

LinkedIn Scripts for Lawyers: How to Post About Conferences (2025 Update)

October 1, 2025, by [Jennifer Forester](#)

Conferences are full of insights and networking, but posting about them can feel uncomfortable. The hesitation is real: you don't want to seem self-promotional, you may feel blocked about what to say, or you simply don't want to spend extra time writing posts. But LinkedIn plays a distinct role: it helps make sure the reputation you've built offline shows up online.

Even if your practice is thriving, one post can validate referrals, demonstrate industry awareness, and keep you visible to the people who matter — including the [silent audience](#) of clients and peers who notice even if they don't "like" or comment.

These **starter templates** are designed to lower the barrier. Think of them as scaffolding: they give you a structure so you're not starting from a blank page.

But the real impact comes when you add your own voice. Skip the clickbait-style openers or manufactured drama. Share a genuine observation, a practical insight, or even a question you're wrestling with. Write the way you'd talk to a smart client over coffee. The goal isn't to trick someone into reading — it's to connect with people who genuinely value what you have to say.

Posting Essentials

- **Start a post vs. Repost with your thoughts.** Clicking "Repost with your thoughts" on firm content works in a pinch, but posts you create by clicking "Start a post" and adding your perspective usually travel much further. They feel more personal, spark more comments, and are shown to a larger share of your connections than a repost. You can still support your firm: tag the firm's page in your post so the admins are notified and connected to the conversation.
- **Posts keep working for weeks if they deliver value.** When a post is relevant, tied to your expertise, and gives readers something useful — whether it sparks comments, gets saved, or simply makes people pause and read — it can resurface in feeds for 2–3 weeks. Even one thoughtful conference post can stay visible long after the event.
- **Start with a strong first line.** Lead with the issue, insight, or question that hits home for your audience. Phrases like "Excited to speak at..." or "Honored to present..." are fine, but if you open with the why it matters, you'll grab more attention.
- **Use your own voice.** Write the way you'd actually say it out loud. Complex issues are fine — that's your expertise — but skip the legalese and heavy jargon. Your natural phrasing and style make the post easier to consume and more memorable.
- **Include a visual.** Whether it's a stage shot, a selfie, a collage of highlights, or even the conference's "I'm speaking at" graphic, visuals can make your post more eye-catching and boost visibility. Use real photos whenever possible. If LinkedIn detects an AI-generated image, it may display an indicator (like the "CR" icon), which can be a negative signal for both the algorithm and your audience's trust.

- **Tag with purpose.** Only tag people and pages that are directly relevant. Too many tags can feel spammy to readers and may even register as a low-quality signal to the platform.
- **Use the conference hashtag.** Many events create an official hashtag. Adding it connects your post to the broader conversation and makes it easy to find other speakers' and attendees' posts to comment on.
- **End with a question.** Comments are one of the strongest signals the algorithm looks for, and a clear question gives people permission to add their perspective. Make it easy for readers to add their two cents, and always respond to comments. Your replies show the conversation is active, extend the life of your post, and trigger notifications that bring others back into the thread.
- **Think about saves and sends.** Saved posts are now a visible [metric of performance](#). A strong recap or takeaway post is often something clients want to [bookmark](#) for later or DM to colleagues, which extends the life and impact of your content.
- **Proofread before posting.** LinkedIn pays close attention to your post in its first hour. If you make big edits right away, the system may treat it as less clear and show it to fewer people. A typo fix is fine, but try to get the post polished before you hit publish so it has the best chance to be seen.
- **Prime the platform before you post.** Spend 5–10 minutes adding meaningful comments (15+ words) on posts related to your topic. Search the conference hashtag or name and join the conversation there. This signals to LinkedIn that you're active in the discussion, which can boost the visibility of your own post.
- **Use AI as a thought partner.** Pair one of these templates with an AI tool. Share the basics: your role (speaker or attendee), the conference name, your audience, and 2–3 key points. Then ask the AI to draft a short LinkedIn post using the template as a guide. You can also use AI to brainstorm stronger opening lines (hooks) or test variations in tone, such as more professional, more casual, or more inspiring. Edit the output so it sounds like you and add your perspective.

Quick Reference Menu

<h3>Before the Conference</h3> <ul style="list-style-type: none"> • Sneak Peek (Speaker): tease your topic, invite questions. • Build Anticipation (Speaker): lead with a pain point or trend, ask for input. • Why I'm Attending: share reasons for going, invite meet-ups. • Amplify a Colleague (Not Attending): spotlight a peer's session. 	<h3>After the Conference</h3> <ul style="list-style-type: none"> • Key Takeaways: recap insights or trends. (most impactful!) • What Surprised Me: share the unexpected. • Trend Spotter: highlight a recurring theme, speculate on impact.
<h3>During the Conference</h3> <ul style="list-style-type: none"> • In the Moment: post a quick reflection or takeaway, what's the real-time vibe? 	<p><i>Pro Tip: New connections are more likely to see your latest post. After the conference, send invitations to connect and share a recap-style post to increase the odds they'll see it.</i></p>

Speaker Sneak Peek

[Type of Company/Industry] is navigating new [Topic] challenges/shifts/opportunities that are top of mind for business leaders and decision-makers. At [Conference], I'll be sharing insights in my session, "[Presentation Title]," on [Date]. We'll look at how these issues affect [Audience/Titles], including...:

+ [teaser]

+ [teaser]

+ [teaser]

What questions are you hearing most often about [Topic]?

