

# SOCIAL MEDIA MANAGER QUICK START GUIDE

Once you've connected your social media services to the FindLaw Social Media Manager, you're ready to begin using the platform to manage your social media engagement. This quick start guide is intended to acquaint you with the basic functionality of the new platform and to maintain connectivity to your accounts.

## ENGAGE YOUR AUDIENCE

The first way to engage with your audience is by posting to your social properties. To do this, click "COMPOSE" in the upper-right corner of any screen in the FindLaw Social Media Manager.

## MEASURE YOUR RESULTS

Clicking on the "MEASURE" tab at the top of the page will bring you to a dashboard containing your reach and engagement results. Here you can see basic statistics about how many people you reached with your posts, and what interactions those people are taking.

You can also use the dropdown at the top left corner to display results for an individual service that you have connected to the FindLaw Social Media Manager.

## MONITOR YOUR RSS FEEDS

If you have a FindLaw blog, we have already connected the auto post functionality. Your FindLaw blog is set to auto post to Facebook and Twitter. If you have connected LinkedIn and Google+, we will also auto-post to those services.

[EDIT AUTO POST](#)

You can manage the auto post by selecting "EDIT AUTO POST" in the "MONITOR" section.

Your FindLaw blog will be shown as the "selected feed," and you can see the social networks it is currently set up to post to.

We have automatically selected the "update frequency" to be 24 hours and set it to publish 1 entry at that frequency.

We have also automatically selected not to have you receive an email each time a blog post is automatically posted to your social networks.

**IMPORTANT NOTE:** We do not recommend selecting additional services for this auto-post feature. Other social networks have different posting requirements, and automatically posting an update regarding your blog may not function properly with these other networks.