



Having a company page on LinkedIn and sharing social media posts on that page is one way to gain exposure.

But, here's another, more effective approach—[LinkedIn's publishing tool](#), which allows you publish content on your personal profile. It works best with original content that lists you as the author, rather than canned content purchased from a supplier.

Here's how it helps your firm. If your profile lists your firm as the employer, and in the footer of each article you use a copyright and disclaimer, you are, one, branding yourself as knowledgeable about the topic; and, two, mentioning your firm, which helps with SEO.

Example Disclaimer

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Once the content is published on LinkedIn, continue to spread the word by sharing social media posts about the article in your groups and on your profile. Remember, each person in your firm should not do this for every article. But, if several staff members are contributing content, encourage each of them publish their own articles on his/her personal profile.

Does your firm need more exposure? This just might be the solution you're looking for.

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