



# Helping smarter professional service firms grow

## 10½ different types of updates you could be posting on LinkedIn

### How can you do BD when you can't do BD?

#### Pt 1: Getting more from LinkedIn

##### 1. Your or your firm's content

This is the most obvious option.

If you write something for your website (or for anyone else's website) or one of your colleagues posts a new blog, share the link. To make your content work, you need to drive traffic to it and getting as many people as you can to share the links has to be the first step.

Also, when more people actively engage with a piece of content, it will immediately become more visible to the search engines and to the search function on LinkedIn. This will help the piece reach a whole new audience.

##### 2. News from your practice area

At the moment there are new updates and new directives coming out hourly never mind daily. People need to be alerted to the ones that will affect them.

If you can keep up with the latest developments as they're reported by the BBC, the trade press or your professional institute or association, those headlines and links will make practical posts your clientbase and your market will appreciate.

##### 3. News from the sectors you work in

If you focus on specific industry sectors, keep up to date with the latest from the relevant trade publications. Again, many of the headlines and links they publish will make good posts.

To make it easier for you to manage, sign up to their free e-newsletters and then you can share the link to your social media accounts in seconds via the share function on your phone.

You can also set up Google alerts ([www.google.com/alerts](http://www.google.com/alerts)) using the key search terms relating to your sectors so that even more relevant headlines and links are sent straight to your inbox each day.

#### 4. Good news from the news

If you see a 'feel good' story that relates to your practice, your clients or your local area, why not post that?

We're all fed up with bad news at the moment so share something that'll make people smile.

#### 5. Something from your day

If anything interesting has happened to you during the working day, why not post it? Sometimes it's these more unexpected offhand posts that elicit the best response.

#### 6. Something from your inbox

Has a contact, a client or any other source sent you something you found useful/interesting/valuable? Use it as a post! If you appreciated it, many of your connections will too.

#### 7. Something you had to look up

If you were asked a tricky question that forced you to open a book or go online or to a colleague to find the answer, why not share it?

If you prefix it with something like 'here's something I didn't know ...' or 'they say you learn something every day ...', people will recognise that reading your post will teach them something a little different ...

... but almost certainly valuable.

#### 8. Re-share your contacts' updates with a comment

If one of your clients or professional contacts shares something you like, why not re-share that with your audience? You can add something like 'this caught my eye and I thought it may of interest to my connections ...' to justify why you're doing it.

The good thing about sharing a contact's post is that, thanks to the laws of reciprocity, they'll either reply to thank you or feel indebted to share one of your upcoming pieces. Both options will boost your profile.

### 9. Disagree with an update you've seen

OK, this does take a little bit more confidence than the other options we've shared here but it is effective!

Obviously, you can't be rude or dismissive but you can politely disagree and offer your own point of view. People expect social media to tell them things rather than debate things so if readers see a different point of view, it can often encourage greater engagement.

### 10. An online poll

If you want to get people involved in your posts, how about running a poll? Both LinkedIn and Twitter have easy-to-use polling functions and once you have the results, reporting them will make another post!

### 10%. Something a bit lighter

Your posts don't always have to be strictly business-related. We're definitely not advocating a quick video of you doing shots or arm-wrestling the dog but if you want to share a song that popped up on Spotify, your new personal best for 10k or a photo of you topping a ton on the dartboard, do it.

Not only do people need a bit of light relief, they also need a reminder that while you may be a solicitor, an accountant, a patent attorney or a barrister, you are still very definitely you.

## Can we help your professional service firm grow?

Size 10½ Boots work solely with the professional services so we know what works when it comes to growing your practice in today's highly competitive market.

If you would like to discuss any aspect of your marketing or business development please email [claire@tenandahalf.co.uk](mailto:claire@tenandahalf.co.uk) and book your FREE initial 45 minute consultancy.



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