



Law Firm Social Content Strategies by LinkedIn

These new LinkedIn features are for Law Firm Social Content Strategies using LinkedIn

DALLAS, July 8, 2013 /EINPresswire.com/ -- [Law Firm Social Content Strategies](#) by LinkedIn

Measuring your law firm's social content on LinkedIn has become a lot easier with the social network's newest features, "Who's Viewed Your Updates" and "You Recently Visited."

These new LinkedIn features, which could also help shape future posts on other social networks based on the information provided by the new tools, will provide real-time feedback about who is reading brands' social content and whether it's being shared or Liked.

According to LinkedIn's blog post, the "Who's Viewed Your Updates" provides you with one simplified snapshot of what you've shared over the past 14 days, who has seen it and how it has been received (liked, shared). In addition to the engagement from your 1st degree connections, Who's Viewed Your Updates will also show you how many of those members in your 2nd and 3rd degree networks, engaged with what you shared. The "You Recently Visited" feature includes highlights of recent profiles you have viewed, searches you've done and group discussions you have viewed or participated in.

"This makes it easier to retrace your steps, re-engage in conversations or follow-up with that old colleague you intended to connect with," LinkedIn's blog post states.

While this feature is exclusive to LinkedIn, it can help your law firm determine what posts are receiving the most views, shares, and engagements with prospects. Through this data, you could implement the successful posts on other social networks like Facebook, Twitter and Google+ to drive more engagement and visibility across all networks.

For more information about [Lawyer Marketing](#), please visit [CEPAC.com](#) or call 1-888-WEBLAWTV.

<http://www.brafton.com/news/want-to-know-whos-viewing-social-content-linkedin>

<http://blog.linkedin.com/2013/06/26/a-more-personalized-linkedin-homepage/>

Posted by <http://www.submitpressrelease123.com/>

Qamar Zaman
CEPAC
9724378942
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/157761731>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.