Winning Social Media Networking Strategies for Finding a Job or Gaining Clients
February 10, 2017 | 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 Advice Series
  - Career Choice Series

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Hashtag

#ABALCCsocialmedia
Ask questions on Twitter now!
Faculty

Elizabeth (Betsy) Munnell is a business development coach for lawyers and law firms through her Boston-based company, EHMunnell. She practiced law for nearly 25 years and was a partner, trial lawyer and rainmaker at Edwards Angell Palmer & Dodge (now Locke Lord Edwards). Betsy is a graduate of Harvard College and Harvard Law School, where she serves as a Visiting JD Advisor. She is a member of the ABA Legal Career Central Board. @BetsyMunnell

Sofia Lingos is founder and Managing Attorney of Trident Legal where she represents small businesses and entrepreneurs. She is also an Adjunct Law Professor at Northeastern University School of Law, teaching Law Practice Management and Access to Justice. 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

Strategic Use of Social Media: No Longer Optional

- Build and protect your “brand”, expand your network and 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

Building and Protecting Your Online Brand

- LinkedIn
- Twitter
- Facebook
- Other platforms
Getting Started: Building Your Online Brand

How to:

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

Developing an Online Identity

1. Define your identity
2. Express it in images (logo/headshot)
3. Register your name
4. Speak consistently
5. Connect appropriately

BE GENUINE!

The Prime Directive: Content Creation

• Create, Share, Be Shared! (General; Targeted)
• Articles
• Blogging
• Microblogging
• Commenting on blogs and posts
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?

- Professional Statement
- Photo
- Summary
- Keyword search strategy
Let’s Go Live and See How Sofia Does It…..

2. TWITTER

If it happened... it will be reported first on Twitter….

Sofia Lingos on Twitter

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

4. Other Platforms
   • YouTube
   • Instagram
   • Pinterest
   • Snapchat
   • Avvo, Findlaw

Managing Your Social Media

Use “Hootsuite,” “Buffer,” or another “Social Media Aggregator”... often called a “Dashboard”

Save time; stay organized and focused
Compose and schedule your tweets
Next:
A live demonstration on Hootsuite

QUESTIONS?

Create a Simple Daily Routine—Stick to It

...but time is short, clients are calling, family and friends need me...who has time for social media? I have to practice law!
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. Introduce yourself in 140 characters.
1. Follow relevant and interesting information sources.
2. Organize Contacts via lists.
1. Tweet, retweet and be tweeted.

5 LinkedIn Takeaways & To-dos

1. Create your online professional resume.
2. Invest in a professional photo.
3. Complete your profile.
4. Join groups.
5. Organize the sections with the most important information on top.

5 Hootsuite Takeaways & To-dos

1. Connect your Twitter, LinkedIn and Facebook 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
2/24/2017

Thanks for being with us today!

Upcoming Career Advice Series Webinars

- Friday, March 10, 2017, 1-2pm ET, The Science of Storytelling
- Friday, April 14, 2017, 1-2pm ET, Master the Art of Success
- Friday, May 12, 2017, 1-2pm ET, The Stress-Performance Link: Strategies to Increase Resilience and Avoid Burnout

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