"Teasers" might look like: what matters right now, what's changing, what to watch for, practical steps, what attendees will walk away with, a common misconception, a surprising data point, an example from recent client work (without details), a regulatory update, a question that still divides experts.

Why it matters: Framing the preview around client challenges and layering in urgency or practical takeaways makes the post more universal. The closing question invites responses from clients and peers, turning the post into a conversation rather than a generic announcement.

Build Anticipation

[Stakeholders] are struggling with [Pain Point] as new [Law/Trend] reshapes the workplace. At [Conference], I'll be joining [Peer] and [Peer] to share how [Attendee Titles] can approach this challenge. To help shape the conversation, I'd love to know: what's the toughest question you're hearing about this issue?

[Industry] is facing a wave of [Pain Point/Trend] questions right now. That's the focus of my upcoming session at [Conference] on [Day/Time]. One question I'll be tackling: [Insert Key Question]. If you could add one more, what would it be?

Conversation starters: Instead of leading with "I'm excited to speak...," the post starts with the pain point. This grabs attention and ties directly to your expertise. Adding a research angle by asking for real-world questions shows openness and can give you fresh input that makes your talk stronger.

Why I'm Attending

I'm heading to [Conference] next week. A few reasons I'm making the time:

To hear from [Speakers/Experts] on [Topic] / To connect with [Peer group/Industry stakeholders] / To keep current on [Trend or regulatory issue]

If you'll be there, let me know. I'd love to meet up!

Why it helps: This makes attendance purposeful, not boastful. It signals that you're invested in learning and relationships, and it opens the door to new connections.

Amplify a Colleague

Wish I were headed to [Conference], not just for the [Local Food], but to hear my colleague [Peer] unpack [Topic]. If you're attending, what's the one question you'd want answered on this issue?

Human factor: Sometimes it feels easier to highlight a colleague's strengths than your own, so this kind of post can reduce the self-promotion hurdle. The open question makes the post more than just a shout-out and invites real conversation. Ping the colleague about your post so they can jump into the comments right away.

In the Moment

Full room here in [Location] as we dig into how [Stakeholders] can handle [Pain Point]. My biggest early takeaway: [Quick Insight]. For those following along, what's the toughest part of this challenge in your world? *(Attach a stage photo or selfie.)*

More ideas: Share a key quote or surprising data point from a speaker. Or give a quick snapshot of the energy in the room, the mix of attendees, or a side conversation that stood out.

Recap Key Takeaways

(Option A) This week at [Conference], we met with [Audience] to discuss [Topic]. My biggest takeaway: [Insight]. Here are 3 other trends I'm watching closely:

1. ...
2. ...
3. ...

For those working in [Industry], which of these trends are you seeing?

(Option B) Yesterday's Q&A with [Speaker] on [Topic] was full of practical takeaways. Here are 5 that stood out to me:

1. ...
2. ...
3. ...
4. ...
5. ...

If you couldn't attend [Conference Name], which of these feels most relevant to your world right now? *(Add a photo of the panel or a key slide.)*

Make it savable: Sharing your takeaways positions you as thoughtful and client-focused. The list makes it easy to read, and the closing question draws out comments. Recap-style posts are also the type of posts people often save or send to colleagues, which can extend your reach well beyond the event itself. Aim for 1,000 to 3,000 characters.

What Surprised Me

I came to [Conference] expecting to hear a lot about [Topic]. What surprised me most was [Unexpected Insight]. It shifted how I think about [Issue]. Have you seen this play out in your practice or industry?

Trend Spotter

Across multiple sessions at the [Conference], one theme consistently emerged: [Trend]. I pulled together three ways I see this affecting [Clients/Industry] in 2026:

1. ...
2. ...
3. ...

Which one do you think will have the biggest impact?

Why people care: Posts that share surprise or humility signal authenticity and credibility. Real, unscripted moments show the human side of conferences and stand out in the feed. Admitting you changed your mind sparks thoughtful discussion. Spotting trends positions you as forward-looking and gives others an easy way to add their perspective.

Final Thought

The real challenge is friction — not wanting to seem self-promotional or getting stuck on what to say. These templates lower the barrier so you can post quickly and consistently. Even one short post can reach hundreds of people at a fraction of the time and cost of traditional BD. And remember, many of your connections are a silent audience: they may not “like” or comment, but they notice. Use these templates, add your perspective, and keep it conversational. The goal isn’t perfection, it’s staying visible to clients, peers, and referral sources who care about the same issues you do.