

A smiling woman with curly hair, wearing large black headphones and a yellow turtleneck sweater, is sitting at a desk with a laptop. She is looking towards the camera. In the background, there is a wooden bookshelf with various items on it. The overall image has a light blue tint.

THANKS FOR TEACHING WITH Lawline

What's Next?

Promote your course! Use
Lawline's Course Promotion Guide
to maximize reach and impact.

LAWLINE BRAND GUIDELINES

LOGOS

Lawline

Lawline

Lawline

Lawline



PRIMARY & ALTERNATE TYPEFACES

Aa

Degular

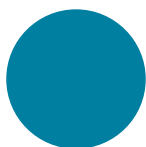
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR PALETTE



CONNECTIVITY BLUE
#007FA1



CLARITY GRAY
#E8E5E2



DEPTH BLACK
#231F20



PASSION RED
#EE2D38



GROWTH GREEN
#46B978

SOCIAL MEDIA PROMOTION

USING STATIC IMAGE/GRAPHIC POSTS

This is your space to shine. Use the tips and examples below to create and share your own posts promoting your course.



TAG US **@LAWLINE** +
USE **#LAWLINE**



POSTING TIPS

- Summarize the key points of your course.
- Ask followers how the topic impacts their practice.
- Mention the date and time if it's a live session.
- Include and tag yourself and any co-presenters.
- Directly link to the course on Lawline's website.

POST EXAMPLES

LinkedIn Text Post: ["Diversity in the Legal Profession Outside Big Law Firms" Course Promotion](#)

LinkedIn Image Post:
["Advantages of Litigation Finance: Strategies and Preparation for Funding" Course Promotion](#)

LinkedIn Video Post: [Laura A. Weis, Esq. Lawline Testimonial](#)



POSTING TIPS

- Use compelling images from the course or related graphics.
- Briefly describe what the course covers in the caption.
- Encourage comments by asking for opinions on the course topic.
- Include and tag yourself and any co-presenters.

POST EXAMPLES

Instagram Reel: ["Navigate Through New Jersey Landlord Tenant Court \(Pain Free\)" Course Promotion](#)

Instagram Image Post:
["Journaling Ideas To Help Reduce Stress As An Attorney" Blog Promotion](#)

Instagram Image Post:
["Real Confidence: Essential Mindfulness Skills for Law Practice and Life" Course Promotion](#)



POSTING TIPS

- Post eye-catching images or short video clips from the course.
- Start discussions by posing a question related to your course topic.
- Provide a concise summary of what learners can gain.
- Include and tag yourself and any co-presenters.
- Directly link to the course on Lawline's website.

POST EXAMPLES

["Deposition Basics: Best Practices for Effectively Taking A Deposition in New Jersey" Course Promotion](#)

["Personal Goodwill in Business Transactions and Mergers and Acquisitions \(2024 Update\)" Course Promotion](#)

["High Stakes: Effectively Mediating Labor Law 240 Cases in New York" Course Promotion](#)

SOCIAL MEDIA PROMOTION

USING VIDEO

Lawline creates a short-form video clip for every course, shared across our YouTube Shorts, TikTok, and Instagram Reels. The tips below will help you share and amplify it on your own channels.



TAG US **@LAWLINE** +
USE **#LAWLINE**



TAG US **@LAWLINECLE** +
USE **#LAWLINE**



HOW TO POST

Share your YouTube Short link directly to your LinkedIn page to spread the word!

POSTING TIPS

- Tag @Lawline for more reach.
- Use hashtags like #CLE #LegalEducation #Lawline.



HOW TO POST

Would you like Lawline to tag you as a collaborator on your Instagram Reel? **Send us your Instagram username and we'll send you the invite.** Once you accept, the post will appear on both the Lawline page and your own profile.

POSTING TIPS

- Use Instagram Stories or Reels with the link sticker to drive views.
- Tag @Lawline for more reach.
- Suggested hashtags: #CLE #LegalEducation #AttorneyLife #Lawline



HOW TO POST

Share your YouTube Short link directly to your Facebook page or profile to spread the word!

POSTING TIPS

- Great for sharing with friends, colleagues, or alumni groups.
- Encourage your firm's official page to share as well.
- Tag @Lawline for more reach.



