

The social army

Who posts on LinkedIn at the UK's 250 largest law firms: the biggest armies, the most mobilised firms, and what the summer did to them.

27,660

people post each month across the TBD250

1 in 9

of the 254,882 staff on LinkedIn

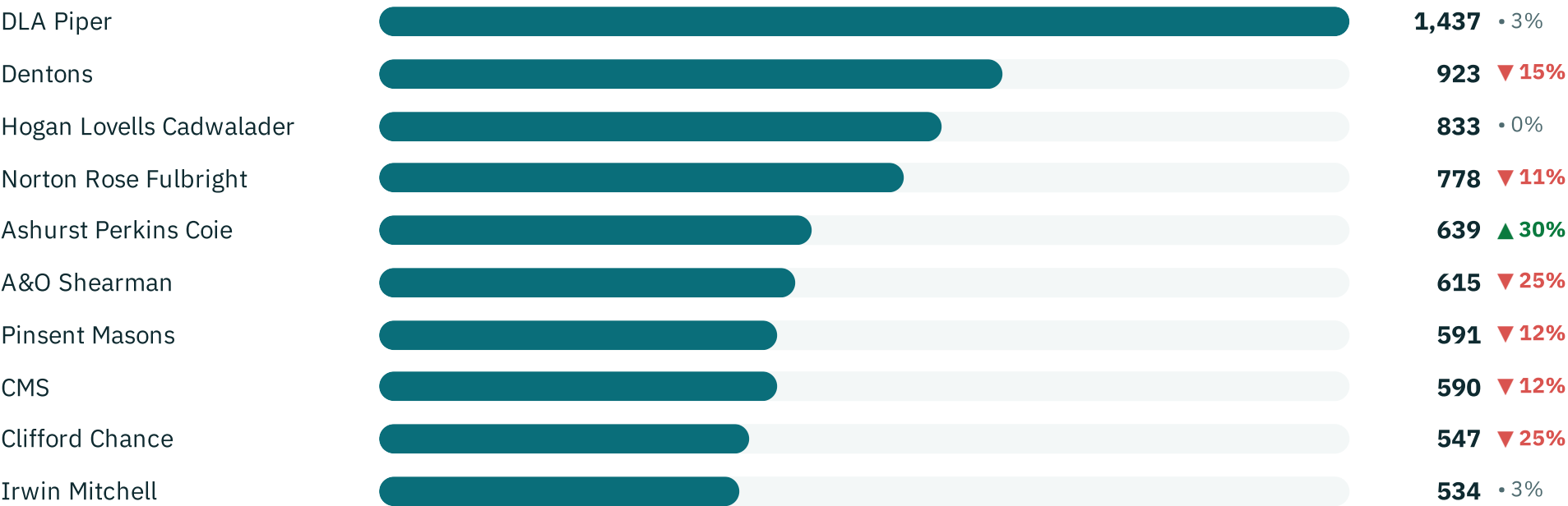
6 of 10

of the biggest armies shrank between spring and summer

1 The ten biggest armies

DLA Piper fields the biggest army in UK law: 1,437 people posting a month. But summer thinned the ranks. Six of the ten biggest armies shrank between spring and summer; Some major firms lost a quarter of theirs.

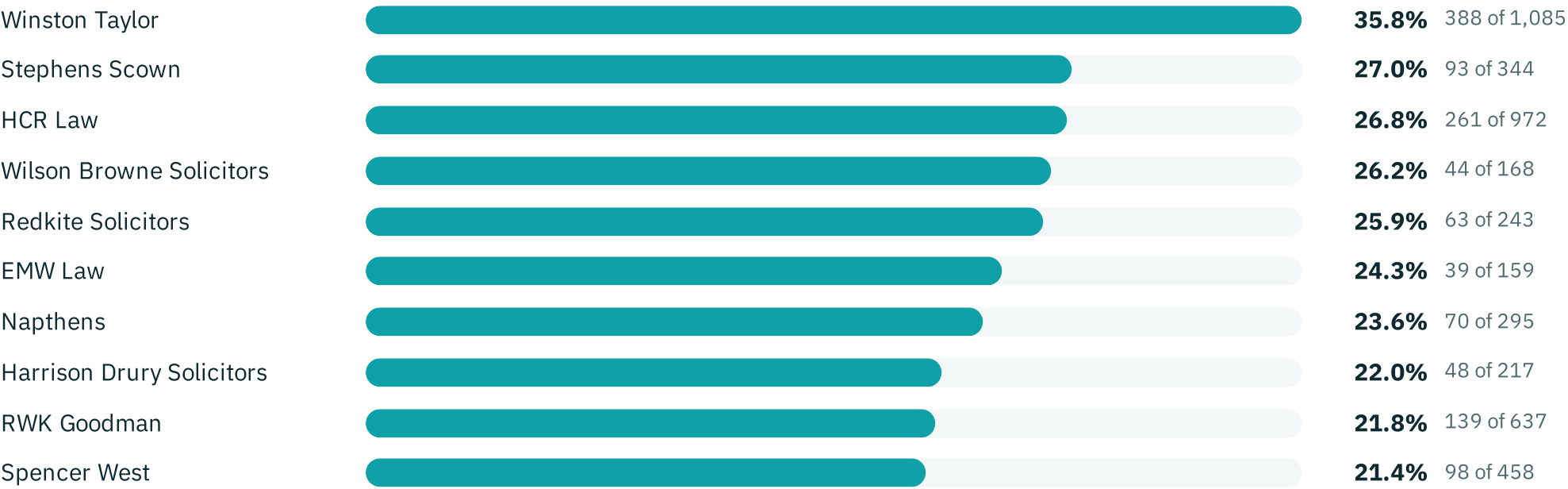
People posting each month, July to September 2026 · change on April to June



2 The ten most mobilised firms

Share of LinkedIn staff posting each month, firms with 100 or more staff.

Share of staff posting each month · people posting of staff on LinkedIn



3 Mergers mobilise. For now.

2.6×

Winston Taylor's army after its June launch: 149 a month in spring, 388 in summer

New names get people posting. Winston Taylor went live on 1 June and more than doubled its army; its page likes rose more than fourfold. Ashurst Perkins Coie grew its army by 30%.

Launch excitement doesn't last. Once the welcome posts and new-logo selfies are done, armies drift back. The firms that keep the gains give their people a steady supply of posts worth repeating: the best of the launch, client wins under the new name, people news. Expect the gap between merged firms that plan for month four and those that don't to show in Q4.

Is your army over or under strength?

Your firm dashboard shows how your social army compares with firms your size, how many people you'd need to match them, and who to bring back: the people who posted or reposted for you earlier this year and have gone quiet.

See an example dashboard