

Thursday, September 14 | 2:30 pm – 3:30 pm

Workshop | Breakout Sessions #3

Be Linked IN or Be Left OUT: Why and How Lawyers Need to Come Out of the Shadows to Make Their Profiles and Their Presence Known

Body of Knowledge: Business Development

Presenters

- Nancy Myrland, Myrland Marketing & Social Media
- Susan Hunt, Hendershot Cowart P.C.

Session Overview

Research shows that GC and C-Suite execs are looking to LinkedIn now more than ever. The survey differences between 2019 and 2022 are drastic. GCs, C-Suite execs, referral sources, media, and other influencers are there, they are more observant, they have grown to value LinkedIn users' content, and are using the platform as a credible source when researching outside counsel. They are also paying attention to lawyer profiles and recommendations.

This session will not only help you understand which changes are important enough for you and your lawyers to pay attention to, and which to ignore, but will also help you understand the best way for lawyers to learn and follow through with an effective and efficient LinkedIn networking plan.

Topics to be discussed include:

- The Pandemic Effect: How everything changed overnight
- How LinkedIn has become a platform for “creators”
- How to help your lawyers understand where they fit in the Creator Economy, and how they can find their place on the platform
- Based on LinkedIn algorithms TODAY, what are the tools that will help maximize lawyers' time on LinkedIn?
- How to structure LinkedIn training so your lawyers will effectively incorporate this critical networking tool into their business development plans and efforts

Session Notes

Happy birthday LinkedIn!

- 20 years this year

Show me the numbers

- Huge growth trajectory over the last three years, in particular

- 15% increase in in house counsel in the last couple of years in particular
- why? the pandemic changed everything - a way to get close, in front of others
- lawyers a bit slower to adopt
- many coming from twitter - taking LinkedIn more seriously
- now being viewed as a serious platform
- also greater influence
- a very targeted communication vehicle
- **we need to help our lawyers have robust platforms and presence on LinkedIn**

The pandemic effect

- overnight, everything changed
- no events, etc - how to get clients?
- more than 80% of marketers say marketing has changed more in the last 3 years than in the last 50

What's in your profiles?

Profile and presence

- if LinkedIn shows content to people based on interests, and shows your content based on how they interact - we must help them achieve this - get in front of clients
- **match people with the content they care about**
- people are talking more on LinkedIn than they used to

The Priorities

Banner

- no guarantee that profile visitors will keep scrolling, so must hook them asap
- banner should evoke emotion

Profile

- start with keywords - do a brain dump!
- what defines what you do?
- make a mark on the top 7 - critical things others need to know about what you do - bake in these keywords and phrases throughout the profile

Headline

- one of the most important pieces of real estate

- use the 220 characters - use the keyword list
- use words that help people relate to you

About section

- robust, informative, inviting
- people will skim this
- how you help clients; what you do; for whom you do it; services and practice areas; bulleted list of keywords at the end
- do a google search and look at the metadata being pulled
- use headings for sections to help people find what they are using for
- use white space
- bulleted lists are your friend!
- write in first person
- people will only see 4-ish lines before they have to scroll further
- people go to profiles to learn more - make it easy for them
- emojis not really appropriate

Experience section

- 100 characters - use them!
- what makes you different
- description (2000 characters)
- make it conversational
- what are the things clients care about - include it

Your presence tickles the algorithm

- best practice for targets
- we must practice what we preach
- follow those who are good at this - get ideas from them
- do it yourself, engage, be authentic

Find your social superheros

- who is actively sharing?
- healthy competition
- billable hours allowance for BD, including social media
- create social media policy - what are the boundaries
- post, post, post, post! send reminders
- share own personal insights
- don't reinvent the wheel
- follow a 3-step process
- write thoughtful comments - take the best part of the comment and use it as a post
- don't compete with the poster - give them credit

Networks/making connections

- same as a networking event - who can you learn from, who can you help? who can help you?
- an existing relationship
- click the bell to get notifications who you want to get notifications from
- confidence comes from taking action
- measurements and analytics - don't look at these - pay attention to consistency - 12-18 months to get a following
- keywords, keywords, keywords - what people say about you when you're not in the room

Tell stories!

- wrap your big idea in a story
- personal content is most relatable
- be personable and pay attention
- find your own voice and be real
- LinkedIn is like a cocktail party

CARE - Celebrate, Advocate, Reciprocate, Enlighten

Give posts the best chance possible

Recent changes - yay or nay?

- can use events feature
- voice messaging - an icon where you would include a message
- live stream
- turn on notification bell for people you want to interact with
- hashtags going away? a rumor
- LinkedIn newsletters a great way to get in touch - can do up to 5 of them
- saved search alerts
- LinkedIn AI - will be available in posts and publications
- prompts
- visual creation (like MS Designer)

Be LinkedIn or Be Left Out