

FINDLAW SOCIAL MEDIA
CONNECT YOUR NEW
PLATFORM



TABLE OF CONTENTS

ACCESSING FINDLAW SOCIAL MEDIA PLATFORM	3
WELCOME TO FINDLAW SOCIAL MEDIA	4
LET'S GET STARTED!	4
• CONNECTING FACEBOOK	5
• CONNECTING TWITTER	7
• CONNECTING LINKEDIN	8
PROFILE LISTS: BLOG AUTO POST	9
VERIFY EMAIL/RESET PASSWORD	9

FINDLAW SOCIAL MEDIA

The following are instructions to guide you through setting up your new FindLaw Social Media platform and authorizing the connection to your social media profiles.

Please have the login credentials to your firm's social media accounts. During the set up process you will be prompted to log into the following four social media profiles:



ACCESSING FINDLAW SOCIAL MEDIA PLATFORM

To access the FindLaw Social Media platform, please go to <https://social.findlaw.com/>

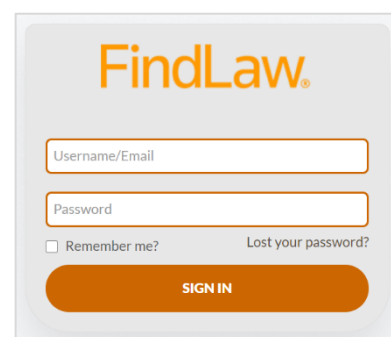
You will need to login with the following:

Username

- Your FindLaw 10-digit Account number has been setup as your username, which can be found on a recent invoice.
- Alternatively, the email address at which you were contacted regarding the Social Media platform could be used.

Password

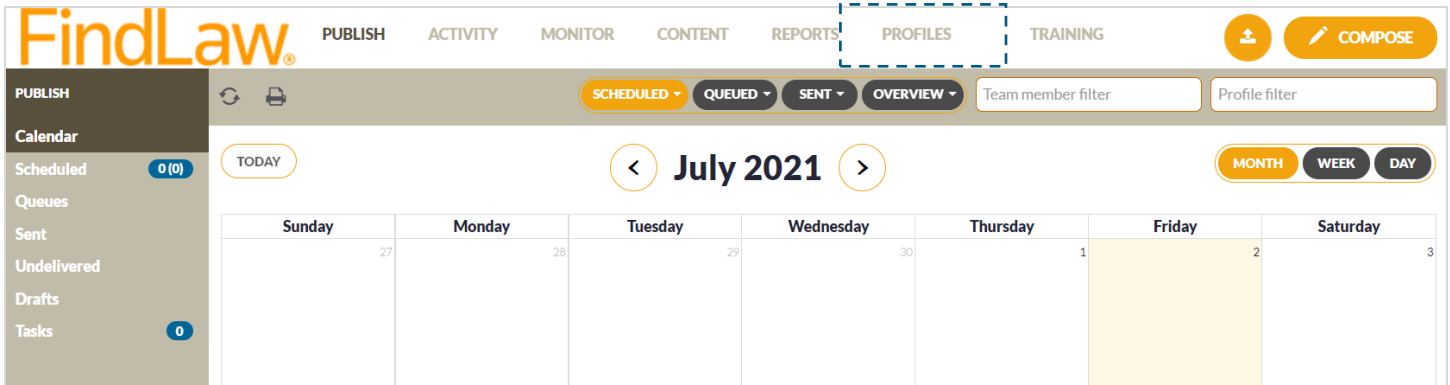
- During setup, the default password is **findlaw** (all lowercase)
- Please reset your password after setup is complete.
- Instructions to reset your password and verify the email tied to your new social media platform are provided after the connection steps.



The image shows a login form for FindLaw. At the top is the FindLaw logo in orange. Below it are two input fields: the first is labeled "Username/Email" and the second is labeled "Password". Below the password field are two links: "Remember me?" with an unchecked checkbox, and "Lost your password?". At the bottom is a large orange button with the text "SIGN IN" in white.

