

Social Media Posting Guidelines

Here are some **formatting guides** for the most **popular social media platforms**.



LinkedIn:

- Typically, any text beyond 140 characters will be truncated with a “Show More” prompt; as such, either limit your LinkedIn comment to 140 characters or lead with the crux of your comment.
- Tag the attorney author in the comment if feasible but be wary of tagging other people and entities.
- Use hashtags sparingly, if at all.



Facebook:

- Like LinkedIn, Facebook cuts off comments beyond a certain number of characters (usually 80), so lead with the crux of your comment.
- As a rule, we do not tag the attorney author or anyone else in the comment.
- Use hashtags sparingly, if at all.



Twitter:

- Please phrase your tweet with no more than 280 characters, considering a shortened URL and any hashtags you include.
- As a rule, we do not include the Twitter handle of the attorney author or anyone else.
- If you include hashtags, use no more than three and check their usage and popularity on other tweets first.
- Be wary of including hashtags and @s.



Instagram:

- Please use no more than 150 characters or less to phrase your comment, taking into account any hashtags you include.
- As a rule, we do not tag the attorney author or anyone else.
- If you include hashtags, use no more than three and check their usage and popularity on other Instagram posts first.