



Hi Shelby,

If you're in charge of your law firm's LinkedIn company page, you know how hard it can be to organically build a following and increase engagement. That's because LinkedIn favors human-to-human interaction. By the platform's very nature, content shared by individuals on their profiles will be much more effective than posts by law firms (or any other organization) on their company pages.

However, building a firm brand (and not just an attorney's individual brand) is critical to your firm's long-term success. And LinkedIn remains the number-one social media platform for business.

So how can you gain more followers and interactions with your posts on your company page? The key is to understand LinkedIn's algorithm. In this first part of a two-part series, Rep Ink's Kevin Beaugrand explains what the algorithm rewards and how you can use that knowledge to your benefit.

Until next time, happy marketing!

Michelle

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Struggling to manage your law firm's social media accounts? In this blog post, Rep Ink's Shelby Gambrell shares best practices for law firm social media based on our experience managing multiple law firm social media accounts, including platforms like LinkedIn, Twitter and Facebook.



[Legal marketing ethics: How specific can a law firm get with targeted social media advertising?](#)

As more law firms use paid advertising on social media, it's important to understand the ethics rules when doing so, especially when using narrow targeting techniques. In this blog post, Rep Ink's Steven Gallo explains how to comply with ethics rules while still reaching your intended targets.

**Spill the Ink Podcast**



[Navigating the legal industry's rapid changes with Gerry Riskin of Edge International](#)

In this episode, I interview Gerry Riskin, co-founding partner of Edge International and an internationally known consultant with more than 30 years of experience in transforming law firms. We discuss how law firms can transform themselves in an era of significant upheaval.



[How to make virtual events more engaging, interactive and magical with Ken Sky](#)

I had an engaging discussion with Ken Sky of Ken Sky Unlimited to hear how he makes the most of Zoom calls and other virtual events. In the episode, Ken goes into detail on his process, how he utilizes his background in magic and keeps participants engaged. He then dives deeper into tips for online presentations and where remote events are heading in the future.

**ICYMI: OUR HOLIDAY VIDEO**



We take a lot of pride in our annual holiday videos (and have [the awards](#) to back it up). [For this year's video](#) we decided to flex a new muscle. And while we certainly wouldn't call ourselves rap artists, this year we got a few degrees closer. Enjoy!

<p><b>ABOUT US:</b></p> <p>Reputation Ink is a marketing and public relations agency focused on law firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.</p>	<p><b>CONTACT US:</b></p> <p><b>Reputation Ink</b>                  P.O. Box 13190                  Jacksonville, FL 32206                  904-374-5733  <a href="http://www.rep-ink.com">www.rep-ink.com</a></p>
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