment law claims. Could your company be subject to fines?

**Story/Statement:** According to the Institute on Employee Claims, furlough-related claims by workers will focus on the following three areas:

- The decision to furlough being discriminatory;
- Employers failing to make sure of furlough and issuing layoffs instead; and
- Breach of contract/unlawful salary deductions during the furlough period.

**Call to Action:** We've recapped our legal analysis in our latest article on our blog. You don't want to make these #employmentlaw missteps.

**Link:** Read it here: [www.hallrender.com](http://www.hallrender.com)

**Hashtags:**

- Brand: #HallRender #healthcareisourbusiness #healthcarelaw
- Community: #furloughs #liability #employmentlaw #employmentlawyers
- Topics: #discrimination #layoffs #breachofcontract #hr
- Campaign: #backtoworksafely #backtobusiness

**Sample Post**

Furloughs are resulting in a new type of employment law claims. Could your company be subject to fines? According to the Institute on Employee Claims, furlough-related claims by workers will focus on the following three areas:

- The decision to furlough being discriminatory;
- Employers failing to make sure of furlough and issuing layoffs instead; and
- Breach of contract/unlawful salary deductions during the furlough period.

We’ve recapped our legal analysis in our latest article on our blog. You don’t want to make these #employmentlaw missteps. Read it here: [link to article/blog]. #healthcarelaw

**THE GOLDEN ENGAGEMENT RULE**

*This rule consists of 80% valuable information to 20% promotions.*

Consider these as deposits and withdrawals from your “social bank account.” You do not want to always be just pushing yourself/your product. You need to contribute to the community more than you are just asking them to consume your content.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
01	02	03	04	05	06	07
	<b>Authority/ Credibility:</b> i.e., <i>Share a relevant news article w/ comment</i>	<b>Daily Theme:</b> i.e., <i>“Tip Tuesday”</i>	<b>Promotional:</b> i.e., <i>Blog Post Promotion</i>	<b>Behind the Scenes:</b> i.e., <i>Day in the Life</i>	<b>Promotional:</b> i.e., <i>Service Offerings</i>	
08	09	10	11	12	13	14
	<b>Community:</b> i.e., <i>Community Service Activities</i>	<b>Authority/ Credibility:</b> i.e., <i>Share a relevant news article w/ comment.</i>	<b>Promotional:</b> i.e., <i>Client Testimonials</i>	<b>Authority/ Credibility:</b> i.e., <i>Share a relevant news article w/ comment</i>	<b>Daily Theme:</b> i.e., <i>FAQ Friday</i>	
15	16	17	18	19	20	21
	<b>Authority/ Credibility:</b> i.e., <i>Share a relevant news article w/ comment</i>	<b>Daily Theme:</b> i.e., <i>“Tip Tuesday”</i>	<b>Community:</b> i.e., <i>Community Service Activities</i>	<b>Promotional:</b> i.e., <i>Service Offerings</i>	<b>Daily Theme:</b> i.e., <i>FAQ Friday</i>	
22	23	24	25	26	27	28
	<b>Behind the Scenes:</b> i.e., <i>Day in the Life</i>	<b>Holiday:</b> i.e., <i>Sample Holiday</i>	<b>Promotional:</b> i.e., <i>New Attorney/ Advisor</i>	<b>Authority/ Credibility:</b> i.e., <i>Share a relevant news article w/ comment</i>	<b>Daily Theme:</b> i.e., <i>FAQ Friday</i>	
29	30	31				
	<b>Authority/ Credibility:</b> i.e., <i>Share a relevant news article w/ comment</i>	<b>Daily Theme:</b> i.e.,				

## BONUS: OPTIMIZE YOUR PROFILE

1. **Headline:**

Briefly explain what you do, who you help and why you are great.

Example:

*Immigration Attorney who helps HR Managers navigate tough employee immigration issues.*

2. **About:**

This section should dive deeper into what you do, who you serve/help, how you help and the core industries or client types you serve.

Example:

*I help health care providers navigate the tricky and often complex privacy laws governing their record keeping practices.*

*As a nationally recognized privacy attorney who has been practicing privacy law since the inception of the HIPAA Privacy and Security Rules, I have counseled and guided some of the largest domestic health care providers in all aspects of privacy law.*

*Recognized as a pioneer in health care privacy law, I have been invited to speak and lecture on health care privacy laws and security rules and breach notification rules for major publications and the American Bar Association.*

*I frequently provide commentary on changes to health privacy laws and serve on the Board for John Hopkins Healthcare, an advisor to many health care conglomerates and regularly lecture at John Hopkins University on privacy-related health care issues.*