

CLEVELAND

2026

Americas Fall Meeting

SEPTEMBER 16-19, 2026



Legal Netlink
Alliance

HOST FIRM



| MANSOURGAVIN | LPA





How we use LNA social media

THE THREE ROLES OF OUR
SOCIAL MEDIA CHANNELS



1

**LET THE WORLD KNOW HOW
STRONG WE ARE AS A
NETWORK**

2

**KEEP ALLIANCE MEMBERS
INFORMED ABOUT EACH OTHER
& THE CAPABILITIES OF FELLOW
MEMBERS
+
REINFORCE MEMBERS TRUST
IN THE NETWORK
BY SOCIAL PROOF**

3

**STRENGTHEN EACH
MEMBER'S PUBLIC IMAGE**

EXAMPLE

WEBSITE



CHAMBERS USA 2026

LNA'S NORTH AMERICAN MEMBERS EARN TOP RECOGNITION

The depth and diversity of legal expertise within the Legal Netlink Alliance is once again recognised in the **Chambers USA 2026 Guide**.

21
MEMBER FIRMS
RECOGNISED
ACROSS NORTH AMERICA

21
U.S. STATES
REPRESENTED
COAST TO COAST

18
PRACTICE AREAS
RANKED
BROAD & DIVERSE EXPERTISE

LNA MEMBER FIRMS RECOGNISED IN CHAMBERS USA 2026

1	Aronberg Goldgehn (Illinois)
2	Carruthers & Roth (North Carolina)
3	Cleveland, Waters & Bass (New Hampshire)
4	CohenMalad LLP (Indiana)
5	EPGD Business Law (Florida)
6	Fleeson Gooing (Kansas)
7	Frazer Ryan Goldberg & Arnold LLP (Arizona)
8	Hathaway & Kunz PC (Wyoming) NEW
9	Henson & Efron PA (Minnesota)
10	Javerbaum Wurgaft Hicks Kahn Wikstrom & Sinins, P.C. (New Jersey)
11	Jennings Haug Keleher McLeod Waterfall (New Mexico)
12	Jordan Ramis PC (Oregon)
13	Kang Haggerty LLC (Pennsylvania)
14	Kessler Collins (Texas)
15	Kramon & Graham PA (Maryland)
16	Mansour Gavin LPA (Ohio)
17	Moulton Bellingham PC (Montana)
18	Prickett, Jones & Elliott, P.A. (Delaware)
19	Seiller Waterman LLC (Kentucky)
20	Steinbrecher & Span LLP (California)
21	Tsugawa Lau & Muzzi (Hawaii)

NATIONWIDE STRENGTH. LOCAL IMPACT. GLOBAL REACH.

18 PRACTICE AREAS REPRESENTED

Litigation General	Environment
Corporate/Commercial	High Net Worth: Family/Matrimonial
Real Estate	Real Estate: Zoning/Land Use
Litigation: General Commercial	Insurance
Litigation: Mainly Plaintiffs	White Collar Crime & Government Investigations
Antitrust	Bankruptcy: Restructuring
Employee Benefits & Executive Compensation	Chancery: Mainly Plaintiffs
Corporate M&A	Franchising
Construction	Professional Liability

“These results reflect the exceptional quality, depth of expertise and geographic reach of LNA's North American membership – delivering trusted legal solutions across the United States through a **strong network of independent law firms**.”



Chambers USA 2026: 21 LNA Member Firms Recognized Across 18 Practice Areas

Jul 27, 2026 – Chicago, Illinois

The publication of the **Chambers USA 2026 Guide** marked another proud milestone for the **Legal Netlink Alliance**, with **21 North American member firms** earning rankings in one of the legal profession's most respected independent directories.

Together, the recognised firms represent **21 U.S. states** and demonstrate the breadth of expertise available across the LNA network, with rankings spanning **18 different practice areas**.

IMPORTANT FOR MEMBERS

EACH of the firms on the CHAMBERS list should share the story/post to reinforce own image and alliance strength.



LNA STORIES

04

WE CAN NEVER HAVE ENOUGH OF THESE

LINKEDIN

Cross-Border Cooperation in Action: MDP Advocaten and Maluquer Abogados

Aug 31, 2026 - Ghent + Barcelona, Belgium + Spain

A recent matter involving **MDP Advocaten**, Legal Netlink Alliance member in Ghent, Belgium, and **Maluquer Abogados**, our member in Barcelona, Spain, offers a practical example of how relationships within an international network can translate into efficient service for clients.

WEBSITE

IMPORTANT FOR MEMBERS



PLEASE volunteer stories about TWO or more members cooperating across jurisdictions.

