



Welcome to Amplify

Shook IP Group Content Distribution Guide

Simplify your Amplify content distribution experience to quickly and easily share content that connects to IP legal industry and potential clients. IP prosecution attorneys selected are able to share applicable external content via the Amplify app to be distributed through Shook channels. Those who are Contributors can suggest content while Publishers can read and edit content on the backend and then publish to the Amplify IP topic.

Once in the IP topic stream, all subscribers can publish content to their personal LinkedIn, Twitter and Facebook accounts. This is outlined in detail in the Welcome to Amplify documentation. Please contact Rebecca Roman, Digital Content Specialist, at rroman@shb.com if you need to receive Welcome to Amplify documentation.

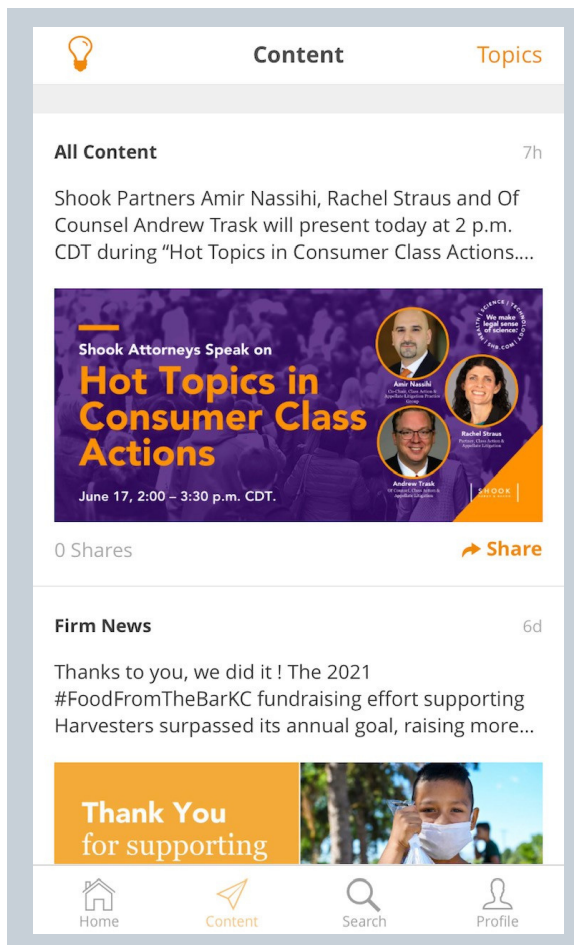
Amplify User Roles

Contributors can suggest content for review from the mobile app. Publishers can review and publish summited content to Amplify. Published content on Amplify can be shared by members across three accounts: LinkedIn, Twitter and Facebook.



Contributor

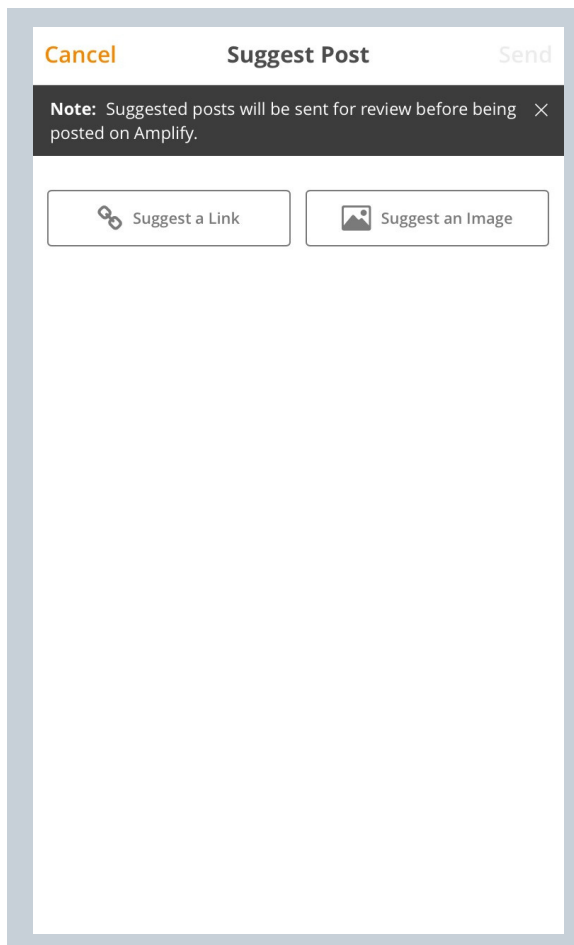
After downloading the Amplify app, proceed with the following steps:



1.) From the Content screen, select the lightbulb icon in the top left-hand corner.



Contributor



2.) From the Suggest Post screen, Contributors can Suggest a Link or Suggest an Image.

Download all available images at:
shb.law/AmplifySocialMediaResources





Contributor

3.) To submit an image to accompany the post, Contributors can upload a photo from their Photo Library.

Contributors can submit one of the five photo options to accompany your suggested post.

Important: When submitting a Suggested Post, be sure to include "IP post" in the text box in addition to other information you would like to share.

Ex: IP post- I'm submitting this because of x,y, and z.

