

NHCLA Social Media Cheat Sheet

Step 1 - Content

When you create any collaborative law content: write something about the process, have a great client review, learn something new at a training, etc. you can put that on your social media and share it with those you follow you. You can also share interesting articles you have read about the collaborative process or even something terrible about the court system that would be a reason why people should be thinking about other options.

Step 2 – Tagging

When you post your piece on social media, you can tag our organization's pages as well as IACP's pages. This will let them know you posted something relevant to them. It encourages them to comment on it and share it with their group of people. The goal is more exposure for you and the collaborative movement.

To tag someone all you have to do is put the @ sign in front of their social media name. Here are NHCLA and IACP's social media names for each platform that you may use. If you are on Facebook, just write your content or copy the link an article you found online and then tag both NHCLA by using @nhcollaborativelaw and IACP by using @IACPCommunity (upper case or lower case doesn't matter here). Once Facebook understands who you are looking to tag they will find them for you and you just hit enter. This will put the organization on your post so people can click on it and go to the organization page.

Facebook

- NHCLA - @nhcollaborativelaw
- IACP - @IACPCommunity

Twitter

- NHCLA - @CollaborativeNH
- IACP - @IACPNews

LinkedIn

- NHCLA - @New Hampshire Collaborative Law Alliance
- IACP - @International Academy of Collaborative Professionals

Step 3 – Hashtags

Hashtags (#) are used for trending topics such as #collaborativelaw #collaborativedivorce anyone who searches for these topics may find your content. #divorceoptions #familylaw you can create anything you want for a topic that you think people may be searching and is related to your post.

You also should use a hashtag for our organization #NHCLA or #NHCollaborativeLaw or #CollaborativeNH to allow anyone who is following our organization to potentially see your post.