

Linked in

Rock Your Profile

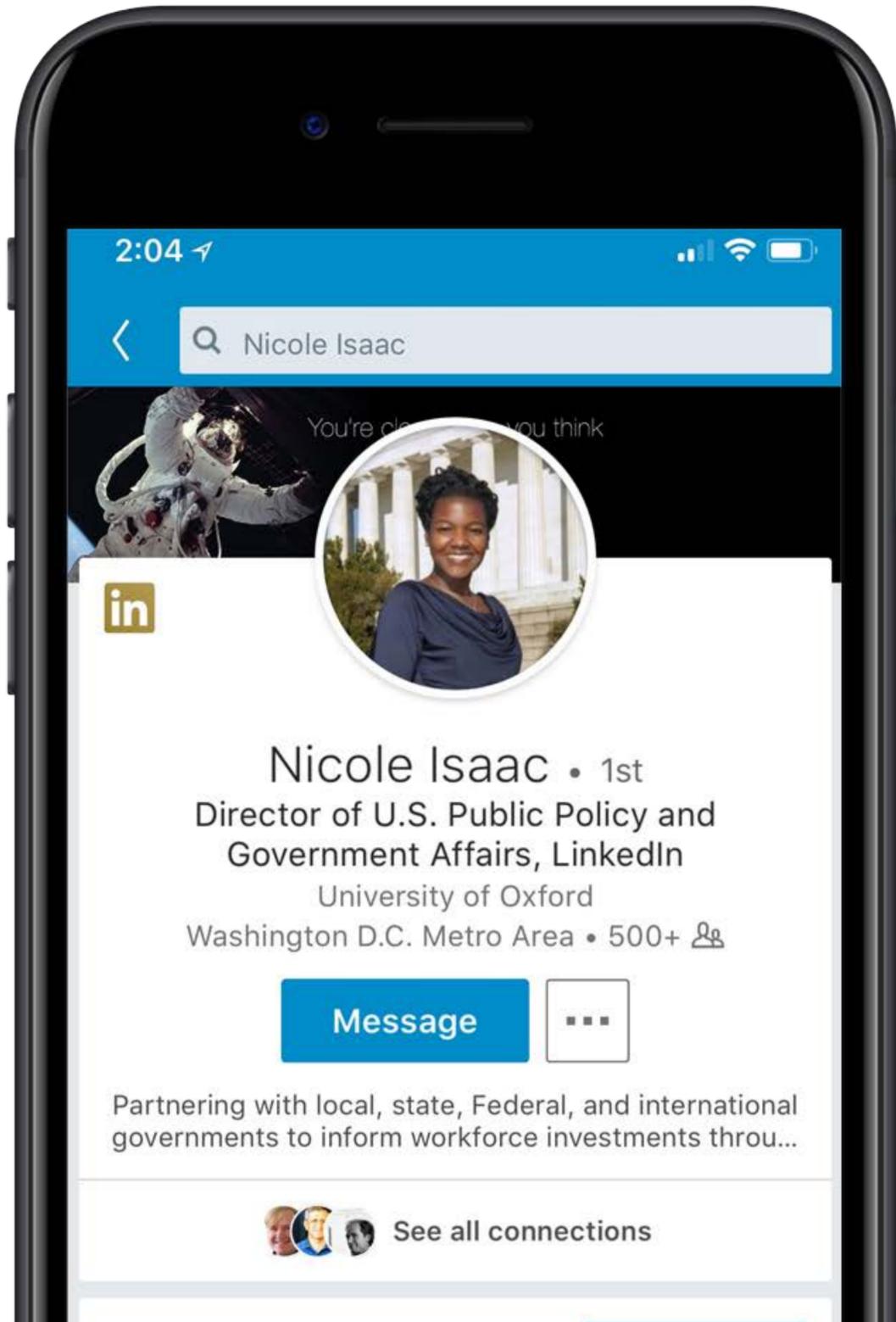


Sarah Wight
Sr. Director, Legal



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Director, Legal

Agenda



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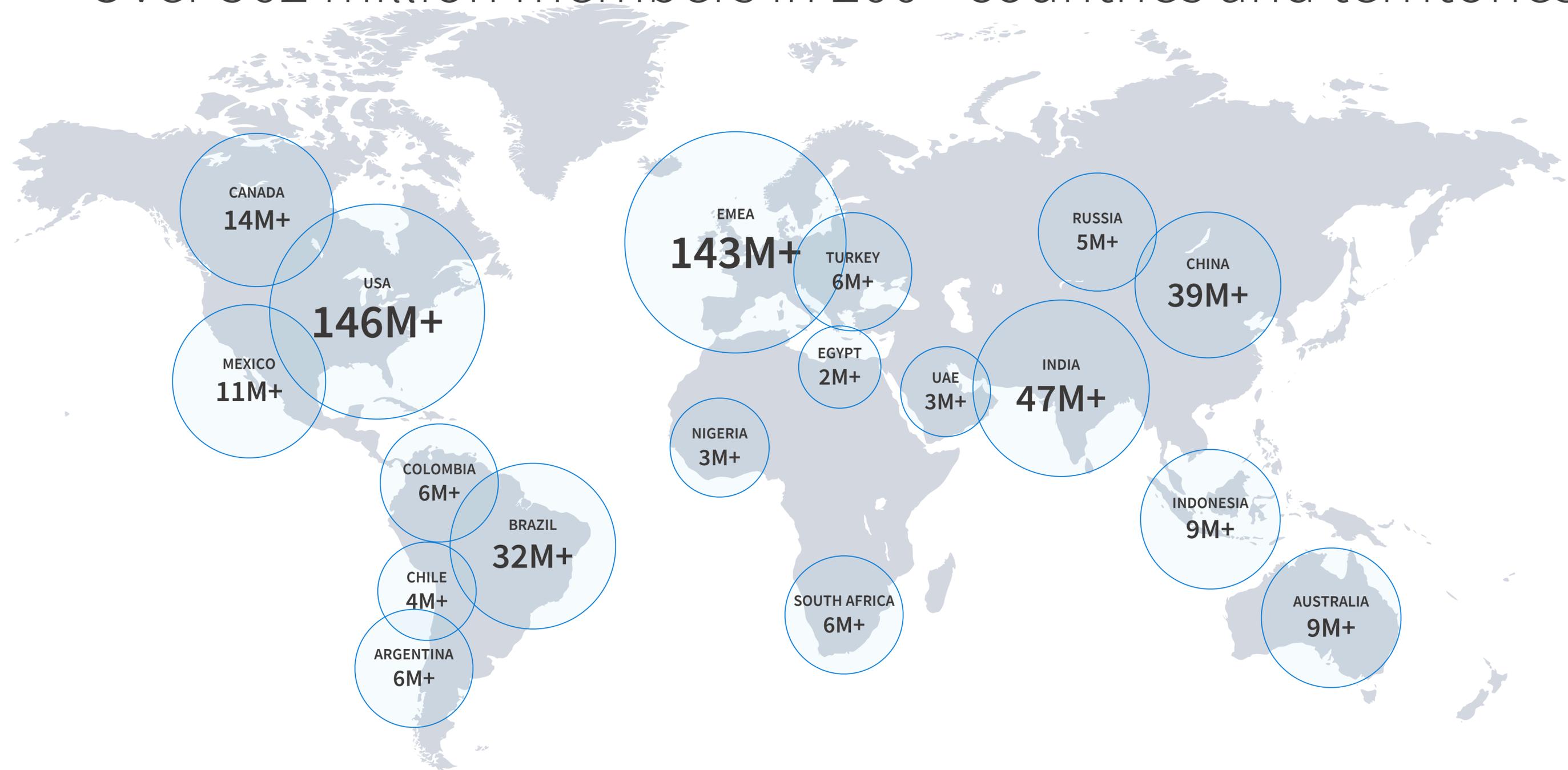
LinkedIn and Attorney Advertising

What's **LinkedIn** ?



The world's largest professional network

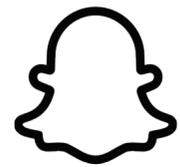
- Over 562 million members in 200+ countries and territories



What do you do on other social media?



I like donuts



Watch me eat a donut



Here's a photo of my donut



Look at these decorated donuts!



I'm listening to "Donuts"





On LinkedIn:



I have 8 years of experience representing donut companies.



I connect, interact with, and stay in touch with donut professionals.



I keep on top of the latest donut industry news.



I share information about the issues facing donut pros.



I'm looking for new donut-related opportunities.

