

ELEVARE EDGE:  
WEEKLY TIP

LinkedIn reach  
feels harder in  
2026

Here are 7 tips to help you  
get visibility.

LinkedIn®



# Write from your client's view

Start your posts with:

- ✓ “What GCs worry about...”
- ✓ “What founders don’t ask their lawyers (but should)”
- ✓ “Why this issue stalls deals in Southeast Asia”



# From Thought Leadership to Decision Guidance

- ✔ Offer decision checklists that clients can use immediately.
- ✔ Be clear: “If you are deciding between X and Y, here’s what clients think.”
- ✔ Outline risk trade-offs



# Use authority without self- promotion

**Authority is signalled through:**

- Calm confidence
- Specific insight
- Narrow expertise

**Example:**

Show how your ranking or award helped your clients instead of just posting an announcement.



# Post for Asian audience

(who engage less)

- ✓ Numbered frameworks (3 - 5 points max)
- ✓ Short paragraphs (white space = credibility)
- ✓ Clear regional anchors (“In Hong Kong...”, “For Singapore based firms...”)



# Be jurisdiction specific, not Asia generic

Posts that perform best in Asia usually choose one clear lens:

- 1 “For Singapore GCs...”
- 2 “How Malaysian clients evaluate advisers...”
- 3 “What HK-listed companies expect...”



# Posts from senior individuals with credibility are prioritised

## Do the following:

- 1 Enable leadership/partners to post in their own voice.
- 2 Reduce over-editing
- 3 Accept that polished posts kills reach



# Consistency beats frequency

Repetition builds recognition -  
which the algorithm rewards.

## Best practice in 2026:



1 - 2 high quality posts per week



Same theme repeated: Eg, “GC decision-making”, “cross-border risk”, “PE expectations”



# Contact Elevare Asia to make sense of your LinkedIn posts



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