



Legal Netlink
Alliance

4th Global Meeting - CHICAGO

Linked Across Borders: How LNA Made Waves in Chicago and Online

**Social Media Communication
Report - June 2025**



LINKING VALUES

What was our GOAL?

To amplify the visibility, impact, and global identity of the Legal Netlink Alliance by coordinating a unified social media presence around the 2025 Global Meeting in Chicago—highlighting the strength of member collaboration, showcasing the value of the network, and engaging audiences across platforms through consistent, authentic, and cross-border storytelling.



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**This is a strategy we
started 2 years ago and
perfected over 2024.
NOW, we see its fruits!**



Picture taken by Tomasz Janaszczyk during
Fruday cruise on Lake Michigan

“

4th LNA Global Meeting
was announced in the
Chicago Daily Law Bulletin

”



LINKEDIN

CHICAGO Meeting was reflected through

11 pre-event posts + 9 during-event posts

20

posts (March-June 2025)



FACEBOOK

CHICAGO Meeting was reflected through

We ran

12

Facebook stories and created a photo album with 62 pictures

20

posts (March-June 2025)

LNA Social Media



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EVENT POSTS across the NETWORK (June 2025)

LINKING VALUES



HOST FIRM POSTS

Our event was featured in
5 LINKEDIN post
3 FACEBOOK posts

LNA posts shared (reposted)

LINKEDIN - 38 reposts
21 LNA lawyers
10 member-firms
2 professionals outside
LNA reposted (twice; Ross
Fishman & Jayne Reardon)

Tailored visuals for each attending firm

43 firms attended
CHICAGO
30 of those firms
posted THIS VISUAL

Tailored visuals for each attending lawyer

43 firms and 66
lawyers attended
15 firms and 4 lawyers
posted THIS VISUAL

33 out of 43 member-firms participating carried posts on CHICAGO on their social media profiles!

What does all these efforts mean in JUNE 2025 in terms of gaining visibility: more followers for LNA SOCIAL MEDIA from outside the network; more engagement with LNA posts



LINKEDIN FOLLOWERS 1,239

LNA page gained 34 new followers over 30 days as posting on CHICAGO intensified and the event gained attention - ALL OF THEM FROM OUTSIDE THE ALLIANCE



LINKEDIN IMPRESSIONS

Our posts were seen

12,000 times on the platform

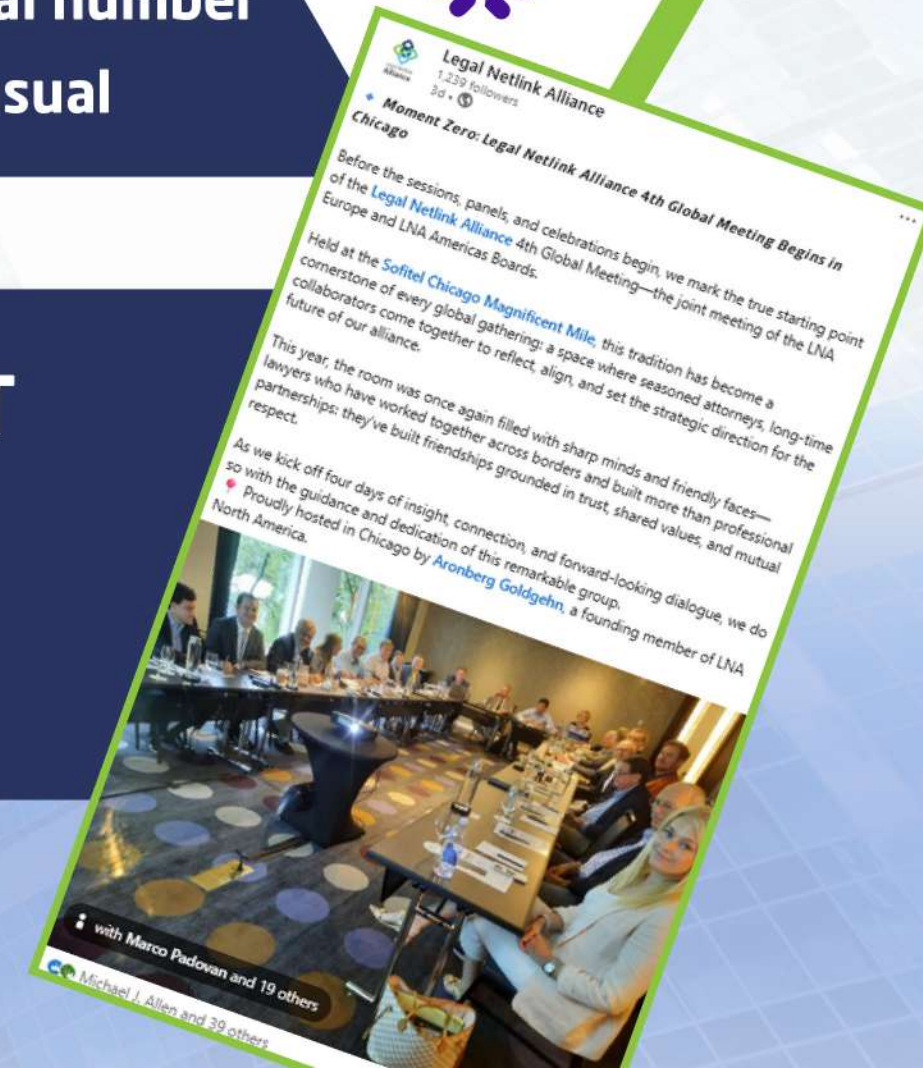
LINKEDIN ENGAGEMENT

498 reactions - DOUBLE the usual
38 reposts - 9 times the usual number
52 comments - 3 times the usual



MOST VIEWED POST ON LINKEDIN

500 profiles saw it



500 profiles on LINKEDIN saw this post

How was this possible - lessons to learn:

- We TAGGED all board members present in the photo
- 5 people reposted
- IMAGINE - if all people tagged had reposted!

