Develop Meaningful Content

Develop a Content Strategy – determine right content for each profile

200 Million Users | 74% Lawyers
Best for delivering substantive and professional development content.

1 Billion Users | 30% Lawyers
Best for audience community building.

500 Million Users | 2% Lawyers
Best for real-time interaction and fast-moving content.

350 Million Users
Best for driving brand visibility.

25 Million Users
Best for sharing stories through pictures.
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Identify the right content sources

<table>
<thead>
<tr>
<th>Internal Sources</th>
<th>External Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Publications</td>
<td>• Blogs</td>
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<tr>
<td>• Products</td>
<td>• Industry Publications</td>
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<td>• Committees</td>
<td>• Related Social Accounts</td>
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<tr>
<td>• Members</td>
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<td>• Entities</td>
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<td>• The Journal</td>
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<td>• ABA Now</td>
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How would your brand sound if it was a person?

- Purpose
- Voice
- Character / Persona
- Tone
- Language
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Promote Interaction and Inspire a Response

Craft posts that encourage a reply

- Ask questions
- Solicit opinions
- Focus on topics that have momentum
- Know your audience and use post targeting whenever possible
- Include a call-to-action in the first 90 characters

Incorporate multimedia

- Posts with photos generate 180% higher engagement levels
- Posts with videos are shared 12x more