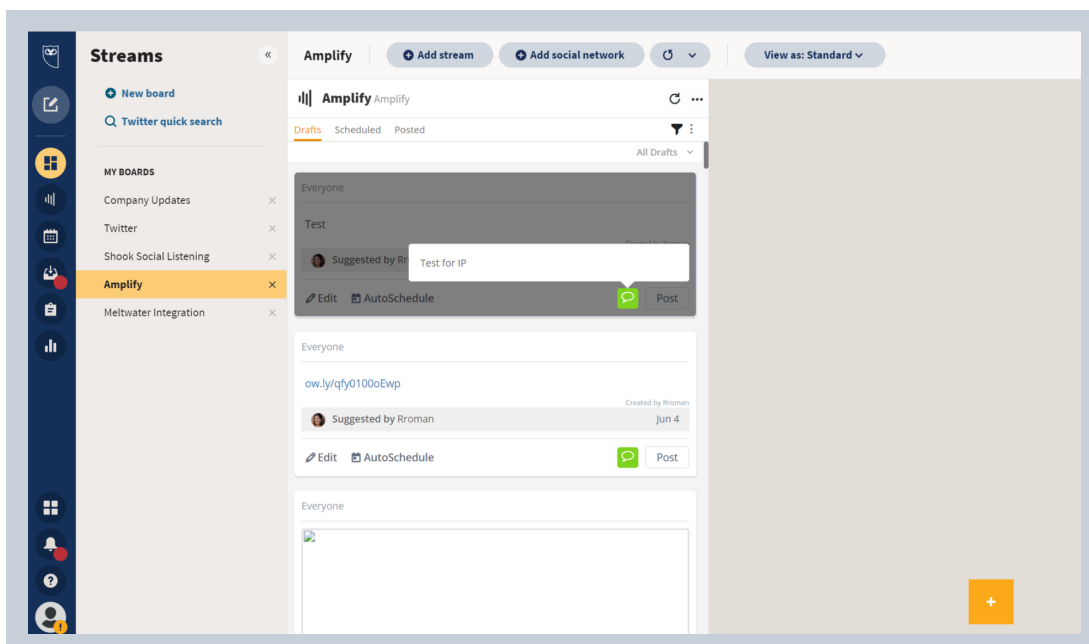


Publishers

Publishers can then read, edit and publish submitted posts from the Amplify web app.

Log into Hootsuite.com with the same information used to log into the Amplify app. When reviewing content, it's important to use a neutral/positive tone as to not alienate potential clients. Also, it is important not to use words like "expert" when referring to Shook attorneys or "guarantee" regarding outcomes in order to give a clear impression to readers.

Caption copy needs to be share-able across LinkedIn, Twitter and Facebook and therefore shouldn't exceed 280 characters.



Suggested hashtags

#intellectualproperty
#copyright
#trademark
#patent
#ip
#patents
#trademarks



Publishers

Editing suggested posts within Amplify.

All editing of suggested posts will happen within the Amplify web app not the mobile app.

To get started, log into hootsuite.com with your Amplify credentials. Then you will see all suggested posts from your Amplify stream from Dashboards, not the Amplify button which shows all of the published content.

Editing checklist:

- Before selecting "Edit", click on the hyperlink to see view/confirm the suggested content.
- Select "Edit".
- From Edit more, write a social media caption (please see page seven).
- Add a photo if needed. Add an image from the media library (please see page seven) and upload while still in Edit mode.
- Going down the list in Edit mode, confirm the Topic. "Everyone" is the default Topic, ensure that "IP" is selected.
- Confirm that the post is optimized for sharing across Facebook, Twitter and LinkedIn by selecting each icon. Once the icon is highlighted, that means readers can share to their personal Facebook, Twitter, or LinkedIn account.
- Everything is saved automatically, so back out of Edit mode and select Publish.

To edit a published post, you must unpublish it which is done through the Posted tab in the Amplify stream. This will push it back in Drafts where you can then edit or delete.



Publishers

Editing a post for social media

Once you receive a post suggestion for social media. A good next step is to ensure the post has the following:

- An image from the image library located at [SHB.law/AmplifySocialMediaResources](https://shb.law/AmplifySocialMediaResources). If the suggested post already contains an image, feel free to skip this step.
- Double-check the suggested link outside of the Edit mode to ensure it's linking through to the proper place.
- Write the caption based off of what might have been shared in the suggested post as well as the link itself. A caption for social media should have two elements in this order:
 - An introductory sentence giving context to what it is that you are sharing.
 - A Call to Action (CTA) which will make up the second sentence. This can be as simple as "Learn more"/"Read more" to something more substantial like "Look out for more IP News updates from Shook".
- The link will be at the end of the caption.

Sourcing content

Business journals, legal news sites (like Law360) and reputable news outlets are great places to start sourcing good links to share. Please keep in mind to check if the selected content is behind a paywall. You can check for this by making sure you are logged out of any membership accounts with the website while reading.

Staying within the sites above is a good rule of thumb. Blogs, even by industry leaders, could provide a conflict of interest if the blogger is associated with a certain organization or another firm. The goal of this social media effort is to raise online awareness of the firm IP group as well as the firm. To do so, it is important to either drive traffic to a news source or back to [SHB.com](https://shb.com).



Questions?

For questions regarding Amplify, content submissions, writing guidelines and more, please reach out to Rebecca Roman, Digital Content Specialist, at rroman@shb.com.