Power Up Your LinkedIn® Profile

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Upload your resume for review by hundreds of potential employers.
Receive email alerts when new jobs are posted that meet your search criteria.
Or get a job if you have an open position to fill.
Free monthly webinars offering career development and job search tips.

Visit www.abalcc.org today!

Faculty

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  - Senior Counsel, Digital Payments & Labs, at Mastercard;
  - Author, Speaker, Podcaster, Adjunct law professor
  - Co-author, LinkedIn in One Hour for Lawyers

- Allison C. Shields
  - President, Legal Ease Consulting, Inc., Practice Management and Marketing Consultant for Lawyers;
  - Writer, Speaker
  - Co-author, LinkedIn in One Hour for Lawyers
What We’ll Cover?

- How to Think About Your Profile
- Profile Basics
- Taking Your Profile to the Next Level
- Q & A

What is LinkedIn?

- The “Professional Network”
- Founded 2003
- 467 million users (1 new user per second)
- 128 million users in USA

Why Does LinkedIn Matter?

According to recent InHouse Counsel New Media Engagement Survey, LinkedIn is the social media source in-house counsel use most to obtain information and expand their contacts.
Who are you?
What do you want?

Defining Your Purpose:
What are you hiring LinkedIn to do for you?

Your LinkedIn Profile
What is a Profile?

Your Profile helps you to stand out from the crowd.

How to Edit Your Profile

Click “Edit Profile” on the Profile menu.
How to Edit Your Profile

Professional Headline

Important: When someone interacts with you on LinkedIn this is what they see first.

Associate at [Firm Name]
Partner at [Firm Name]
Attorney | eDiscovery Project Management
Business litigation attorney delivering bold solutions in Complex Litigation
Chair of the Regional Zoning and Land Use Practice Group at [Firm Name]
Acclaimed Immigration Lawyer, Blogger, Advocate & Creative Problem Solver
Geneva-based Canadian Commercial Arbitrator
Estate Planning Partner at [Firm Name] | Estate Gift & Income Tax Planning
Civil Litigation Specialist, Mediator, and Chartered Arbitrator
Mergers & Acquisitions Attorney at [Firm Name]
Consumer Debt Attorney, Bankruptcy, Foreclosure Defense
Customize Website Links

- Change public profile link
- Use all three options
- Change default names

Photograph

- Professional
- Engaging and Inviting
- Consider using the same one you use on other networks for ease of recognition

Background Photo
11/11/2016

Summary

Details

Add Profile Sections

Also consider:
- Publications
- Projects
- Certifications
Add Media to Your Profile

- Add media to Summary, Experience or Education sections
- On Edit Profile screen, find “Add Media” within the designated sections

Portfolio

LinkedIn Publisher: Creating a post
Rearrange Within Profile Sections

- Manage received recommendations
- Send recommendations
- Request recommendations
- Ethical issues
Endorsements

Only endorse people you know, for skills you have personal knowledge about

View Profile As

Profile Strength

To reach All-Star:
- Industry and location
- An up-to-date current position (with a description)
- Two past positions
- Education
- Skills (minimum of 3)
- A profile photo
- At least 50 connections
Ethics Considerations

- Communications about Services
- Advertising
- Duties to Prospective Clients
- Unauthorized Practice of Law
- Confidentiality
- Direct Contact/Solicitation/Disclaimers
- Specialization/Expertise
Where to find LinkedIn Settings

Adjust your LinkedIn profile settings from the toolbar on the top right of your screen.

Action Steps

Allison C., you’re the boss of your account.
Questions?

LinkedIn in One Hour for Lawyers (Second Edition) available now in the ABA webstore:


Presenters

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