

FINDLAW SOCIAL MEDIA PLATFORM QUICK START GUIDE

Once you have connected your social media services to the FindLaw Social Media platform, you are ready to begin using the platform to manage your social media engagement. This quick start guide is intended to acquaint you with the basic functionality of the platform and to maintain connectivity to your accounts.

ENGAGE YOUR AUDIENCE

The first way to engage with your audience is by posting to your social properties. To do this, click on the COMPOSE button located in the upper right corner to open the NEW MESSAGE box. The image below highlights several key areas of the platform.

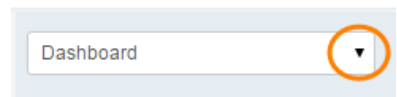
The screenshot shows the FindLaw Social Media Platform interface. Key features highlighted with callouts include:

- COMPOSE:** Located in the upper right corner, used to open the NEW MESSAGE box.
- Reconnection Issue:** A notification box indicating a recent password or privacy change on LinkedIn, with a link to reconnect.
- NEW MESSAGE:** The central area for composing posts, featuring a text input field and a character count (100/660/1,960).
- Social Media Selection:** A grid of icons for selecting the social media pages to post to (Facebook, Google+, LinkedIn, Twitter).
- ATTACH:** A button to attach pictures or other files to the post.
- SEND NOW:** A button to publish the message immediately.
- Save Draft:** A button to save the draft for later editing.
- Schedule:** A calendar icon to schedule the post for a later date and time.
- Priority Inbox:** A sidebar on the right showing streams for Facebook, Google+, LinkedIn, and Twitter.
- Notifications:** A sidebar on the left showing sent, scheduled, queued, drafts, calendar, bounced, for me, and completed messages.

MEASURE YOUR RESULTS

Clicking on the MEASURE tab at the top of the page will bring you to a dashboard containing your reach and engagement results. Here you can see basic statistics about how many people you reached with your posts and what interactions those people are taking.

You can also use the "Dashboard" dropdown at the top left corner to retrieve results for an individual service that you have connected to the FindLaw Social Media platform.



BLOG AUTO POST

If you have a FindLaw blog, we will connect your blog and set up the auto post functionality. The title of your new blog entries and a link to it will automatically post to your firm's social media pages (Facebook, Twitter, LinkedIn, and Google+) connected to the platform.

- We have set up a Blog Auto Post distribution list under SERVICES then SERVICE LISTS to contain all your connected pages.
- We have automatically selected the "update frequency" to be 24 hours and set it to publish one entry at that frequency.
- We have also automatically selected not to have you receive an email each time a blog post is automatically posted to your social networks.

You can manage the auto post feature settings by selecting at the top of the page CONTENT then FEEDS. Your FindLaw blog feed will display and you can click on the "EDIT AUTO POST" button on the upper right corner.



IMPORTANT NOTE: We do not recommend selecting additional services for this auto-post feature. Other social networks have different posting requirements, and automatically posting an update regarding your blog may not function properly with these other networks.