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Troutman Pepper Locke Recognized for Best LinkedIn Engagement by BTI Consulting Group

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Troutman Pepper Locke was named “[Best of the Best in LinkedIn Performance](#)” by BTI Consulting Group in its most recent report, which highlights law firms outperforming all others utilizing the social network.

To collect the data, BTI examined and mined data from more than 200 law firms’ LinkedIn pages during the past two years. The research found that the leading 30 firms demonstrate that effective LinkedIn engagement hinges on producing compelling content, building a strong digital distribution framework, and partner support.

The firm is ranked as a leader in the industry and delivers on key metrics, including:

- Follower growth
- Engagement levels
- Posting cadence
- Touch points per partner

According to BTI, 84 percent of corporate clients incorporate LinkedIn into their daily lives and use the platform for meeting, hiring, and evaluating. This recognition highlights Troutman Pepper Locke’s continued commitment to delivering value through client-centered excellence — in this case, sharing timely, relevant content accessible to them in one convenient place.

Troutman Pepper Locke

Troutman Pepper Locke helps clients solve complex legal challenges and achieve their business goals in an ever-changing global economy. With more than 1,600 attorneys in 30+ offices, the firm serves clients in all major industry sectors, with particular depth in energy, financial services, health care and life sciences, insurance and reinsurance, private equity, and real estate. Learn more at troutman.com.