Putting Social Media to Work for You:
Leveraging LinkedIn, Twitter and Facebook for Success
February 8, 2019 | 1-2:30pm ET

- Search and apply for more than 1,000 high-quality legal jobs nationwide
- Upload your resume for review by hundreds of potential employers
- Receive email alerts when new jobs are posted that meet your search criteria
- Or post a job if you have an open position to fill.
- Free monthly webinars offering career development and job search tips
  - Career Development Series
  - Career Choice Series

Visit http://ambar.org/careers today!

Elizabeth (Betsy) Munnell is a business development coach for lawyers and law firms. She was a partner, deal lawyer and rainmaker at Edwards Angell Palmer & Dodge (now Locke Lord) for 25 years. Betsy is a graduate of Harvard College and Harvard Law School, where she serves as a Visiting JD Advisor. She chairs the Board of the ABA Career Center. EMMunnell.com. @BetsyMunnell

Sofia Lingos is founder and Managing Attorney of Trident Legal where she represents small businesses and entrepreneurs. She is also an Associate Law Professor at Northeastern University School of Law, teaching Law Practice Management and Access to Justice and serving as the Director of the Community Business Clinic. She is a frequent speaker and author on LPM topics and business law. She has been named Massachusetts Super Lawyer Rising Star every year since 2013. @SofiaLingosEsq

Faculty
Strategic Use of Social Media: No Longer Optional

- Build and protect your “brand”, expand your network
- Market your practice and skills to clients and prospective employers
- Engage authentically with clients and prospects
- Learn about clients, prospects and their industries
- Display knowledge, business acumen & expertise; add value

Statistics: Law Firms and Online Marketing

Website ~ 77%
Blog ~ 24%
Social Media Presence ~ 76%
  - LinkedIn ~ 93%
  - Facebook ~ 62%
  - Twitter ~ 14%
  - Avvo ~ 36%
Business Return ~ 35%

Building and Protecting Your Online Brand

- LinkedIn
- Twitter
- Facebook
- Instagram
- Other platforms
The WorldWide Web: Where to Start?

Getting Started
Building Your Online Brand

• Create a Compelling Profile
• Build Your Professional Network
• Engage Consistently with Your Network

Developing an Online Identity

• Define your identity
• Express it in images (logo/headshot)
• Register your name
• Speak consistently
• Connect appropriately

BE GENUINE!
The Prime Directive: Content Creation

• Create, Share, Be Shared!
• Articles
• Commenting on blogs and posts
• Microblogging
• Blogging/LinkedIn Publishing

1. LINKEDIN...

Not Optional

“Hi, I’d like to add you to my professional network on LinkedIn.”

Why is LinkedIn Essential?

I DON’T KNOW WHO YOU ARE...

BUT I WILL LOOK YOU UP ON LINKEDIN AND I WILL FIND YOU.
What’s most important?

- Heading (222 characters/spaces)
- Photo
- Summary
- Keyword search strategy

Let’s Go Live and See How It’s Done.....

2. TWITTER

If it happened... it will be reported first on Twitter....
The Internet: A “cacaphony” of information (but an absolutely essential resource)

Sofia Lingos on Twitter

Let’s Go Live Again and See How Sofia Does It…..

3. FACEBOOK
4. INSTAGRAM

Next:

A live demonstration on Hootsuite

5. Other Platforms

- YouTube
- Pinterest
- Snapchat
- Avvo, Findlaw
…but time is short, clients are calling, family and friends need me.....who has time for social media? I have to practice law!

Create a Simple Daily Routine
And stick to It!

Reviewing The Basics

• Sign-up
• Complete Profiles
• Create Compelling Content
• Listen, Share and Engage
• Make & Maintain Relationships
• Build Your Brand
• Sharpen Your Craft

5 Facebook Takeaways & To-dos
1. Connect with your existing network.
2. Find clients who use Facebook.
3. Use a combination of text and images to grab the attention of your audience.
4. Execute low cost targeted marketing campaign.
5. Understand and implement privacy settings.
5 Twitter Takeaways & To-dos

1. Create a meaningful handle.
2. 280 characters is plenty! Add photos and links.
3. Follow relevant and interesting information sources.
4. Organize Contacts via lists.
5. Tweet, retweet and be tweeted….or just LISTEN

5 LinkedIn Takeaways & To-dos

1. Create your online professional resume.
2. Invest in a professional photo.
3. Organize the sections with the most important information on top.
4. Complete your profile (add media, set #Hashtags, join groups…)
5. Participate! Go beyond "like" and "Congrats!"

5 Hootsuite Takeaways & To-dos

1. Connect your Twitter and LinkedIn accounts to Hootsuite
2. Drop your Twitter Lists into streams
3. Set up "live" Twitter searches in your streams
4. Learn how to use the Compose and Schedule features
5. Set up separate Tabs to house related searches and lists by client or topic
THERE’S NOTHING NEW UNDER THE SUN

Listen: Monitor contacts and companies

Engage: Connect, comment, question, congratulate & thank

Build reputation: Demonstrate insight, expertise and business acumen

Sharpen your craft: Update your knowledge of the sector and specialty within which you practice. Improve the quality of your legal work, the topical content of your documents.

Share: Once a day—offer value to members of your network

Thanks for being with us today!

Social Media Branding Program

- Building Your Personal Brand Using LinkedIn and Other Social Media Platforms
  March 8, 2019 | 1 - 2 PM ET
Upcoming Programs

- Franchise Law | 2/15/19 | 1-1:30 PM ET
- Environmental Law | 2/22/19 | 1-1:30 PM ET
- How to Apply for a Government Job | 3/15/19 | 1-1:30 PM ET
- Copyright Law | 4/5/19 | 1-1:30 PM ET

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LET’S CONNECT!

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