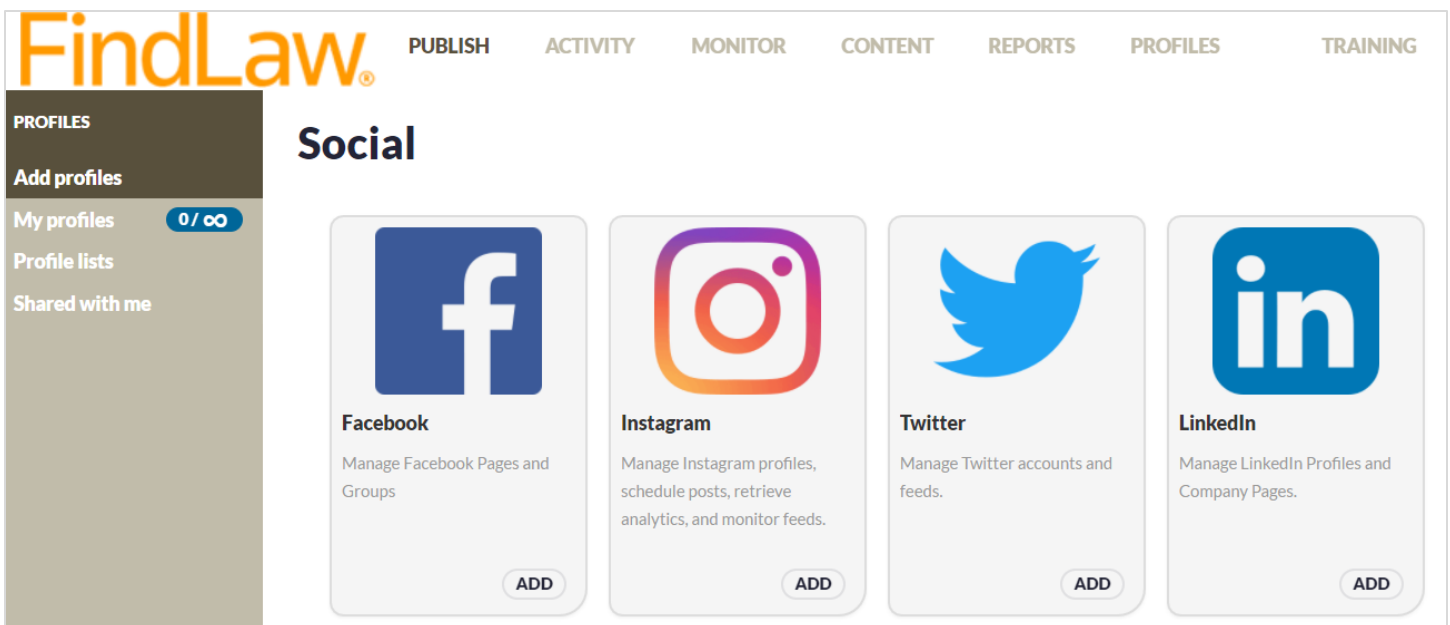
WELCOME TO FINDLAW SOCIAL MEDIA PLATFORM

Upon logging in to your personal dashboard, a calendar will display. At this point, you need to add connections to your social media profiles to enable posting to your social media accounts on Facebook, Twitter, and LinkedIn. To do this, click on PROFILES across the top.



LET'S GET STARTED!

The following steps will guide you through adding connections to Facebook, Twitter, and LinkedIn.