HOW TO POST

Would you like Lawline to tag you on your course TikTok? **Send us your TikTok username and we'll tag you once the clip is posted.**

POSTING TIPS

- Keep it short and direct.
- Add 1–2 hashtags (#CLE, #Lawline).

Video content is shared 1,200% more than text and images combined, making this one of the most impactful ways to spread your expertise.

LAWYERS WHO LEARN PODCAST

Lawyers Who Learn is Lawline's podcast hosted by CEO David Schnurman, featuring conversations with legal professionals on the topics, trends, and experiences shaping the practice of law today.

As a Lawline faculty member, you're eligible to apply to be a featured guest. It's a chance to go deeper on your subject matter, connect with a broader legal audience, and grow your professional profile beyond your course.

WHAT TO EXPECT AS A GUEST:

- A conversational, interview-style format hosted by David Schnurman
- Topics drawn from your area of expertise
- The episode promoted across Lawline's social channels and distributed on all major podcast platforms

HOW TO APPLY:

Interested in being a guest? Reach out to your LSA. They'll walk you through the process and guide you on how to submit your application.

LISTEN & LEARN:

Check out recent episodes at lawline.com/podcast/lawyers-who-learn, search "Lawyers Who Learn" wherever you listen to podcasts, or click below to listen on:



Spotify



Apple
Podcasts



YouTube



Amazon
Music



iHeart
Radio



BLOGGING WITH LAWLINE

Attorneys who teach a CLE course with us can leverage our blog to dive deeper into a subject matter. We've included some helpful best practices below.

Interested in contributing? Reach out to your LSA to get started.

[BLOG.LAWLINE.COM](https://blog.lawline.com)

FORMATTING YOUR BLOG POST

TITLE

Let readers know how the post will be useful for them, and add an element of intrigue. Some tried-and-true formulas include: "How to _____," "Nine Ways to _____," "The Secrets of _____," or "What You Should Know About _____"

FIRST SENTENCE/PARAGRAPH

Your goal here is to hook your reader. Ask a question. State something mildly controversial, or universally interesting to your readers, that might spark intrigue. It's important to keep it simple: One idea, one key takeaway per post.

NEXT PARAGRAPH

Here's where you begin to answer the question you raised earlier, or to start to explain your initial statement. Begin to fill in the details related to your initial statement or question.

BULLETS/NUMBERED LISTS

Create a list of your key points. You don't need to have more than a few of these points.

CLOSE WITH A QUESTION

End with something that invites interaction in the comments section below the post. Something as simple as "What do you think?" is fine. Even better is something more specific to entice your readers to share a bit about themselves.

FACULTY BLOG POST EXAMPLES

["AI Governance Framework for Law Firms: Two Essential Principles for Responsible Implementation"](#)



Eran Kahana
Stanford Law School

["How To Navigate The Trademark Application Process"](#)



Stacey C. Kalamaras
Kalamaras Law Office, LLC

["An Attorney's Battle with Imposter Syndrome & How to Deal With It"](#)



Brian S. Quinn
Lawyers of Pennsylvania, Inc.

["Why Racial Literacy Is a Key Component of Social Well-Being"](#)



Alyssa Johnson
Alyssa Johnson LLC

["Spiritual Well-Being Essentials: Peace & Purpose"](#)



Brandy Wilson Edwards
The Blend Law Firm, P.C.

PRESS RELEASE TEMPLATE

Announcing your course is a great way to build credibility and generate visibility for your practice. Once your course goes live on Lawline, consider sending a press release to your firm, local bar association, alumni network, or legal publications. Use the template below as a starting point, customize it with your course details, and distribute wherever it makes sense for your audience.

Contact Information:

[Contact Name]

[Firm or Company]

[Phone Number]

[Email]

PLACE FIRM LOGO HERE

Release Date: [Date]

FOR IMMEDIATE RELEASE

[NAME] Presents CLE with Lawline

Subhead: More Detail As Needed, One Line Only

On [Date], [Name] of [Firm or Organization Name] presented [Course Title], a Continuing Legal Education program with Lawline. The program offers viewers information on [Course Topic]. It is now available for on demand viewing at lawline.com.

