Social Media Posts

*INSTRUCTIONS: Use this copy when sharing these marketing package blog posts with your followers on your law firm’s social media pages. Before you share, make sure you tailor this copy to fit your ideal clientele, target audience, brand voice, and any specific considerations for your practice or jurisdiction.*

**Social media copy for sharing the blog post “How To Own Your Real Estate”**

*Recommended Long-Form Text (e.g., LinkedIn and Facebook):*

Do you own your real estate the RIGHT way? We'll tell you what we mean in our latest blog all about the different types of #realestate and how you should plan for the present and the future as part of your #estateplan. Read it today! [BLOG LINK]

*Recommended Short-Form Text (e.g., Twitter):*

Let's get real with your real estate. We're talking about the different types of #realestate in our blog and the best way for you to own them—check it out! [BLOG LINK]

*Including hashtags clearly categorizes the content you are posting and makes it easier for people to find. Suggested hashtags to include:* #estateplan #realestate

**Social media copy for sharing the blog post “Thirteen Estate Planning Terms You Should Know”**

*Recommended Long-Form Text (e.g., LinkedIn and Facebook):*

If you own something, you have an estate. As part of #estateplanning awareness week, we've made a list of the top terms that everyone should know and why they are so important! Take some time today to have a look—you'll be glad you did! [BLOG LINK]

*Recommended Short-Form Text (e.g., Twitter):*

Consider yourself well-versed in the world of #estateplanning? We've got a vocabulary test for you—see if you can get 100%! [BLOG LINK]

*Including hashtags clearly categorizes the content you are posting and makes it easier for people to find. Suggested hashtags to include:* #estateplanning #financialplanning