Building Your Personal Brand Using LinkedIn and Other Social Media Platforms

Presented by Goldie Chan, Founder of Warm Robots
Moderated by Karen R. Britton, Assistant Dean for Admissions, University of South Carolina School of Law

Moderator
- Karen R. Britton is the Assistant Dean for Admissions at the University of South Carolina School of Law. Prior to joining USC, she served as the senior administrator overseeing student recruitment, admissions, strategic enrollment planning, diversity recruitment, scholarships, financial aid, employment services, and student career development at the University of Tennessee College of Law.
- Prior to her work in legal education, Dr. Britton spent almost a decade at Bass, Berry & Sims PLC, a large Nashville based law firm, where her responsibilities included law student recruitment, attorney hiring and client development.
- She is a former present of NAJP, the National Association for Law Placement, where she held leadership roles for three decades. She has served the Law School Admission Council in various capacities, and was a charter member of the Tennessee Bar Association Committee on Racial and Ethnic Diversity.

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Presenters

- **Goldie Chan** is the top LinkedIn Video creator, global keynote speaker and digital strategist. Her video channel won LinkedIn Top Voice and is the longest running daily show on the LinkedIn platform with over 4 million views and counting. She’s known as the “Oprah of LinkedIn” by Huffington Post.

- Her current partnerships include global brands such as WeWork, Skype and Epidemic Sound. She also runs Warm Robots, a social media strategy agency based in Los Angeles and writes for Forbes on “Personal Branding and Storytelling in the Digital Age.”

- She has represented the US in the UK as part of an inaugural Women in Tech delegation through the Mayor of London’s office and is a Forbes Fellow. She is a proud member of the Producers’ Guild of America, New Media Council, Stanford University graduate and has been featured as a fresh voice in Forbes, Inc. Magazine, Fast Company and more.

Program Agenda

- Overview
- Why LinkedIn?
- Personal Brand for Law Students & Associates
- Personal Brand for Attorneys & Law Firm Owners
- Additional Platforms That Matter
- Questions

YOUR PERSONAL BRAND OR "WHO ARE YOU?"
Overview

From law student to attorney, having a strong Personal Brand matters.

It brings you credibility, new clients and the ability to close referrals who look for you online.

It answers the “who are you” question in a highly professional context.

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Why LinkedIn In General?

• 565M global users
• 40% are daily users
• 154M American workers have a LinkedIn profile
• 50% of Americans with a college degree use LinkedIn
• 45% of LinkedIn users are in upper management
• Most-used social media platform for Fortune 500 companies
Why LinkedIn For Lawyers?

While a lawyer may not have Facebook or other social media platforms, they’re very likely to be on LinkedIn. Clients are also more likely to be on LinkedIn. Consider LinkedIn your additional attorney profile.
Personal Brand for Law Students & Associates

Law Students
• Which law firms or roles are you most interested in?
• LinkedIn: Best time to start a profile and add fellow students/mentors
• Be conservative with what you post
• What content can you create?
• Who are your mentors?

Personal Brand for Law Students & Associates

Law Students
• Which law firms or roles are you most interested in?

Be aware of what they specialize in and tailor coursework, projects and internships towards their niche market.

Personal Brand for Law Students & Associates

Law Students
• LinkedIn: Best time to start a profile and add fellow students/mentors

Begin building a network that will amplify your content and job search.
Personal Brand for Law Students & Associates

Law Students

• Be conservative with what you post

Common sense works best. Drunken pictures on any social platform can come back to haunt you.

Personal Brand for Law Students & Associates

Law Students

• What content can you create?

In addition to connections, think content. Writing a blog documenting your school experience or interesting law cases you are studying is a great way to create content.

Personal Brand for Law Students & Associates

Law Students

• Who are your mentors?

Begin the search for mentors (either in school or outside in your broader network). Who your mentor and sponsors are will affect your network growth.
Personal Brand for Law Students & Associates

Associates

• What narrow niche market do you want to serve?
• LinkedIn: Add all colleagues and coworkers to your network
• Plant seeds for the future (business development)
• Create great ideas for clients (word of mouth)
• Commitment + Urgency = Win

Personal Brand for Law Students & Associates

• LinkedIn: Add all colleagues and coworkers to your network

With your first (or second) associates role, begin to add all your coworkers and any colleagues to your LinkedIn. When you are considering heading to another location, make sure your profile is up-to-date and reflects your experience and skills.

What keywords do you want to be known for? Ex: real estate, financial services etc.
Personal Brand for Law Students & Associates

Associates

• Plant seeds for the future (business development)
• Taking learning meetings
• Outreach on LinkedIn for potential clients
• Coffee, coffee, coffee (or drinks)

Personal Brand for Law Students & Associates

Associates

• Create great ideas for clients (word of mouth)

Having strong, unique client ideas will separate you from the pack – from being an average associate to a must-have associate.

Personal Brand for Law Students & Associates

Associates

• Commitment + Urgency = Win

After great ideas, agreeing to any projects or clients coupled with a sense of urgency to finish (or be thorough) by the due date will also keep you ahead of the curve.
PERSONAL BRAND FOR ATTORNEYS & LAW FIRM OWNERS/PARTNERS

- YOUR ATTORNEY PROFILE
- YOUR LINKEDIN PAGE

YOUR ATTORNEY PROFILE
YOUR LINKEDIN PROFILE

- Header
- Headshot
- Headline

Jessica Vittorio - Managing Attorney at The Law Office of Jessica Vittorio, PLLC, Dallas/Fort Worth Area

YOUR LINKEDIN PROFILE

- Summary
- Experience
- Education
- Referrals
- Skills

ADDITIONAL SOCIAL MEDIA PLATFORMS THAT MATTER
Questions?

Upcoming Programs

- **Optimizing the Lawyer Brain to Improve Wellbeing and Enhance Performance**
  Friday, April 12, 2019 | 1:00 – 2:00 PM ET

- **Should I Stay or Should I Go?: Staying the course in your legal practice in the face of odds and obstacles**
  Friday, June 14, 2019 | 1:00 – 2:00 PM ET

- **Reverse Interviewing: Questions to Ask Yourself and the Employer for Success on the Job Search**
  Friday, July 12, 2019 | 1:00 – 2:00 PM ET

Upcoming Programs

- **How to Apply for a Government Job**
  Friday, March 15, 2019 | 1:00 – 1:30 PM ET

- **Copyright Law**
  Friday, April 5, 2019 | 1:00 – 1:30 PM ET

- **How to Litigate Civil Sexual Assault Cases in the #MeToo Era**
  Friday, April 26, 2019 | 1:00 – 1:30 PM ET
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