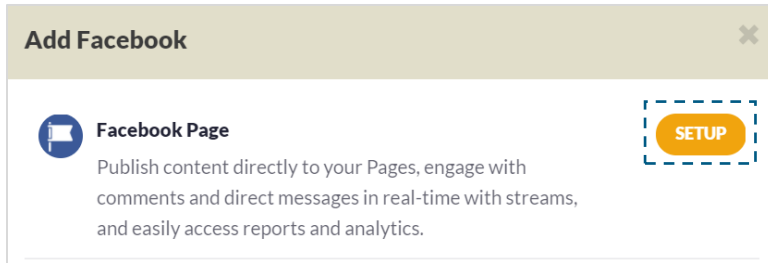
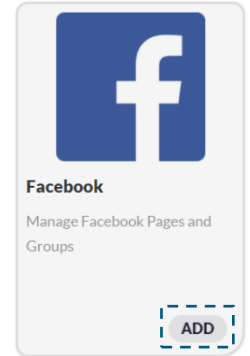


Note: As you follow the steps to add the connections, you might notice that our platform asks for permission to connect to Sendible. We're working directly with this third-party company to help us provide the best possible experience. Due to increasing changes within the social media industry, we have found partnering with this provider to be the best way forward.

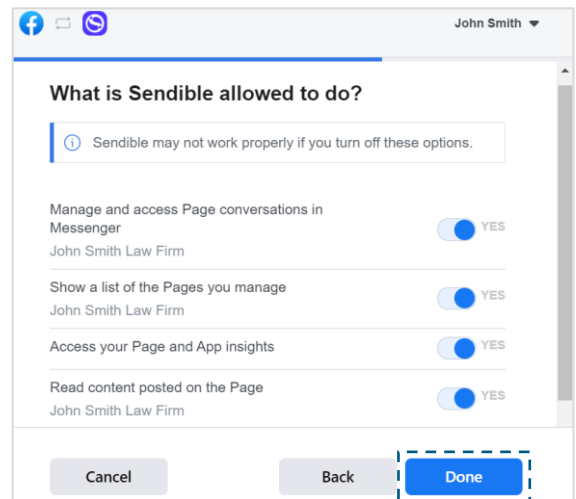
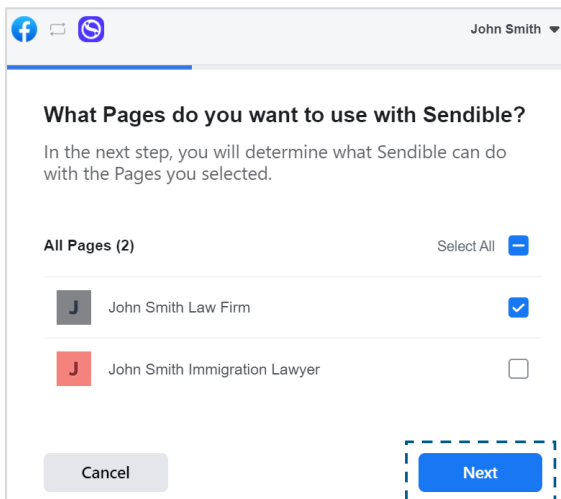
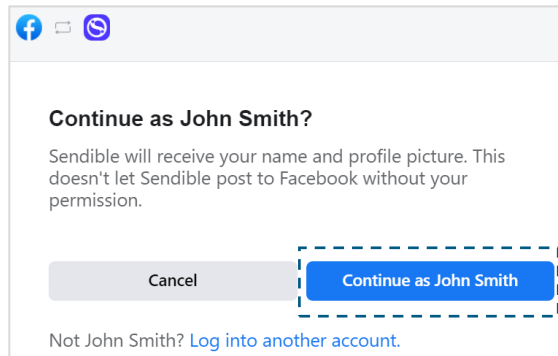
f CONNECTING FACEBOOK

Before proceeding, please open a new window, go to facebook.com and log into the account that is the administrator of your firm's business page.

- 1) Back in the FindLaw Social Media platform on the page for PROFILES, click the ADD button for Facebook.
- 2) An ADD FACEBOOK box will appear, click **SETUP** for Facebook Page.



- 3) Please follow the on screen instructions from Facebook:
 - A) Confirm the account you signed in as then click **Continue**
 - B) Verify that only the Page you want to connect is selected then click **Next**
 - C) Leave all the options marked as Yes to allow Social Dashboard proper access, click **Done**, and OK on the next confirmation screen



3) Next, in the Add Facebook Page Settings window (example pictured below), please **ONLY** update the following:

A) Facebook Page – click field and select your firm’s page

B) Automatically generate link previews – default is No, change to Yes and you will see a preview example of what a post would look like.