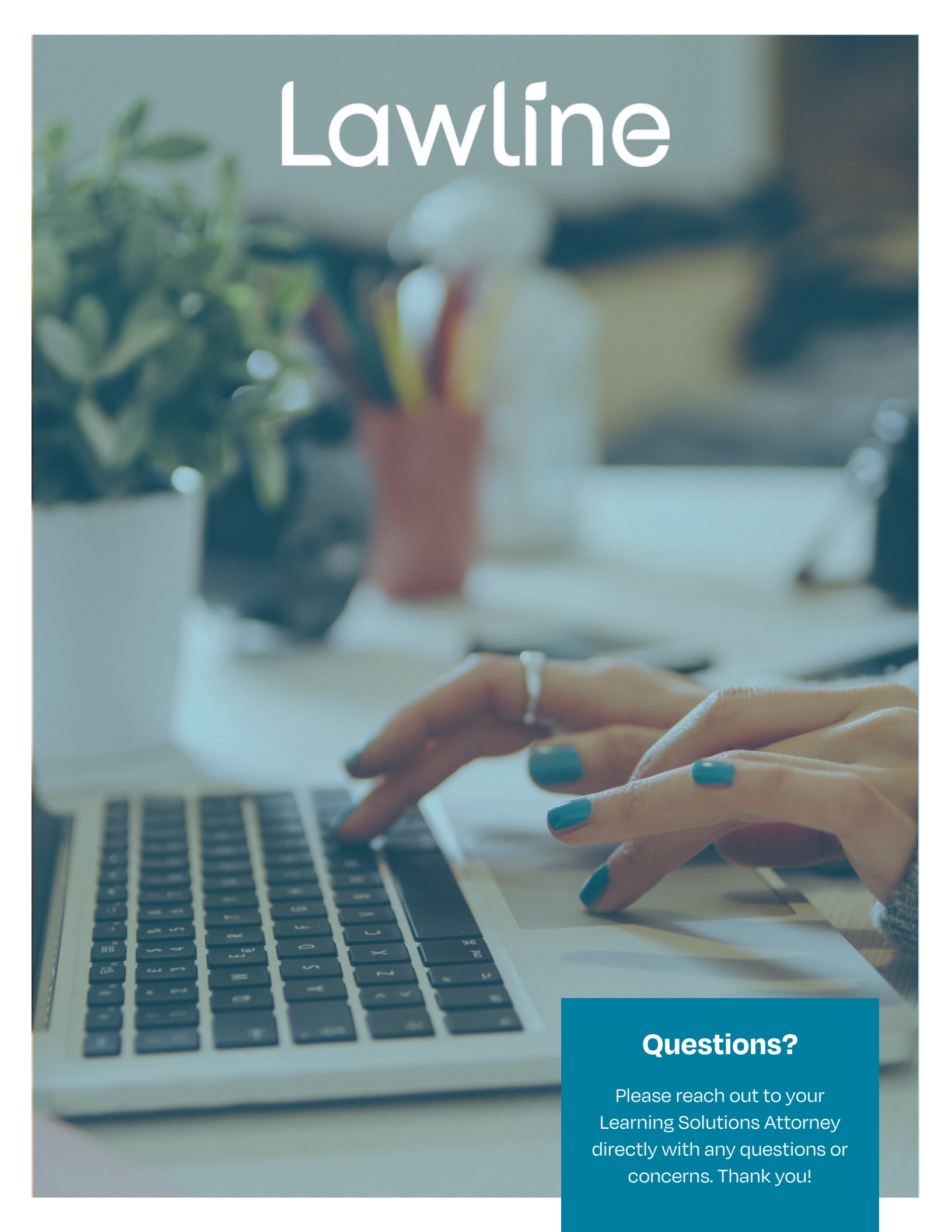
[Insert Firm/Faculty Information]

Optional The course with [Name] was part of the [Curriculum or Learning Path] on [Insert Date].

About Lawline

Lawline is a premier provider of Continuing Legal Education (CLE) services, dedicated to delivering high-quality educational content and innovative solutions to legal professionals. With over 25 years of experience, Lawline continues to lead the industry in CLE accreditation and support.

Lawline



Questions?

Please reach out to your Learning Solutions Attorney directly with any questions or concerns. Thank you!