

basics for **effective and strategic** social media engagement

PREPARED BY SAUL EWING FOR ACC WESTERN PENNSYLVANIA CHAPTER MEMBERS | AUGUST 2023

1

DUST OFF THAT PROFILE!

Add an up-to-date professional photo and a comprehensive summary of experience, as well as a listing of prior work experience. Make sure you update your current employer. Remember - your profile might serve as an introduction to a new contact, employer or connector. It should reflect your experience, interests, and goals.

2

FOLLOW AND EXPAND YOUR NETWORK.

Connect with and follow your contacts including co-workers (current and former), fellow ACC contacts, friends (professional and personal), as well as industry experts. For LinkedIn, craft a personal message to include with your request to connect.

3

ENGAGE, ENGAGE, AND ENGAGE SOME MORE!

"Like", "Comment" and "Share" posts and content shared by your employer, the ACC National and Western Pennsylvania Chapters, as well as any interesting content posted by your contacts. Feel free to add your own commentary when sharing/engaging with the posts!

4

DON'T FORGET TO TAG.

Tag entities or individuals or groups in your posts (@Association of Corporate Counsel) and use hashtags (#ACCWesternPA).

5

BRAND YOURSELF AS A THOUGHT LEADER.

The more you share content, the more you establish your expertise, brand, and thought-leadership credentials on social media. Share content authored by industry leaders, with your own take, and publish your own content.

questions?

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