**Legal Netlink Alliance**
1,525 followers
1w • 

Ghent calls Barcelona. What happens next?

A Belgian client has a contract governed by Spanish law. An unfair ...more



**Legal Netlink Alliance**
LINKING VALUES



**Alessandro Pieralli**

**Jos Mertens**

CROSS-BORDER COOPERATION IN ACTION

  Gonçalo Areia and 16 others

4 comments • 2 reposts



H O W W E W O R K

We are professional stalkers

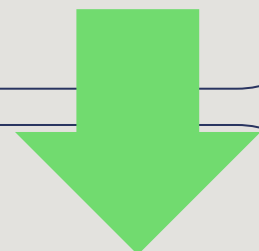


We monitor members' social media profiles



We transform your news into website and social media stories

We usually publish with a delay of days, up to weeks



We provide a second life to your news & a third-party endorsement to your firm

Story reaches outside your firm's regular audience

IMPORTANT FOR MEMBERS

Always **SHARE** our post about your firm!

We want **ALL MEMBERS** to be featured in LNA news (website + social media).

Members who publish regularly on social media automatically provide material for us to write & post.

For members who do not have a publishing routine - please **VOLUNTEER** news **AT LEAST TWICE PER YEAR.**



SOCIAL MEDIA PERFORMANCE

06

LINKEDIN AS MAIN CHANNEL

12-MONTH PERFORMANCE:

298 POSTS IN 365 DAYS

1,525 FOLLOWERS
(20% GROWTH)

149,000 IMPRESSIONS

77,000 MEMBERS REACHED

10.7% ENGAGEMENT RATE
(LEGAL INDUSTRY AVERAGE IS 3.2%;
HIGH-PERFORMANCE ACCOUNTS ARE AT 10.5%)

FACEBOOK - SLOW DECLINE

12-MONTH PERFORMANCE:

330 POSTS IN 365 DAYS

357 FOLLOWERS
(3% GROWTH)

38,000 IMPRESSIONS/VIEWS

5,700 VIEWERS REACHED

9.2% ENGAGEMENT RATE
(EXCEPTIONALLY STRONG FOR ORGANIC B2B/LEGAL
SECTOR FACEBOOK PRESENCE)

NEW ON LNA SOCIALS



07

Legal Netlink Alliance
1,525 followers
3w • 🌐

WHO'S NEW AT LNA? | AUGUST EDITION

New talent, new expertise — and a few familiar faces beginning new ...more

Legal Netlink Alliance

Who's New

SIMON KRISTIAN PEDERSEN

Insolvency Department

Haugaard|Braad

|| 0:07 1x 🔊 🗐

👤 Marein Smits and 16 others 1 comment

WHO'S NEW IN LNA

MONTHLY Column (since May 2026)

Presenting new attorneys who joined that month

REEL + Post (brief intro of each lawyer, tags)

LinkedIn & Facebook

Became our most popular post:

Organic discovery

4,841
Impressions

3,950
Members reached

**IMPORTANT
FOR
MEMBERS**

SENT us the news

Always SHARE these posts



NEW ON LNA FACEBOOK



08

The human side of the network



Facebook showcases the human side of the network, giving readers a richer view of the people and communities behind LNA while helping member firms build visibility, familiarity and trust across the network.

IMPORTANT FOR MEMBERS

More opportunities to give visibility to your firm
60% of our members still have Facebook profiles



LNA WEBSITE



WHY WE HAVE NOT SWITCHED TO A SOCIAL-MEDIA-FIRST COMMUNICATION

21,000 USERS

775+ NEWS ARTICLES

**WEBSITE IS BECOMING LNA'S
KNOWLEDGE BASE FOR
BOTH PEOPLE AND AI.**

**3,800 USERS CAME FROM
ORGANIC SEARCH**

**20 USERS CAME FROM AI
ASSISTANTS**

AI needs content to find you.

**Every story strengthens LNA's
digital footprint.**

**It turns claims of "global
expertise" into evidence.**

**Social media posts have short
life; website articles remain
searchable.**

**It builds a proprietary
knowledge asset.**

CLEVELAND

**Please REACT & comment to
LinkedIn posts about the
meeting on LNA & Mansour
Gavin profiles**

**Please CHOOSE at least 1 post
and SHARE with own thoughts
tag LNA & Mansour Gavin
describe the atmosphere**

**After CLEVELAND, please create
your own post with the group
photo and your impressions on
the meeting**



THANK YOU!

Diana Voicu
LNA Social Media &
Communications