OUR VISION

Create economic opportunity for every
member of the global workforce

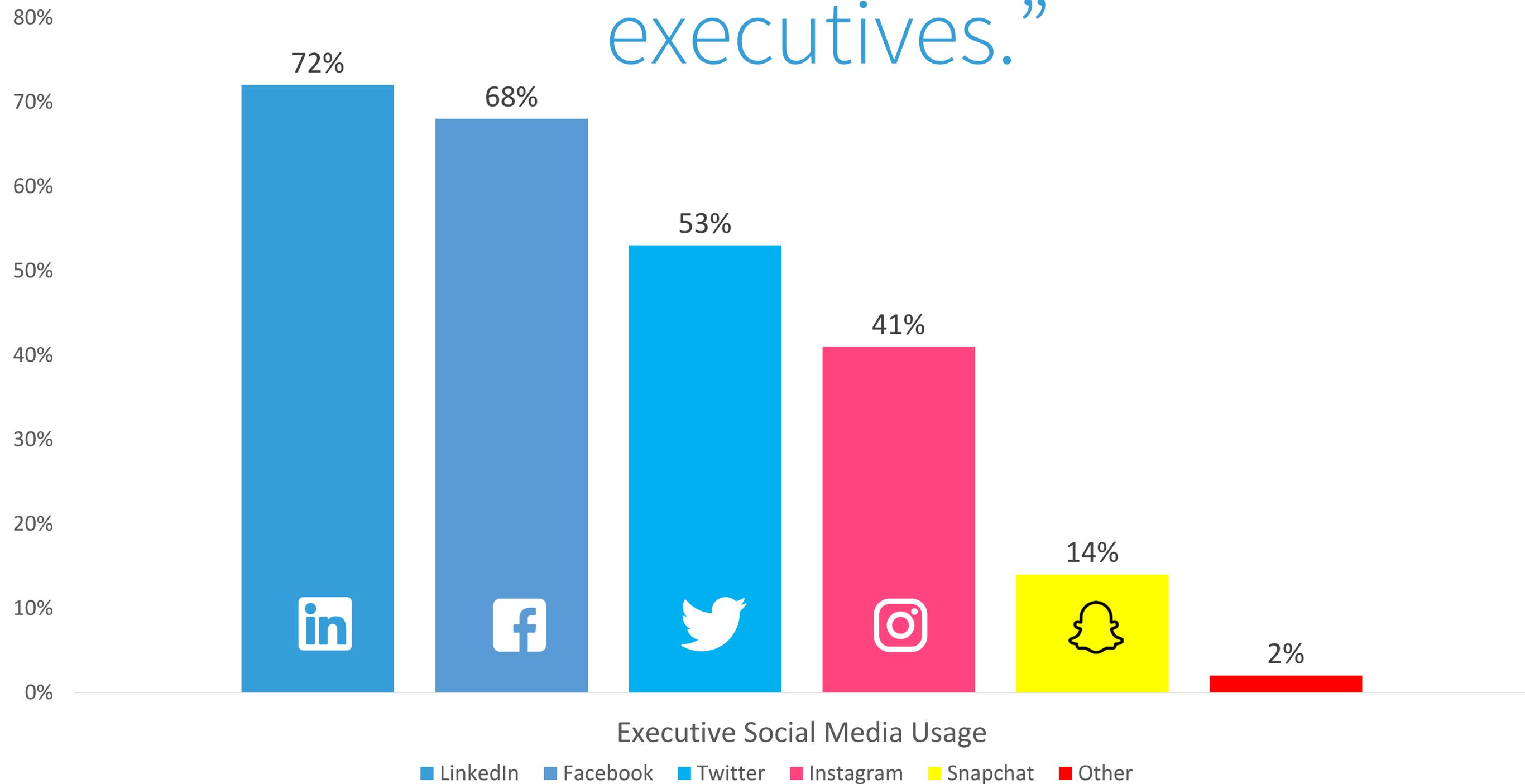
OUR MISSION

Connect the world's professionals to make
them more productive and successful

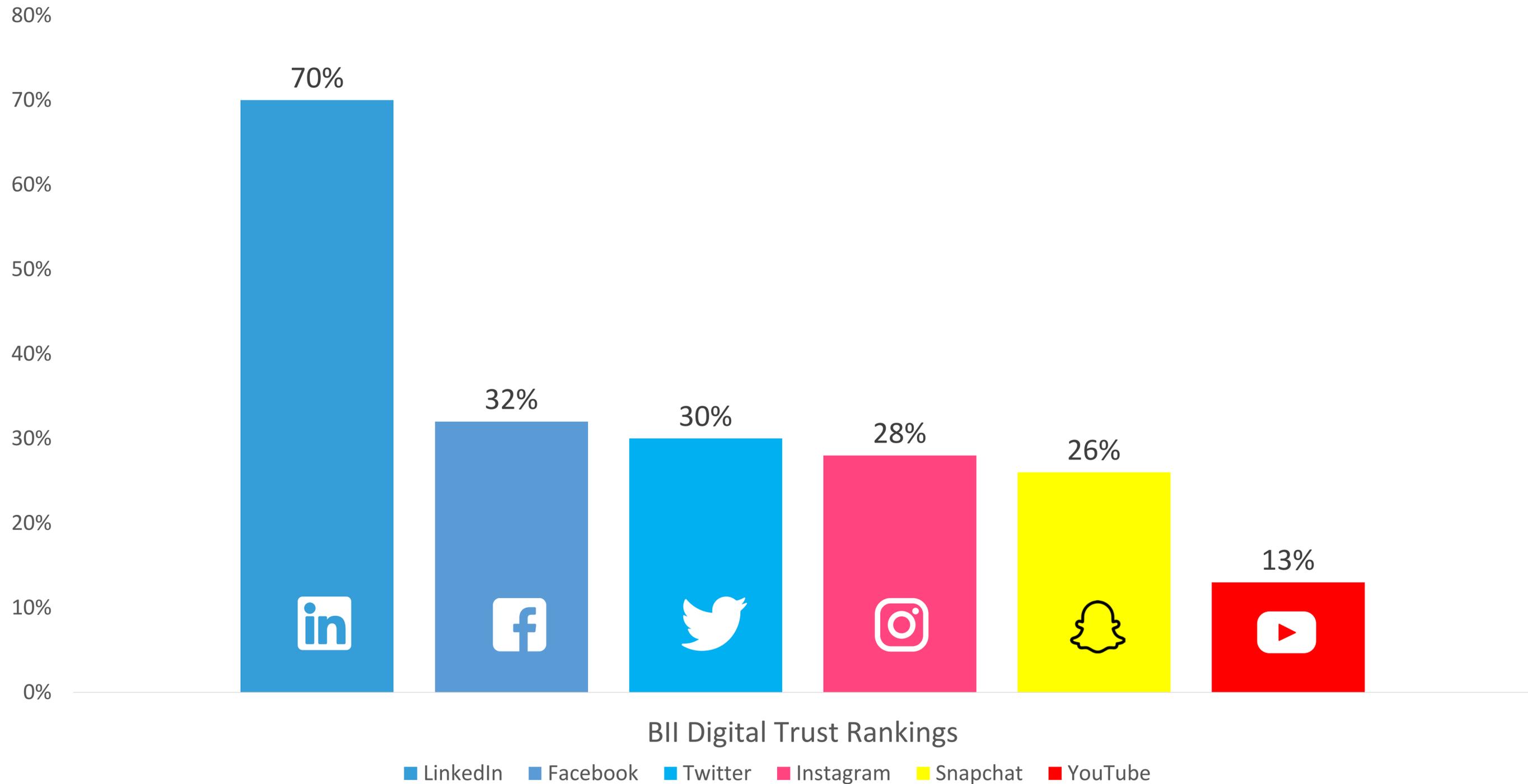
A man in a blue sweater and jeans is sitting on a ledge, looking at his smartphone with a joyful expression, fist clenched in excitement. The background is a blurred city street with a yellow car and bicycles.

LinkedIn helps its members
advance their careers.

“...the most used social platform among executives.”



“...indisputably the most trusted platform.”



