Keeping Up with LinkedIn

Katie White

www.ktwhitelawcareers.com

• 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 – also available on-demand!
  - Career Advice Series
  - Career Choice Series
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Faculty

Katherine M. White
Principal
KT White Law Careers, LLC
202-365-8269

• Katie White has been advising attorneys in a variety of settings throughout her professional career. Katie’s niche is working with attorneys – who value her years of experience as a law firm professional development and recruiting professional; her law school career counseling work; and her reputation in the legal community.

• Attorneys consult with Katie on all facets of the job search process — from reviewing and polishing resumes and cover letters, to preparing for interviews, and from salary negotiation, to finding the right job for the next step in their careers. Other facets of her business include providing career-planning advice and coaching on relationship building, time management, and issues such as navigating office politics.

• Katie’s clients include in-house attorneys at the general counsel and more junior levels; law firm partners, associates and counsel; and government attorneys both in junior roles and at the Assistant Deputy Chief, Chief, and Deputy Commissioner levels.

• In addition to her consulting business, Katie counsels law students and serves as the Director of Employer Outreach at The George Washington University Law School. Prior to starting KT White Law Careers, Katie was Chief Attorney Recruiting Officer at Akin Gump and Director of Attorney Recruiting and Professional Development at Drinker Biddle. She held similar positions at Morgan Lewis, Swidler Berlin, Cleary Gottlieb, and Covington & Burling.
Addressing Your Questions

- Why Use LinkedIn? Is it Effective?
- Creating an Effective Profile
- Best Practices for Networking and Posting
- Using LinkedIn as a Marketing Tool
- Tips for Job Search and Business Development

Linking In

LinkedIn /ˈlɪŋkɪn/ is a business-oriented social networking service. Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. Now over 530 million users.

Mission: The mission of LinkedIn is simple: connect the world's professionals to make them more productive and successful.

Why Use LinkedIn?

- What is the Overall Purpose?
- How Does LinkedIn Differ from Facebook?
- Is it Worth It to Pay for an Upgrade?
How In-House Counsel Use LinkedIn

- Connect with business & industry leaders
- Connect with in-house colleagues
- Connect with outside counsel with whom you do not work
- As a platform to receive news & information
- To stay abreast of job opportunities
- As a platform to share news & information

“State of Digital & Content Survey” by Greentarget, ALM Legal Intelligence and Zeughauser Group -- April 2014

All Attorneys Can Benefit

- Connect with Business and Industry Leaders
- Connect with Known Colleagues, Alumni
- Connect with People You Meet
- Platform to Receive News and Information
- Stay Abreast of Job Opportunities
- As a Platform to Share News and Information

Creating an Effective Profile – Your Questions

- Should you include a bio at the top of the page? What goes into the summary?
- How detailed should the profile be?
- Which skills should I highlight?
- How to update your profile without others seeing that you have made changes?
- What to include so search firms will find you?
Creating an Effective Profile

- Photo
- Heading
- Summary
- Experience
- Education
- Interests

Profile

Profile – Another Example
Preparing a Successful Summary

- Review summaries of people in your field
- List skills, accomplishments, strengths
- What makes you unique?
- Know your audience, and your goals
- Write your summary in clear and concise manner
- Use active verbs – and key words
- Format for easy reading

Summary Prep – Other

- What are your 3 strongest skills?
- What are the attributes of the position you see as a next step? How does your experience relate?
- What accomplishments make you most proud – and are relevant to your career?
- Boil down your job function into a one-line description.

Summary Example

Executive with expertise in complex transactions, leading people and change management.
- Expertise:
  - Procurement, Suspension & Debarment, Environmental, Energy, Corporate, and Antitrust Laws
  - Ethics, Corporate Governance and Compliance, Commercial Transactions, Strategic Planning and Policy, Financial management, Complex Research & Development Transactions, Grants and Contracts Management, National Program Management
- Sector & Industry Experience:
  - European Union, Federal, Tribal, State, and Local Governments
  - Aerospace, Defense, Environmental, Financial, Oil and Gas, Research and Development, Pharmaceutical, Information Technology, and Chemical
Summary Example

- As a practicing lawyer in DC, Seth focuses on civil law as it pertains to serious injury, wrongful death, medical malpractice, and workers' compensation. Seth is also a member of the National Trial Lawyers Association's executive committee. He has achieved a perfect 10/10 on the attorney rating site Avvo, received an AV Preeminent rating by Martindale-Hubbell, was named a Super Lawyer by Thompson Reuters, and was also listed as a Top 100 Trial Lawyer by the National Trial Lawyers Association.