C) Receive alerts for new activity – default is Priority Inbox Only, where alerts will only appear in dashboard. (Other alert options are available if you would like to change it, click to see more.)

D) Click **SAVE SETTINGS** to close this window.

The screenshot shows the 'Add Facebook Page Settings' window. The settings are as follows:

- Description:** John Smith Law Firm
- Username or Email:** John Smith
- Facebook Page:** John Smith Law Firm - Professional services
- Automatically generate link previews:** Yes
- What my posts will look like:** A preview of a post from 'John Smith Law Firm' with the headline 'How Social Media Can Make Online Shopping Less Lonely' from mashable.com.
- Geotargeting:** Targeting all fans
- Post as full-sized image:** No
- Receive alerts for new activity:** Priority Inbox Only

The 'SAVE SETTINGS' button is highlighted with a dashed box at the bottom of the window.

Congratulations, you have connected Facebook to your FindLaw Social Media Manager platform!

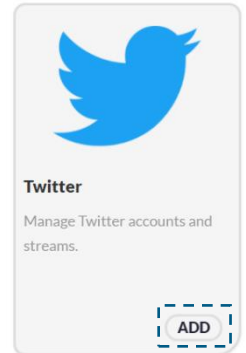
You can log out of your Facebook account and please proceed with clicking one of the following links:

- A) Add the connection to [Twitter](#)
- B) Add the connection to [LinkedIn](#)
- C) Follow instructions under [PROFILE LISTS](#) to ensure Blog Auto Posts will publish to the Facebook Page you just connected.

 **CONNECTING TWITTER**

Before proceeding, please open a new window, go to twitter.com and log into your firm’s Twitter account.

- 1) Back in the FindLaw Social Media platform, on the page for PROFILES, click the ADD button for Twitter.
- 2) The Twitter/Authorize in application window will appear, click **Authorize app**.



Authorize Sendible to access your account?

This application will be able to:

- See Tweets from your timeline (including protected Tweets) as well as your Lists and collections.
- See your Twitter profile information and account settings.
- See accounts you follow, mute, and block.
- Follow and unfollow accounts for you.
- Update your profile and account settings.
- Post and delete Tweets for you, and engage with Tweets posted by others (Like, un-Like, or reply to a Tweet, Retweet, etc.) for you.
- Create, manage, and delete Lists and collections for you.
- Mute, block, and report accounts for you.
- Send Direct Messages for you and read, manage, and delete your Direct Messages.

- 3) An **Add Twitter Settings** box will appear. Please leave the settings as is and click **SAVE SETTINGS** to close this window.

Username JohnSmithLaw

How link previews should be posted Ignore images

Set this option to **Post with images** for the system to automatically pull and include an image from the first link you include in your Tweet.

Receive alerts for new activity Priority Inbox Only

Receive alerts whenever there is new activity on this account.

Congratulations, you have connected Twitter to your FindLaw Social Media Manager platform!

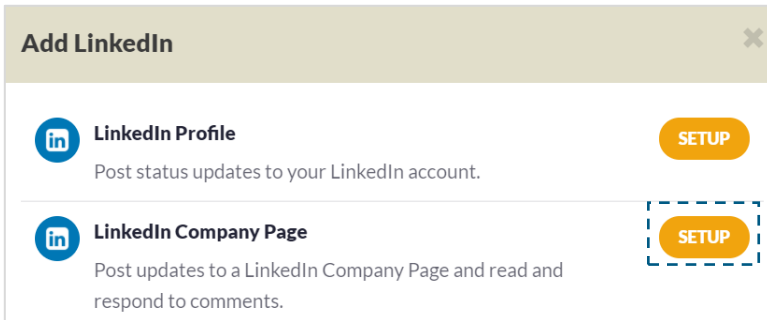
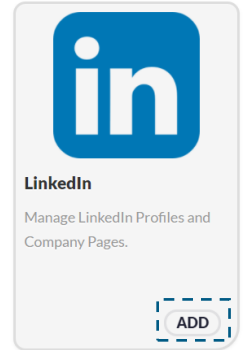
You can log out of your Twitter account and please proceed with clicking one of the following links:

- A) Add the connection to [LinkedIn](#)
- B) Follow instructions under [PROFILE LISTS](#) to ensure Blog Auto Posts will publish to the Twitter Page you just connected.

