

4th Global Meeting - CHICAGO

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

Social Media Communication Report - June 2025



LINKING VALUES

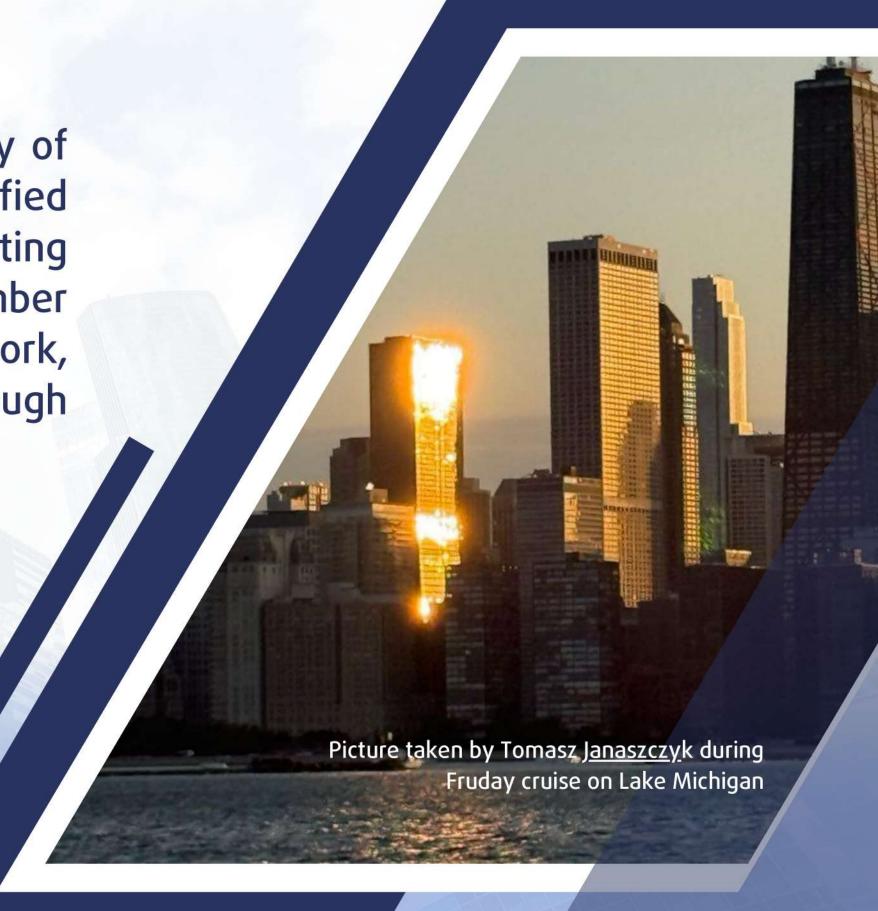
What was our GOAL?

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.



Legal Netlink
Alliance

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



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

20 posts (March-June 2025)

We ran

Facebook stories and created a photo album with 62 pictures

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!



IMPACT

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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 Moment Zero: Legal Netlink Alliance 4th Global Meeting Begins in Thicago

Before the sessions, panels, and celebrations begin, we mark the true starting point of the Legal Netlink Alliance 4th Global Meeting—the joint meeting of the LNA Europe and LNA Americas Boards.

Held at the Sofitel Chicago Magnificent Mile, this tradition has become a cornerstone of every global gathering: a space where seasoned attorneys, long-time collaborators come together to reflect, align, and set the strategic direction for the future of our alliance.

This year, the room was once again filled with sharp minds and friendly faces lawyers who have worked together across borders and built more than professional partnerships: they've built friendships grounded in trust, shared values, and mutual respect.

As we kick off four days of insight, connection, and forward-looking dialogue, we do so with the guidance and dedication of this remarkable group.

Proudly hosted in Chicago by Aronberg Goldgehn, a founding member of LNA North America.



Michael | Allen and 39 others

4 comments · 5 reposts

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

SPECIAL THANKS!



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



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

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







ralew

CHICAGO - June 18-21, 2025

Thank You

ARONBERG GOLDGEHN