Source: Business Insider Intelligence “Digital Trust Report” (June 2017)

Why should
lawyers use

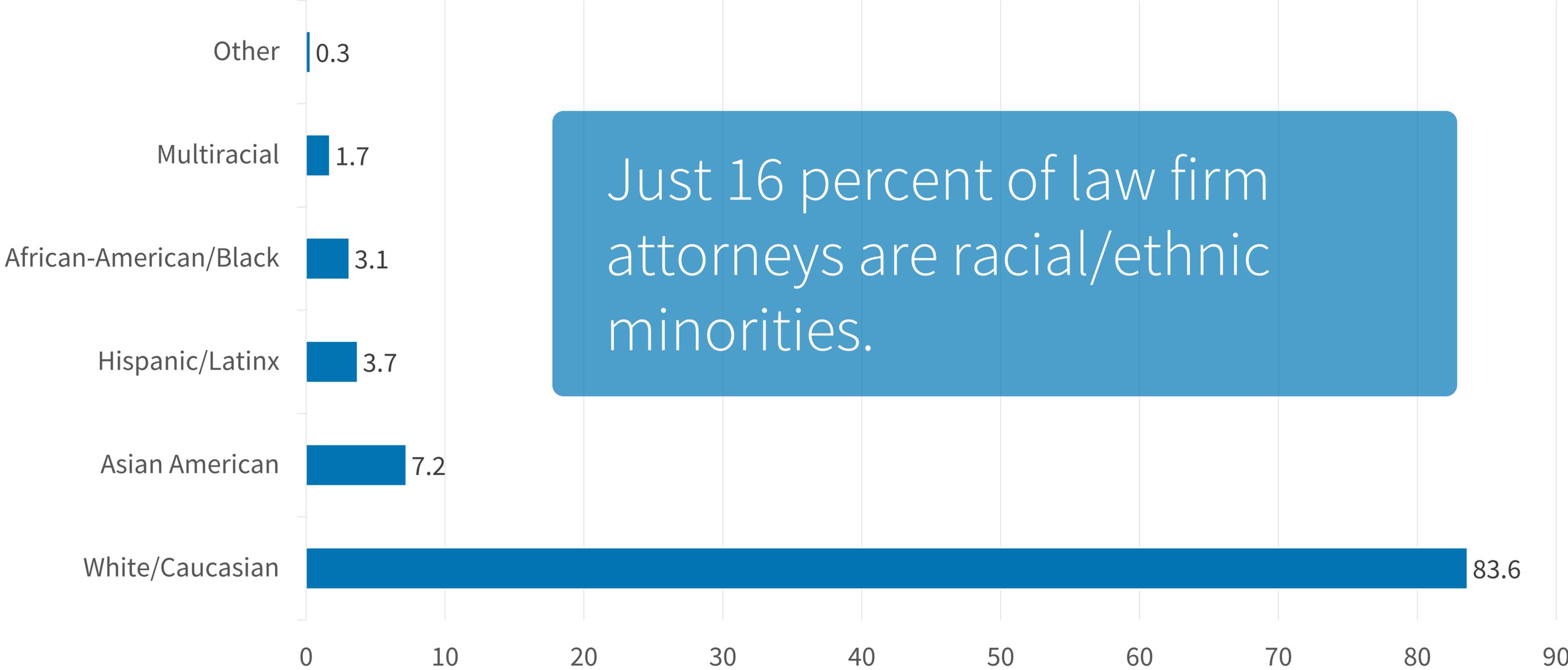


LinkedIn?

OUR OPPORTUNITY

Law remains the least diverse profession in
the United States.

Law Firm Attorneys by Race/Ethnicity

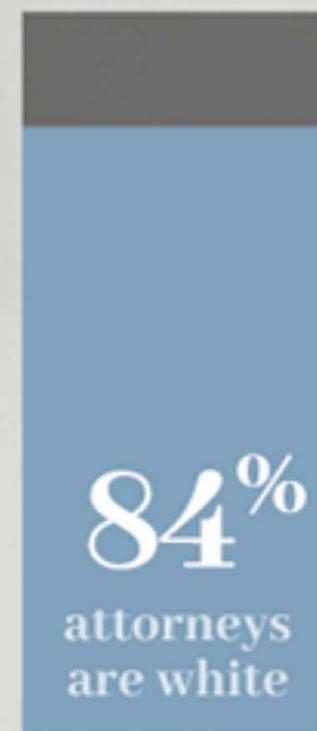


Source: Vault/MCCA Law Firm Diversity Survey 2017 Report



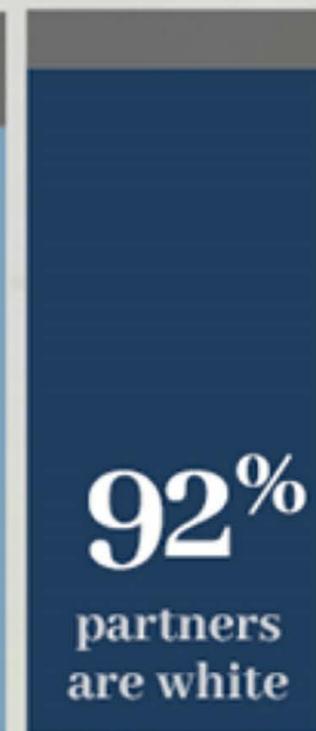
Inclusive leadership in the legal field **is critical**

U.S. Law Firms



Fortune 500

**in 2017*



Even fewer women & minorities at the top

Law Firm Partners

20

percent are women

8

percent are minorities

Fortune 500 GCs

25

percent are women

11

percent are minorities

How **LinkedIn** can help

There are over 1 million lawyers on LinkedIn.



