Develop a Marketing Strategy

Stay organized – make publishing a habit

- Know the voice, cadence and type of content for each profile
- Identify your contributors and request content at a set frequency
- Create an editorial calendar
- Schedule posts in advance
- Be flexible for unexpected news and content
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Establish the right posting frequency

- **Facebook**: 1-2x/Day
  - 14% higher engagement rates

- **Twitter**: 2-4x/Day
  - Engagement levels drop after 4 Tweets per day

- **LinkedIn**: 3-5x/Week
  - Different groups have different characteristics. If you post frequently to smaller, less active groups, you can come across as pushy, while the same frequency to a large, active group could be welcomed.
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Create Meaningful Growth Across Profiles

Facebook, meet Twitter. Twitter, meet Facebook.

- Encourage fans and followers to cross-follow
- Provide a compelling reason with differentiated content
- Retweet, share/like others, @mention and #hashtag

Other Ways to Cross-Promote

- Encourage experience sharing at events
- Make profiles visible online and offline (e.g. signage, brochures, etc.)
- Put on americanbar.org pages and in emails
- Don’t forget, the ABA is VERY social → ambar.org/social

American Bar Association shared a link via American Bar Association.
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Follow the ABA on Twitter for the latest news, promotions and discounts! http://bit.ly/MK29ZW