Identify the Right Platforms

**Different Platforms = Different Content**

How we differentiate among profiles

**Rich, substantive “higher gloss” content**
- Exclusive content (contests, polls, etc.)
- Member Benefits (discounts, unique benefits, etc.)
- “Color” (“lighter” articles, questions, etc.)

**Fast moving content for an immediate response**
- Legal news and updates
- Member promotions and discounts

**Professional development and practice management**
- Skill-building, practice tips and technology content
Identify the Right Platforms

Keep it Short and Sweet

**Posts between 150-200 characters** (approximately three lines of text) see 60% more Likes, Comments, and Shares, than lengthier posts.

Limit is 140 characters; however, you should always **leave at least 16-20 characters** for your URL and a few spaces for Re-tweets.

Group discussion posts are limited to 200 characters so **keep the calls-to-action up front.**