Lawyers come to LinkedIn to:

- Interact with clients, contacts, and other legal professionals
- Stay well informed about industry news and legal trends
- Share professional content
- Research and contact people
- Recruit and look for career opportunities

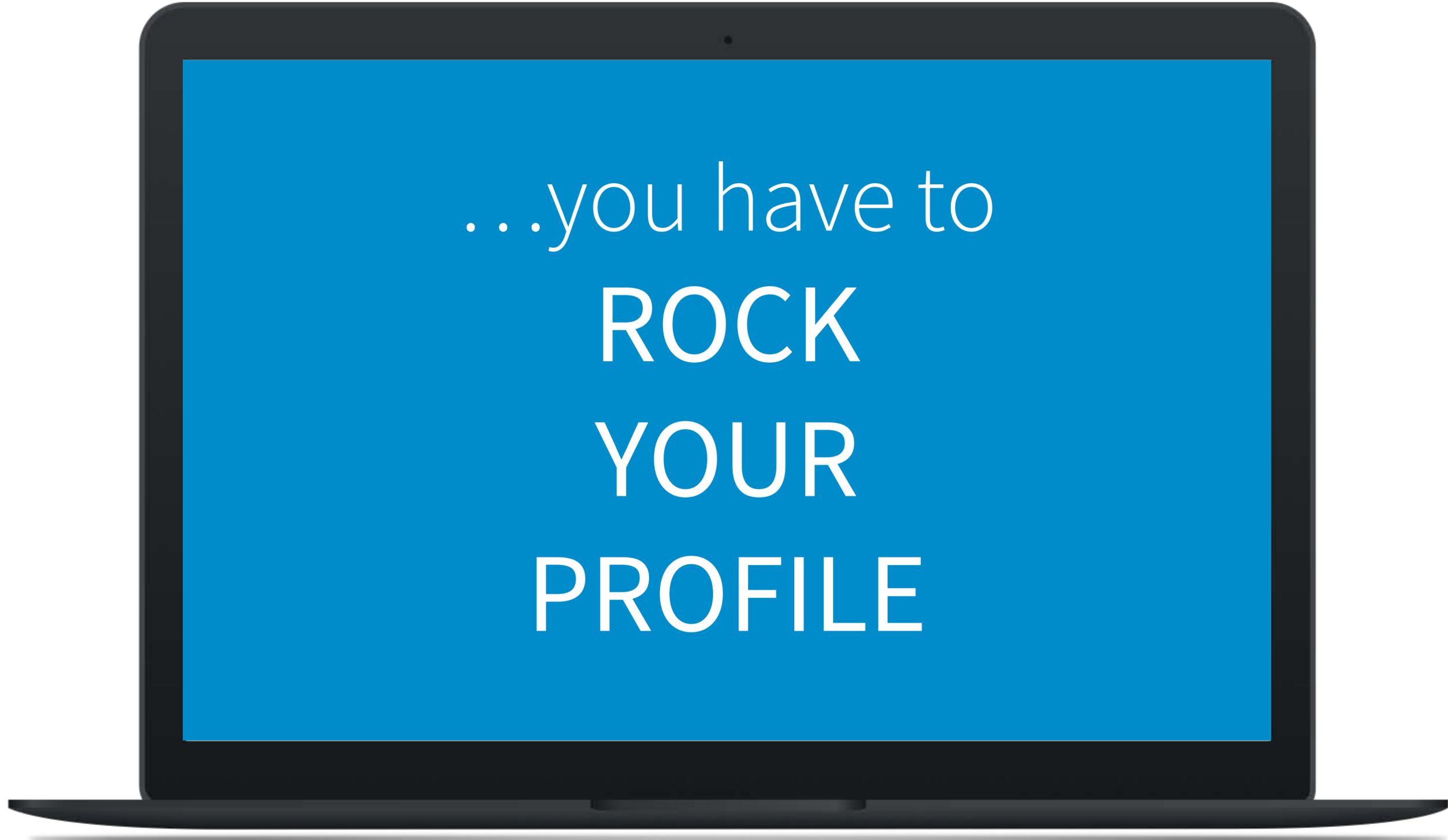


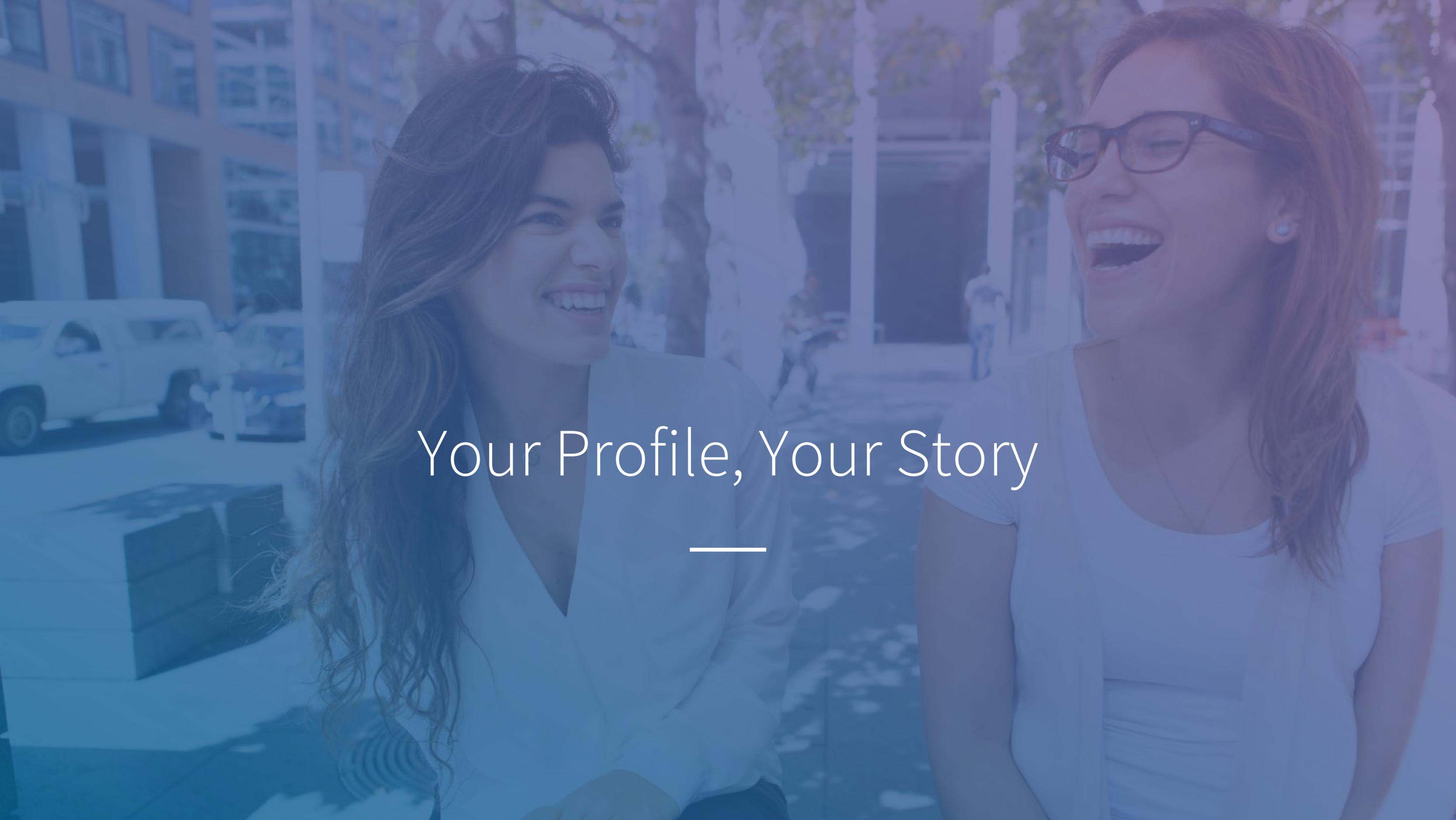
OUR OPPORTUNITY

LinkedIn helps attorneys network, learn, and build their practices and careers.

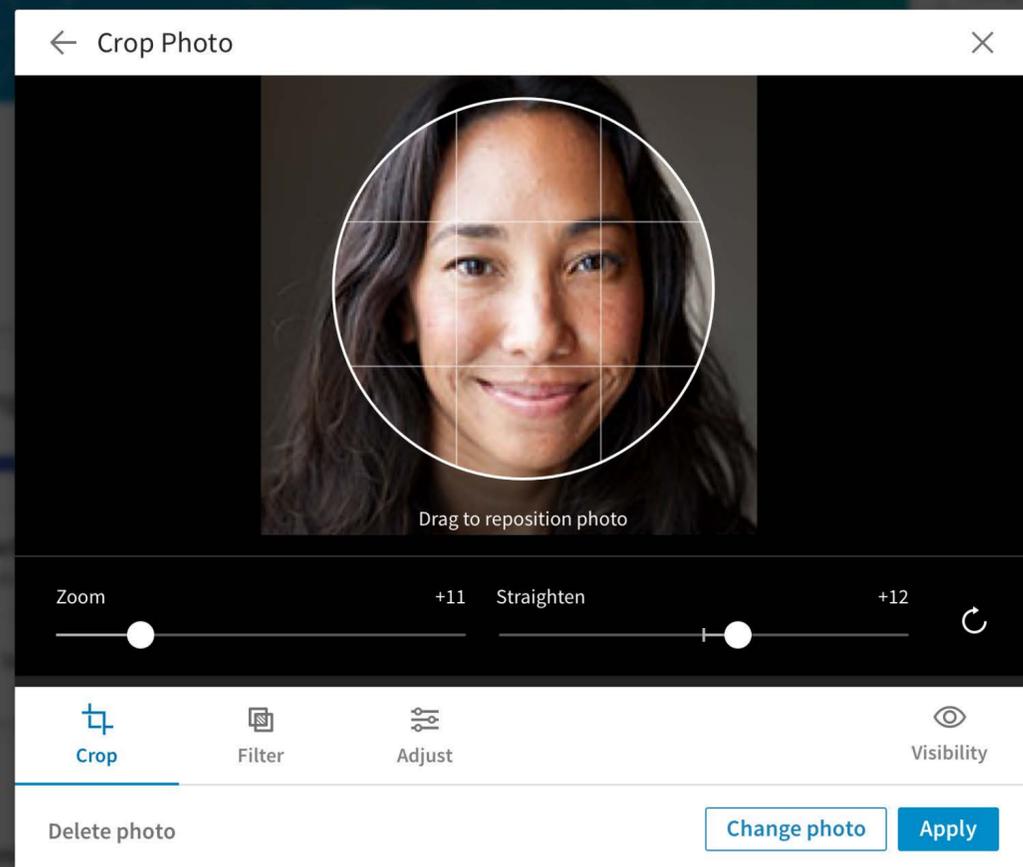
But first...

...you have to
**ROCK
YOUR
PROFILE**



A photograph of two women laughing joyfully on a city street. The woman on the left has long, wavy brown hair and is wearing a light-colored blazer. The woman on the right has shoulder-length brown hair, wears glasses, and a light-colored t-shirt. The background shows a city street with buildings, trees, and parked cars. The entire image is overlaid with a semi-transparent blue filter.

