

LinkedIn for Lawyers
Featuring Brenda Eady Stafford, Esq.

"Networking is a lot like nutrition and fitness: we know what to do, the hard part is making it a top priority."

~ Herminia Ibarra

## > Objection!

- Confidentiality rules
- Providing legal advice
- Rules related to attorney advertising
- I hate social media!

### Overruled

- Limit information/discussions to maintain confidentiality
- Provide straight forward information and general updates
- Comply with professional conduct rules on advertising; know and comply with your employer's social media policy
- ❖ Try NOT to hate LinkedIn it's a "business" tool

#### Why LinkedIn?

- Free "Real Estate"
- 660 Million People On LinkedIn
- Your colleagues and professional community are on LinkedIn
- Your clients and prospective clients are on LinkedIn
- "Get found" by search firms, recruiters, HR professionals on LinkedIn



# Optimize Your Time on LinkedIn: Define Your Goal

➤ Career Advancement

- ➤ Client Development
- ➤ Industry Influencer

## Once you define your goal, the rest is . . .



## Optimize Your LinkedIn Profile for Results

Key Profile Sections	Optimized
URL - linkedin.com/pub/yourname/29/890/2b9/	URL - linkedin.com/pub/yourname/ <del>29/890/2b9</del>
Photo	<ul><li>Use a professional photographer whenever possible</li><li>Project a professional Image</li></ul>
Header Image/Background Image/Hero Image – Default is blue with white connecting dots	Find an image, slogan, Company name, background drop. Possible source: Canva.com
Headline – Senior Associate, Mergers & Acquisitions, Spokane & Darius LLP	Headline – As a senior M&A attorney, I help Fortune 500 companies identify and attain business objectives in corporate transactions OR Collaborative Family Law Attorney   Litigation   Divorce Consultation   Motivational Speaker   Author
About –It's not really about <i>you</i>	About is an opportunity to create a statement that appeals to your target audience and address how you solve "pain points"
Experience – Do not copy and paste your resume here	Experience— Show how you exceeded departmental goals, achieved desirable outcomes for clients, under budget

