

## **LinkedIn® Posting v. Updates - The Difference and How to Use Both**

I have trained hundreds of lawyers to use LinkedIn®. The training covers basic profile updates, an overview of what the platform does and how to use it to maintain frequency with Connections.

The need to understand and use LinkedIn is clear for professionals. The network has evolved and grown tremendously since its launch in May 2003, and is known as the "go to" social networking platform for business people. It boasts over 450 million users worldwide and more than 1.2 million have a title of attorney, lawyer, general counsel or in-house counsel.

The most common question I hear is, "How do I actually use LinkedIn?"

So here you are. Your photo and biography are updated, you've made a decent number of connections (maybe you even have 500!), you accept invitations on a regular basis, and you read through Updates posted by your connections and groups. Now what?

Two of the most powerful features for networking and promotion on LinkedIn are Updates and Posts. Here's the difference.

### **Updates**

Since the launch of LinkedIn, the network has allowed and promoted Updates for its users. These Updates appear in the news feed on your Connections' LinkedIn profiles. The news feed is the first screen you see after logging in to your profile. An Update is best used for a short comment and has a maximum of 600 characters.

An Update is a way to send an article linking back to your firm website, or send off a quick announcement about you and/or your firm. For example, "I am pleased to join my partners on the list of Best/Greatest/Super Lawyers..." or "I'm excited to be speaking to the ABA's Young Lawyers Division on September 10th".

Sharing an article from a colleague or other professional is a common use of the Update function as well.

Updates are important, but including your material on LinkedIn Publishing maximizes your reach and value.

### **Publishing Posts**

Publishing, also known as Pulse, was launched in 2014. Pulse is an award-winning platform which allows you to consume news published by professionals to whom you are connected on LinkedIn.

It is an opportunity for LinkedIn users to post lengthier content, such as articles they've written. The platform is used as a form of personal blogging to reach your Connections, and can be made available to those outside of your immediate network.

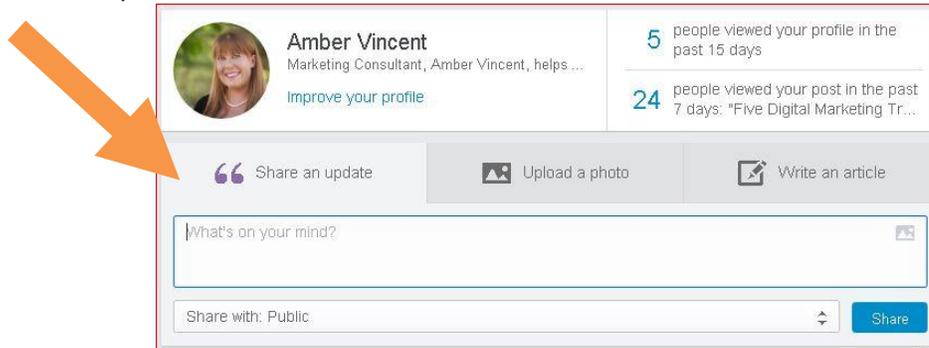
Posting a recent article or blog you have authored on LinkedIn Publishing is an excellent way to further the reach and promote of your expertise throughout LinkedIn's entire platform rather than just pushing to your first-degree Connections.

### **How Do You Do It?**

Although the process is different in each, below are quick walk-throughs to both Update and Post on LinkedIn based on the content you are sharing.

## Sharing an Update

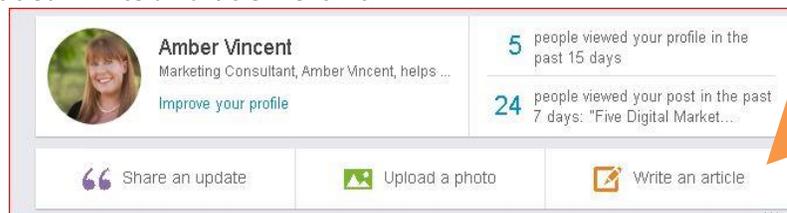
1. If sharing an article or news item, first post the alert/news to your firm's website or blog.
2. Copy the URL from the address bar at the top of the alert/news post on your website.
3. Go to [www.linkedin.com](http://www.linkedin.com) and log-in to your LinkedIn profile.
4. The first screen you see after logging in is your 'Dashboard'. At the top of the Dashboard, under your photo is a button titled "Share An Update". Click it.
5. After clicking it, an Update box will appear, which says "What's on your mind?" or "Thank the people who influenced your career". It looks like this:



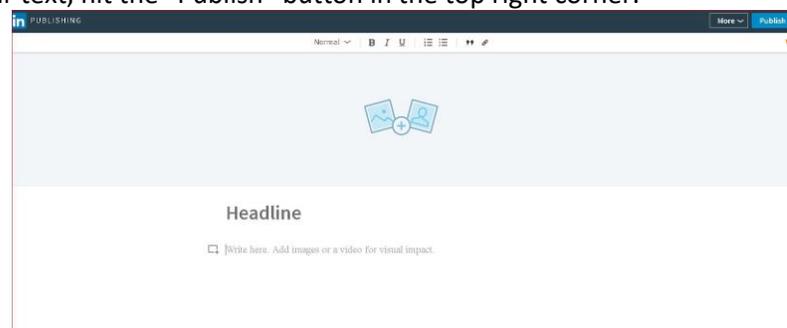
6. Paste the URL you copied from the address bar of your website for the news/alert post into the LinkedIn 'Update' box. It will automatically populate the article. Hit 'Share' and it will then go to all of your Connections. Feel free to include a personalized message as well.

## Posting to LinkedIn Publishing

1. Go to [www.linkedin.com](http://www.linkedin.com) and log-in to your LinkedIn profile.
2. The first screen you see after logging in is your 'Dashboard'. At the top of the Dashboard, under your photo is a button titled "Write an article". Click it.



3. After clicking it, you will be taken to another page where you can type in or copy and paste your headline and article text. You can even add a relevant photo which looks great when sharing.
4. After entering your text, hit the "Publish" button in the top right corner.



5. The article will now appear in your LinkedIn profile and appear as a notification in your Connections LinkedIn notices. (This is the little flag icon in the top right corner of your profile Dashboard. When a new post has been publish, a little red number will appear to alert you that new notices are available.)