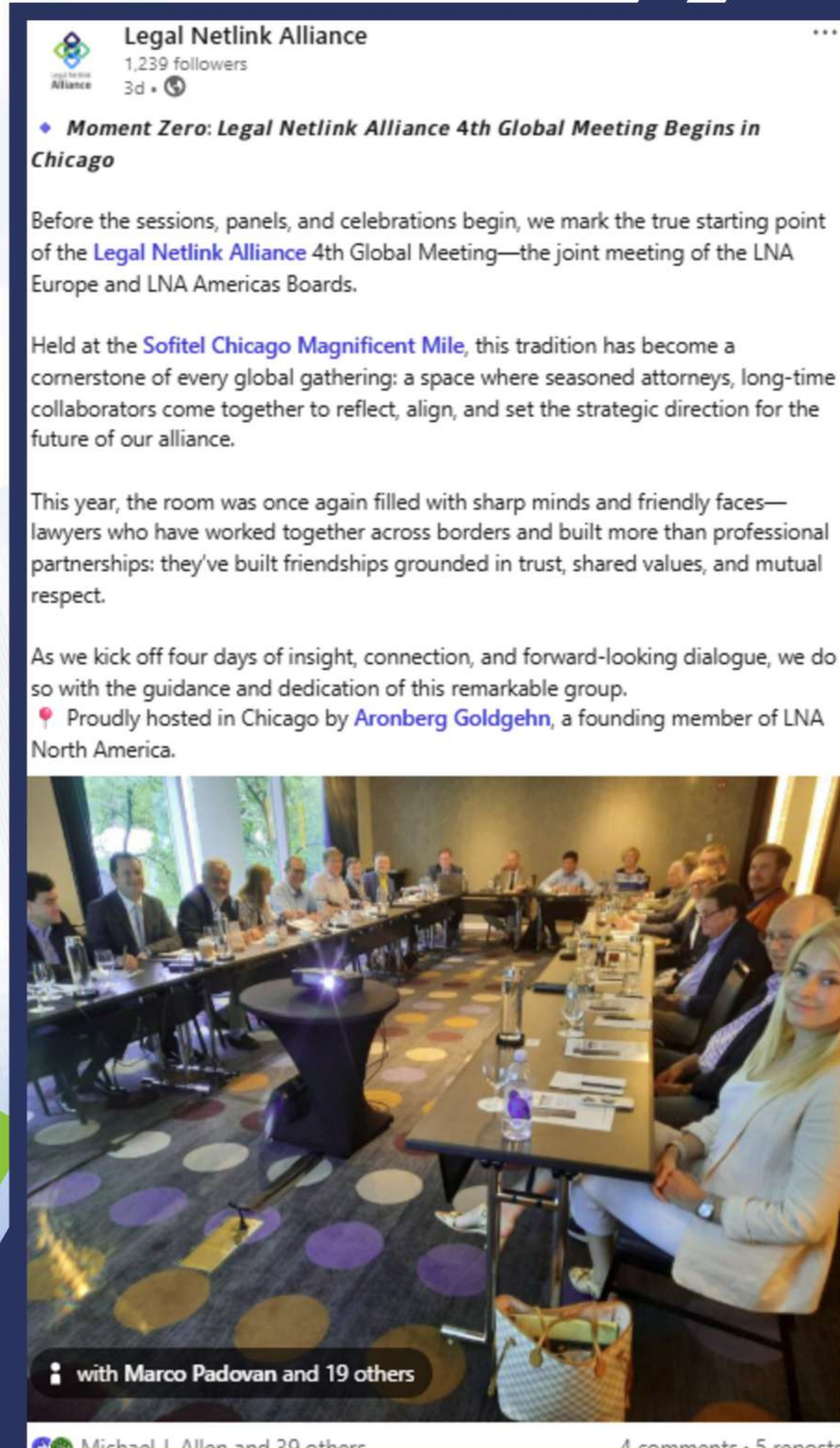
LET'S DO THIS WITH AS MANY POSTS FROM LNA EVENTS AS POSSIBLE!!

OUR ATTORNEYS can POST AND SHARE more

ALWAYS share with own thoughts!



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SPECIAL THANKS!

The 33 member-firms who featured the event on their social media profiles

The 21 LNA lawyers who featured the event on their social media



MARGE - on top of her many tasks related to the event she provided photos and key points from speeches to facilitate content creation for our posts!



SHERI STONE who found a real-time system of sharing event pictures (a shared drive - we should use this in the future events) and promoted event on own social media profile!

Sam Cordry for coordinating with Marge, Sheri and Diana



DIANA - for the communication strategy and execution - including creating a video and tens of visuals

Members of the LNA Europe board who provided real-time insights into the event and quotes essential for content creation





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Chicago 2025





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Grateful

CHICAGO - June 18-21, 2025

Thank You

ARONBERG GOLDGEHN



ARONBERG
GOLDGEHN