Your Profile, Your Story



STEP ONE

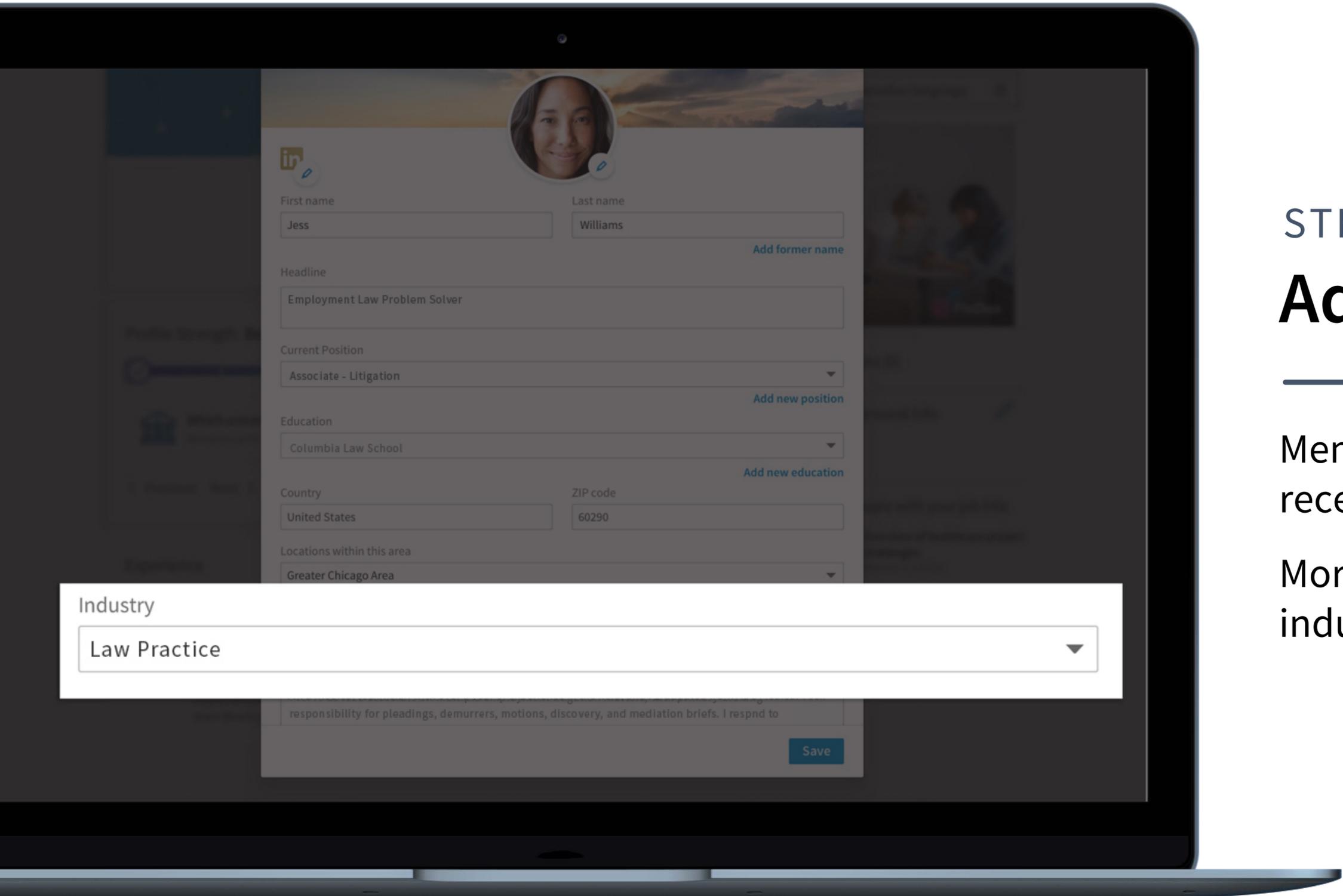
Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages



STEP TWO

Add your industry

Members with industry information receive up to **9x** more Profile views

More than 300K people search by industry on LinkedIn every week

Edit Intro ✕

Current Position
Associate - Litigation ▼
[Add new position](#)

Education
Columbia Law School ▼
[Add new education](#)

Country ZIP code

Locations within this area
Greater Chicago Area ▼

Industry
Law Practice ▼

Summary

Media
Add or link to external documents, photos, sites, videos, and presentations.

[Supported formats](#)