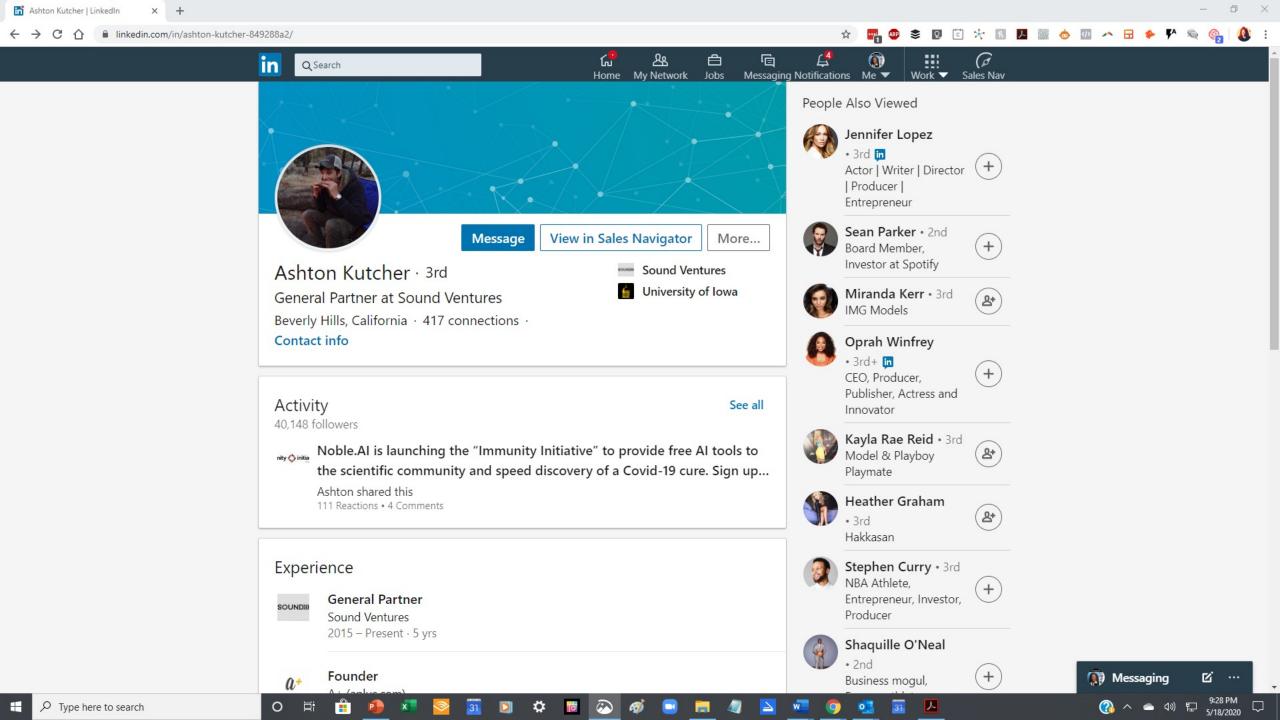


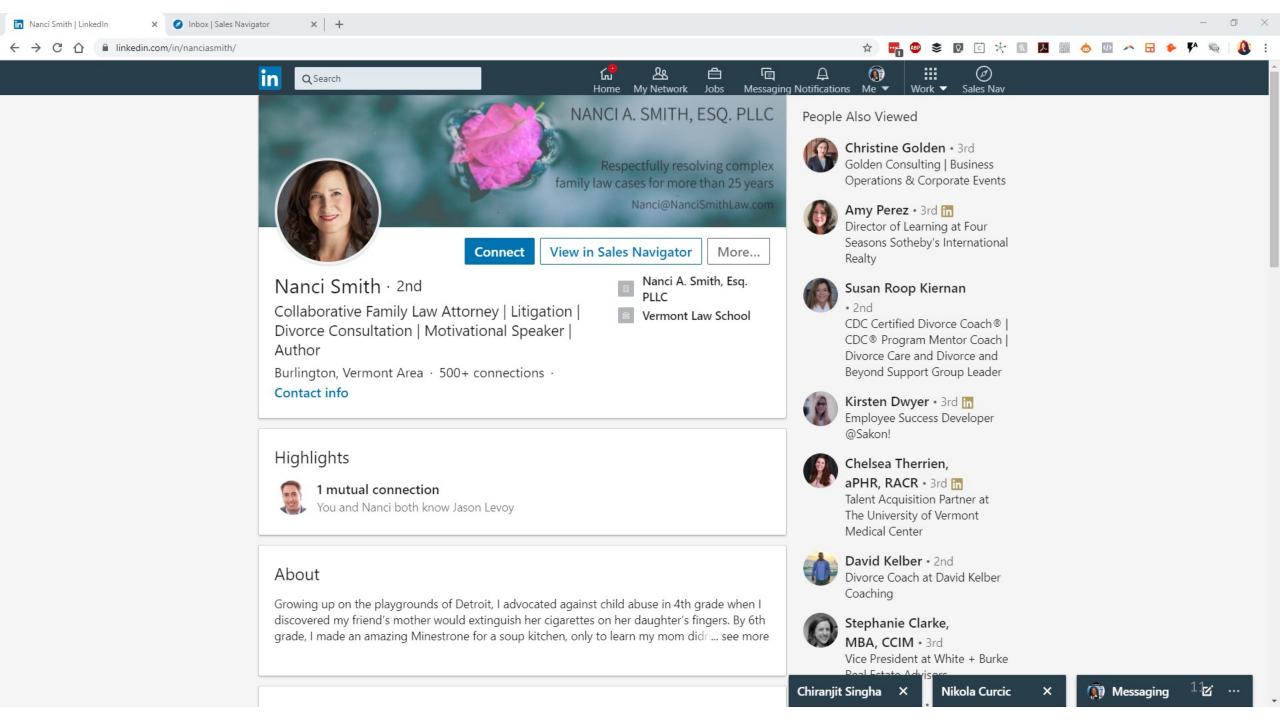


**ALL-STAR** 

You're in a league of your own.

## Analysis of a LinkedIn Profile





#### Spend 15 minutes a Day to Put Your Profile To Work!

- Find your prospects
- Connect
- Build your network
- Join Groups
- Contribute value
- Rinse and repeat



#### LinkedIn Groups of Interest to Lawyers

- ➤ E-Legal
- ➤ Corporate Lawyer Network
- ➤ In-House Law Jobs
- ► Law Jobs Network
- >Association of Corporate Counsel
- ➤ Minority Corporate Counsel Association
- ➤ Healthcare Law and Compliance Institute
- ➤ Women in Law

"Giving connects two people, the giver and the receiver, and this connection gives birth to a new sense of belonging.", and this connection gives birth to a new sense of belonging."

~ Deepak Chopra

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Contact me for a FREE half hour LinkedIn Profile consultation!

Thank you!

LinkedIn for Lawyers



## On Behalf of Princeton Legal Search Group Thank you