 **CONNECTING LINKEDIN**

Before proceeding, please open a new window, go to [linkedin.com](https://www.linkedin.com) and log into account that is the administrator of your firm’s company page.

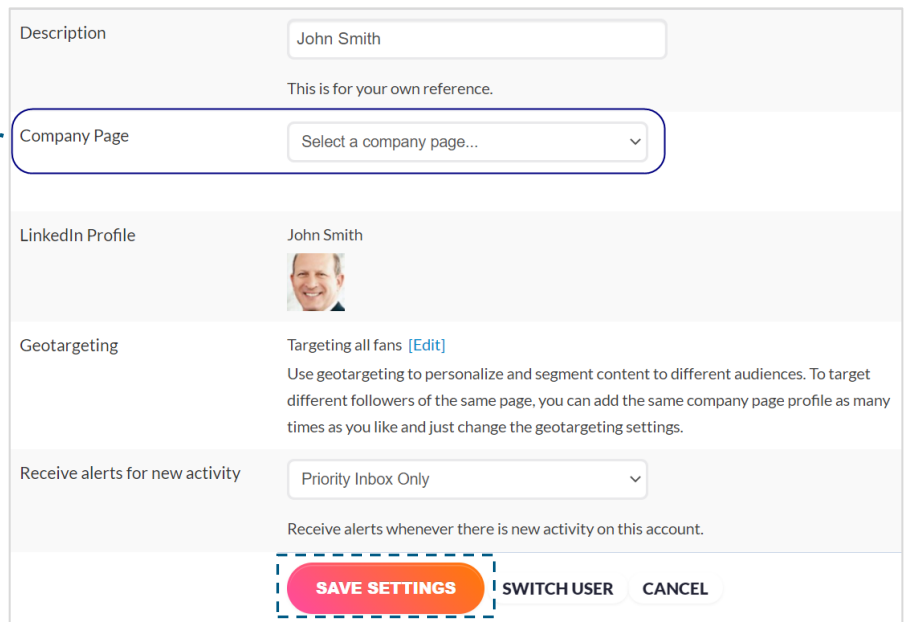
- 1) Back in the FindLaw Social Media platform, on the page for **PROFILES**, click the **ADD** button for LinkedIn.
- 2) The **ADD LINKEDIN** box will appear, click **SETUP** for **LinkedIn Company Page**. If LinkedIn does not detect that you are already signed in, a window will appear prompting you to log in.



3) An **Add LinkedIn Company Page Settings** will appear.

A) **The Company Page – Select a company page....click to select your firm’s page.**

B) Click **SAVE SETTINGS** to close this window.



Congratulations, you have connected LinkedIn to your FindLaw Social Media Manager platform!

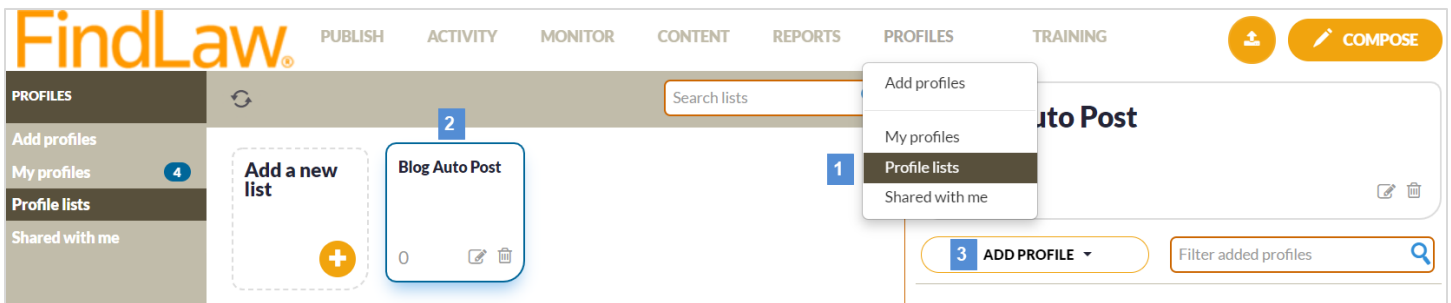
You can log out of your LinkedIn account. Please go to the next page and follow instructions under **PROFILE LISTS** to ensure Blog Auto Posts will publish to the LinkedIn Page you just connected.

