

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

Upon logging into your dashboard, a calendar will display so you can see what is upcoming. 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 dashboard. The top navigation bar includes tabs for PUBLISH, ACTIVITY, MONITOR, CONTENT, REPORTS, PROFILES, and TRAINING. A 'COMPOSE' button is in the top right. The left sidebar shows a 'PUBLISH' section with a 'Calendar' view for July 2021, and sections for 'Queues', 'Sent', 'Undelivered', 'Drafts', and 'Tasks'. A 'NOTIFICATIONS' section shows a 'Reconnection Issue' for a LinkedIn account. The main content area is a 'New message' composition window with social media icons for Facebook, LinkedIn, and Twitter, a text input field, and buttons for 'CANCEL', 'SAVE', 'SEND FOR APPROVAL', and 'SEND NOW'. Callouts provide instructions: 'Priority Inbox Social feeds' (Activity tab), 'View the activity of your connected social media accounts and where you can interact with posts' (Calendar), 'See record of messages sent from the platform' (Sent), 'Any unsuccessful sent messages will appear here' (Undelivered), 'Any messages saved as a draft will be stored here' (Drafts), 'Click here if you need to "reconnect" your account' (Reconnection Issue), 'Click this icon to choose the social media pages to post to' (Social media icons), 'Displays the allowed remaining character count for specific social media sites' (Character count), 'Click this paperclip icon to attach images or other files to your post' (Attachment icon), 'Schedule your post to publish at a later date and time by clicking this calendar icon' (Calendar icon), 'Click here and select My Profiles to see social media accounts connected' (PROFILES tab), 'Click this icon to attach images or other files to your post' (Attachment icon), 'Save messages to later edit in the Drafts section on the left side' (SAVE button), and 'Click SEND NOW to publish the message immediately' (SEND NOW button).

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, and LinkedIn) connected to the platform.

- We have set up a Blog Auto Post distribution list under PROFILES then PROFILE 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 RSS FEEDS. Your FindLaw blog feed will display in the middle and you can click on "EDIT AUTO POST" towards the upper right.

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.

MEASURE YOUR RESULTS

Clicking on the REPORTS tab at the top of the page will bring you to the REPORTS HUB where you can choose to view data such as:

- Engagement: Track performance engagement metrics across all your accounts.
- Facebook Page: Understand your Facebook Page audience, their behavior and engagement trends.
- Twitter: Analyze your Twitter accounts to understand your audience and engagement.
- LinkedIn: Track your company's presence on LinkedIn with Insightful data.