- When not leading his firm, Seth is heavily involved in helping his community and is an avid supporter of the education reform movement.

Experience - Tips

- List Each Job Title and Organization
- Describe Work Using Key Words
- Important to Repeat Key Words
- Include at Least 2 Bullets for Each Job
- Note Accomplishments

Experience - Example
Interests / Groups

Networking and Posting – Your Questions

- How to use LinkedIn to post articles, upload photos, use groups effectively?
- What are the appropriate ways to reach out contacts?
- How to best utilize the alumni search function?

Content – How to Post
Searching for Content

Best Practices: Networking

- Searching Contacts Effectively
  - People, Jobs, Content, Companies, Groups, Schools
  - Refining Your Search
  - Creating Connections and Outreach Plan
  - Organizing Contacts

Using Search Tool – Networking
Search Results – Finance Attorney, GW Law, 1st

How You Are Connected

This is a first level connection. LinkedIn will show who in your network is connected to the person in the profile you are viewing.

Building a Network of Connections for Career Success – Who Do You Know?

- Upload Your Contacts List
- Colleagues, Employers – Past and Current
- Friends & Family
- College and Law School Classmates
- People You Meet at Networking Events
Creating Connections

- Personalize Invitations
- Use card reading apps at events (see scan ’em and store ’em for ideas)
- Connect within 24-48 hours after meeting

Grow Your On-Line Presence

- Post status updates
- Mention connections in posts
- Introduce connections using LinkedIn
- Create and share content
- Congratulate connections on accomplishments

Tools: Privacy and Settings
What Others See When You Have Viewed Their Profile

<table>
<thead>
<tr>
<th>Account</th>
<th>Privacy</th>
<th>Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile privacy</td>
<td>Job seeking</td>
<td>Data privacy and advertising</td>
</tr>
<tr>
<td>Blocking and hiding</td>
<td>Job seeking</td>
<td>Security</td>
</tr>
<tr>
<td>Privacy setting options</td>
<td>Select what to show when you review their profile</td>
<td></td>
</tr>
<tr>
<td>Your name visible</td>
<td>stalkers</td>
<td></td>
</tr>
<tr>
<td>Hide profile characteristics</td>
<td>Someone at university/employer, Twin Cities</td>
<td></td>
</tr>
<tr>
<td>Hidden skills</td>
<td>Anonymous LinkedIn Reviewer</td>
<td></td>
</tr>
</tbody>
</table>

How to Address Networking in a Structured, Organized Approach

<table>
<thead>
<tr>
<th>Contact Name</th>
<th>Date of Initial Meeting</th>
<th>Initial Contact Event</th>
<th>Follow Up Email Sent</th>
<th>Follow Up</th>
<th>Date of Next Meeting/Info Interview</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mary Hurry – Deloitte</td>
<td>May 9, 2016</td>
<td></td>
<td></td>
<td></td>
<td>May 11, 2016</td>
<td>Mary was very helpful. She gave me 3 names of people to follow up with: June Starr, Herb Alpert at Herb Alpert &amp; Associates, and Melody Miranda at Target. Told me to email them and to use her name. She also suggested a networking group to join.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Follow Up</td>
<td>TBD</td>
<td></td>
<td>May 18, 2016 - Starbucks, 2 PM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Follow up with Referral</td>
<td>Remember to keep Mary posted about whether her contacts get back to me or not. Also, let her know when I attend the next meeting, so she can introduce me to other professionals.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Referral Source: ACC, New Jersey Chapter Meeting

Jobs Page

Note that you should Google about the “Let recruiters know you are open to opportunities” function, if you are employed and don’t want your employer to know you are looking for a new job.
Social Media Ethics Guidelines

- Check your local bar rules for clarification about what you can say on LinkedIn.
- Social Media Ethics Guidelines by the Commercial and Federal Litigation Section of the New York State Bar Association, updated May 11, 2017 [http://www.nysba.org/SocialMediaGuidelines17/]
- Comment: Although LinkedIn’s headings no longer include the term “Specialties,” lawyers still need to be cognizant of the prohibition on claiming to be a “specialist” when creating a social media profile. To avoid making prohibited statements about a lawyer’s qualifications under a specific heading or otherwise, a lawyer should use objective information and language to convey information about the lawyer’s experience. Examples of such information include the number of years in practice and the number of cases handled in a particular field or area.

Thank You!

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Upcoming Career Advice Series Webinar

- Friday, January 12, 2018, 1-2pm ET, *Catapult Your Career: Networking and Relationship Building Strategies for Junior Associates and Law Students*
ABA LCC Board Members:
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