PROFILE LISTS: BLOG AUTO POST

If you have a FindLaw Blog, we have set up a Blog Auto Post distribution list. Now that you have connected your firm’s social media pages, you will need to add these services to the distribution list so that a link to new blog entries can publish automatically to the firm’s social media pages.

Please complete the following steps:

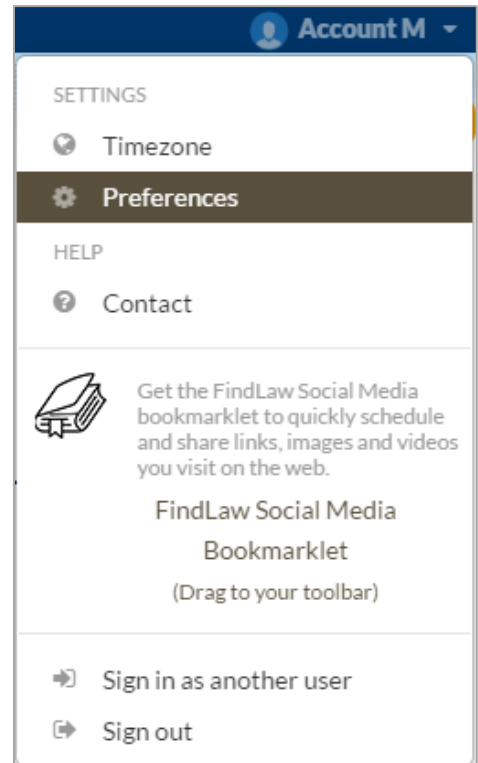
- 1) Go to **PROFILES** across the top and select **Profile lists**.
- 2) Click on **Blog Auto Post** that appears in the middle section of the screen.
- 3) On the right side, click on the **ADD PROFILE** button and the dropdown list consisting of the connected social media accounts will display. Click on the profile(s) to add to the distribution list.



VERIFY EMAIL/RESET PASSWORD

In the upper right corner, click on your account name to see the **Settings** list and select **PREFERENCES** to manage your contact information.

- A) **Name or Company**
 - This is your FindLaw Social Media platform account name consisting of your firm name appended with your FindLaw 10-digit account number.
 - Please contact us if your firm name needs to be changed.
- B) **Email**
 - Please verify that the email address listed is one that you have access to for platform password reset purposes.
 - If in the future you forgot or lost the password to your FindLaw Social Media platform, this email address is required to reset the password as instructions will be sent there.
- C) **Password**
 - Click **Reset Password** link in the middle of the screen.
 - Enter new password
- D) Click **SAVE** when complete.



Thank you for partnering with FindLaw to connect your FindLaw Social Media platform!

Please let us know once you complete the connections yourself so that we can finalize the setup on our end.

FINDLAW SOCIAL MEDIA

For additional training resources, please visit
<http://engagement.findlawtraining.com/>



Join our social network!

LawyerMarketing.com/Socialize-with-U

The Facebook, Twitter, and LinkedIn logos are trademarks of their respective owners. Facebook, Twitter, and LinkedIn are not affiliated or associated with FindLaw or Thomson Reuters and the information contained in this document is not endorsed or sponsored by Facebook, Twitter, and LinkedIn.



THOMSON REUTERS