

You're an expert in your field. Market yourself that way!

We're so grateful that you lend your expertise and analysis to CEB's materials, to help other lawyers improve the practice of law in California. We'd like to help you get the recognition you deserve. This Marketing Guide will cover:

- The benefits of marketing yourself as a CEB contributor
- Where & what to post
- LinkedIn best practices
- Sample CEB citations



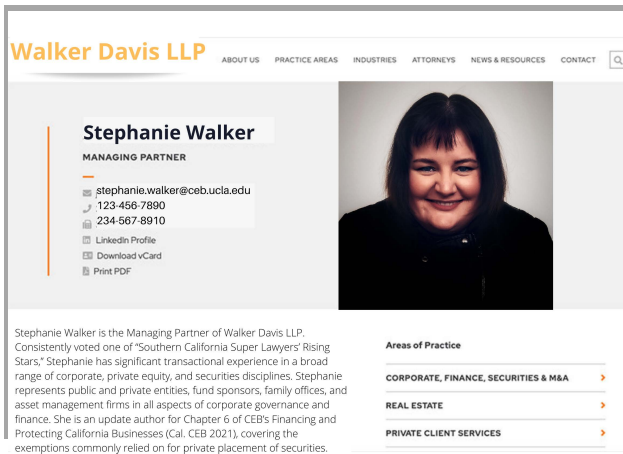
Benefits of Being a CEB Contributor

Did you know that “only 7% of lawyers [feel] that law school prepared them to run a business, and just 23% said that their bar association provided adequate business training?”¹ Those numbers include training in marketing and advertising. And while CEB isn't qualified to hand out MBAs, we can help you market yourself and stand out from the crowd as a CEB Contributor.

By producing a CEB MCLE program, drafting a legal news article, or editing a chapter in a well-known practice guide, you are identifying yourself as an expert in your field. That means other lawyers are more likely to reach out to you for collaboration opportunities or to provide referrals.

¹ "Legal Trends Report 2021," Clio, p. 50 (citing the 2019 Legal Trends Report)

Where & What To Post



The Best Places to Post

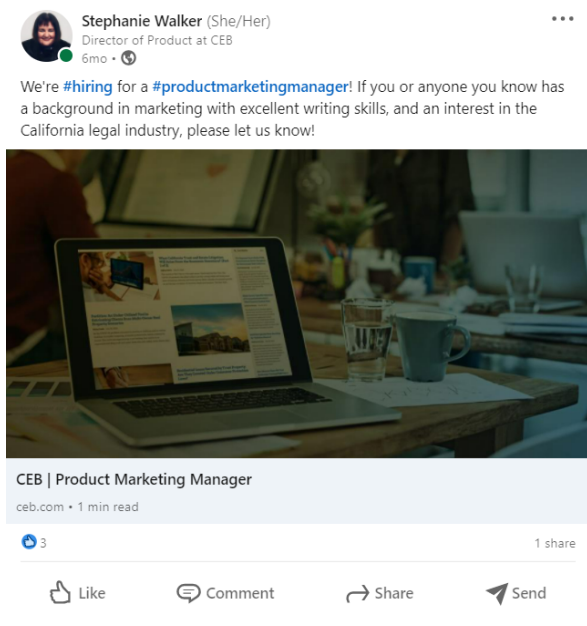
- The bio on your firm's website
- A press release or other appropriate page on your firm's website (e.g., the firm blog)
- LinkedIn

What to Post

A short paragraph or two, including:

- The title of the article/book/program you worked on
- Your name and the name of your firm
- The date of the event/publication, if applicable
- A short description of the content and an explanation of why other practitioners would find it useful
- A link to the ceb.com website, if applicable

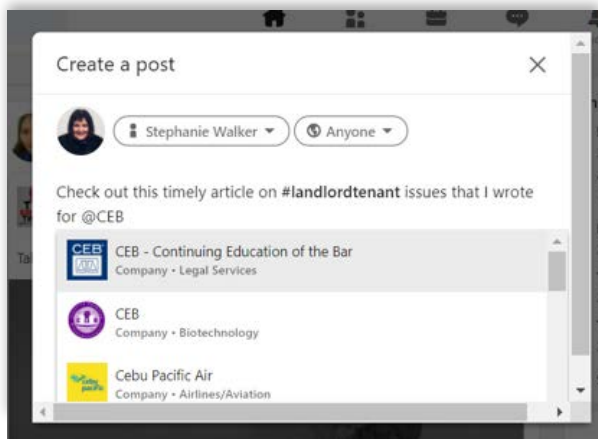
LinkedIn Best Practices



Why LinkedIn?

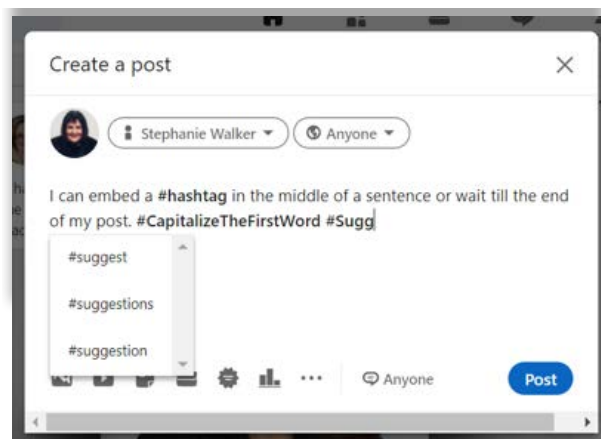
Because it's a professional networking site, LinkedIn has a higher percentage of active attorneys. That means other attorneys in your network are more likely to see and be interested in other legal industry-related posts. Always remember to:

- @ CEB on your post so we can like it and share it with our network
- Use hashtags to reach a wider audience



How to @ CEB In A LinkedIn Post

When you create a new post, just type @CEB and the symbol for CEB's LinkedIn account should appear. Click on it to insert a link to CEB in your post. This will notify us that you've mentioned us and let us know we should like and re-share your post.



Using Hashtags Effectively

Using hashtags (any combination of letters or numbers that follow the # symbol) on LinkedIn will make your content more discoverable and help you connect with more people that might be interested in your post.

- Include at least one sentence of descriptive text; don't just use hashtags
- Hashtags can be either placed after copy or embedded within copy.
- Don't include any apostrophes, commas, exclamation points, hyphens or spaces in your hashtag
- Capitalize the start of each new word in a multi-word hashtag to make it easier to read
- Don't overdo it. Use no more than 3-5 relevant hashtags.
- When you start typing a hashtag, LinkedIn will suggest relevant hashtags. If they seem like a good fit, use them!

Resources

[How to write a great short-form post on LinkedIn:](https://www.linkedin.com/pulse/how-write-great-short-form-post-linkedin-section-karen-tisdell/) <https://www.linkedin.com/pulse/how-write-great-short-form-post-linkedin-section-karen-tisdell/>

[Hootsuite's guide to LinkedIn hashtags:](https://blog.hootsuite.com/linkedin-hashtags-guide/) <https://blog.hootsuite.com/linkedin-hashtags-guide/>