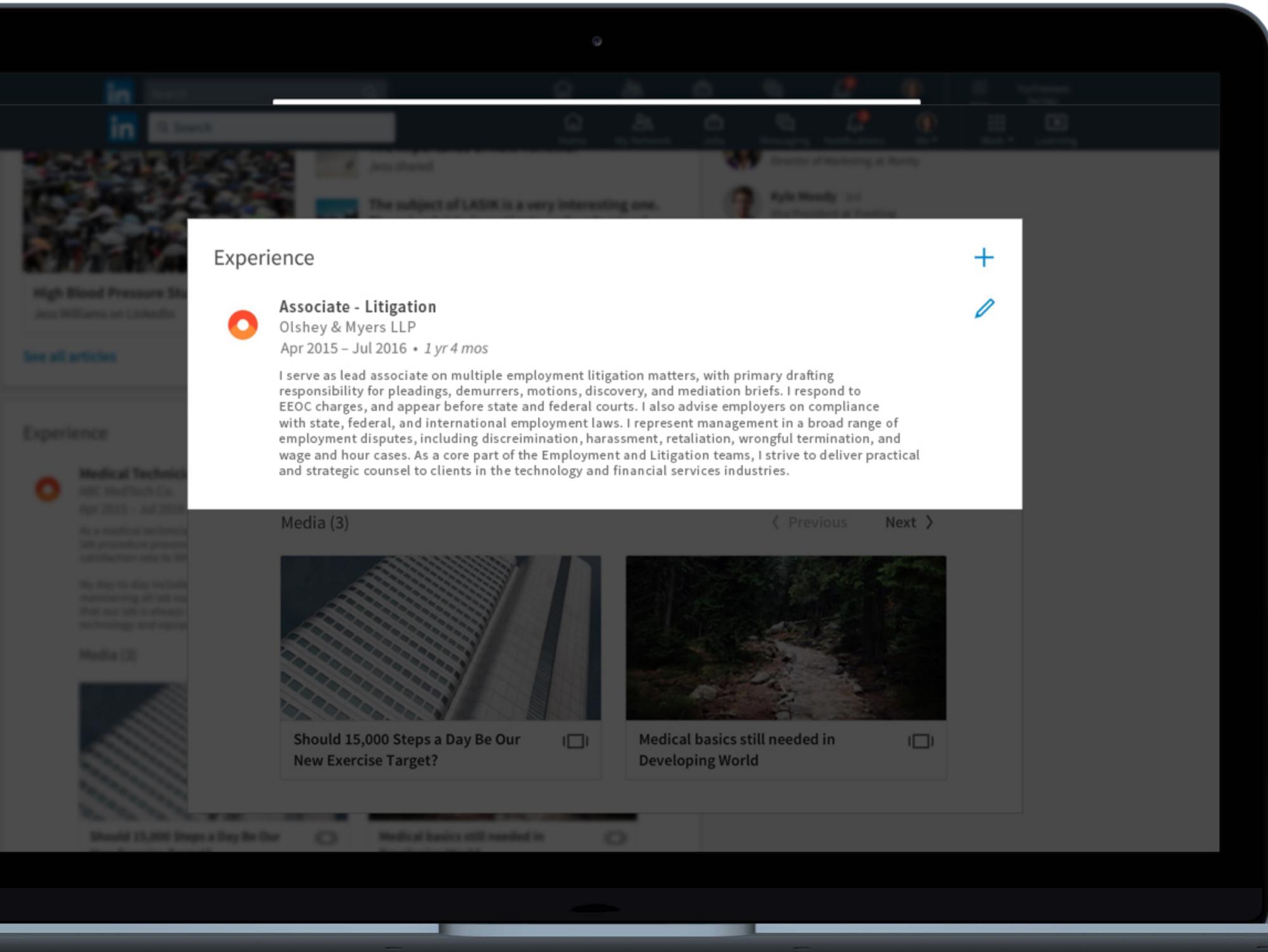
STEP THREE

Draft a compelling summary

Your “elevator pitch”

Focus on career accomplishments & aspirations

40+ words



STEP FOUR

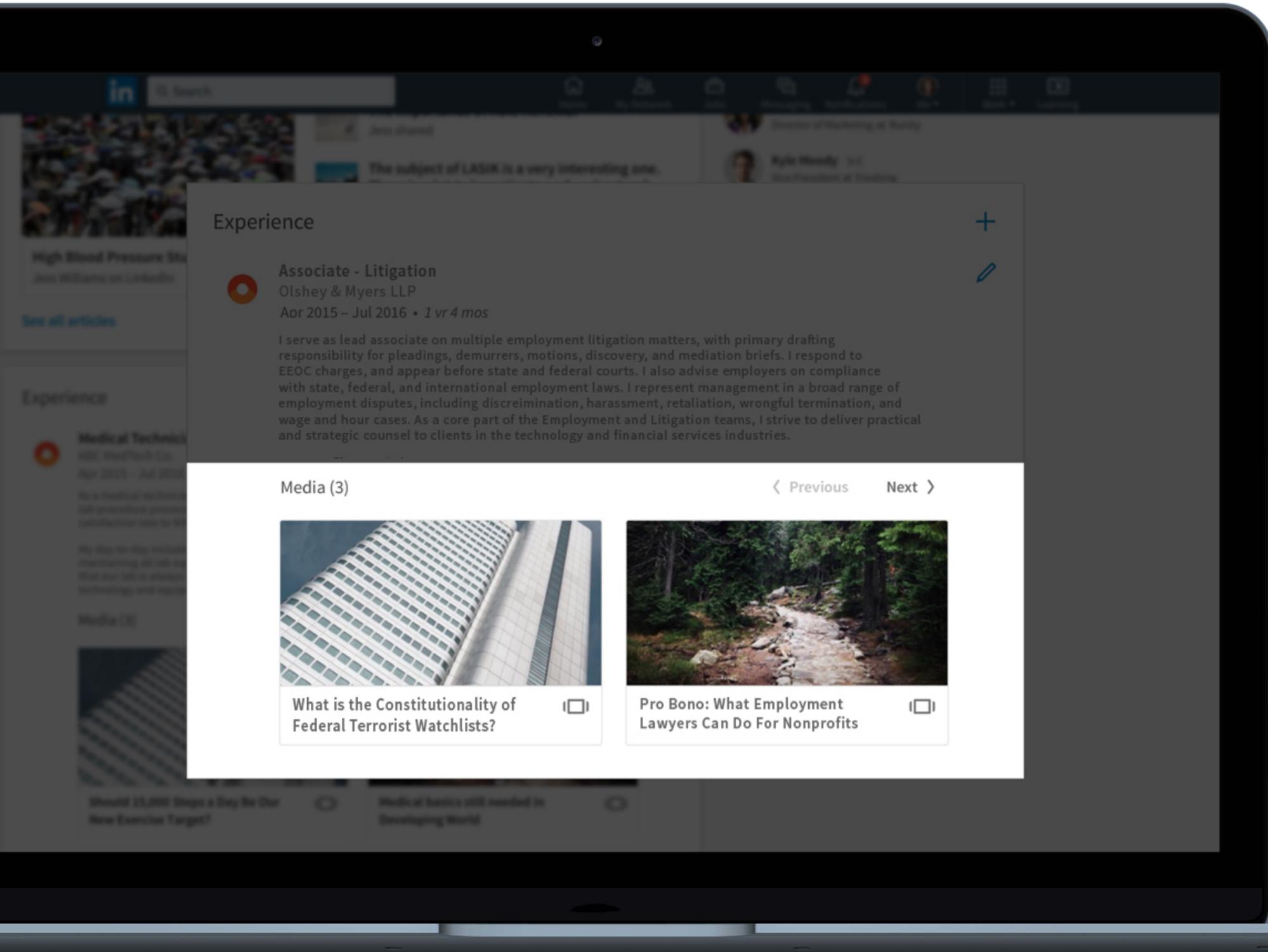
Detail your work experience

Members with up-to-date positions receive up to:

5x more connection requests

8x more Profile views

10x more messages

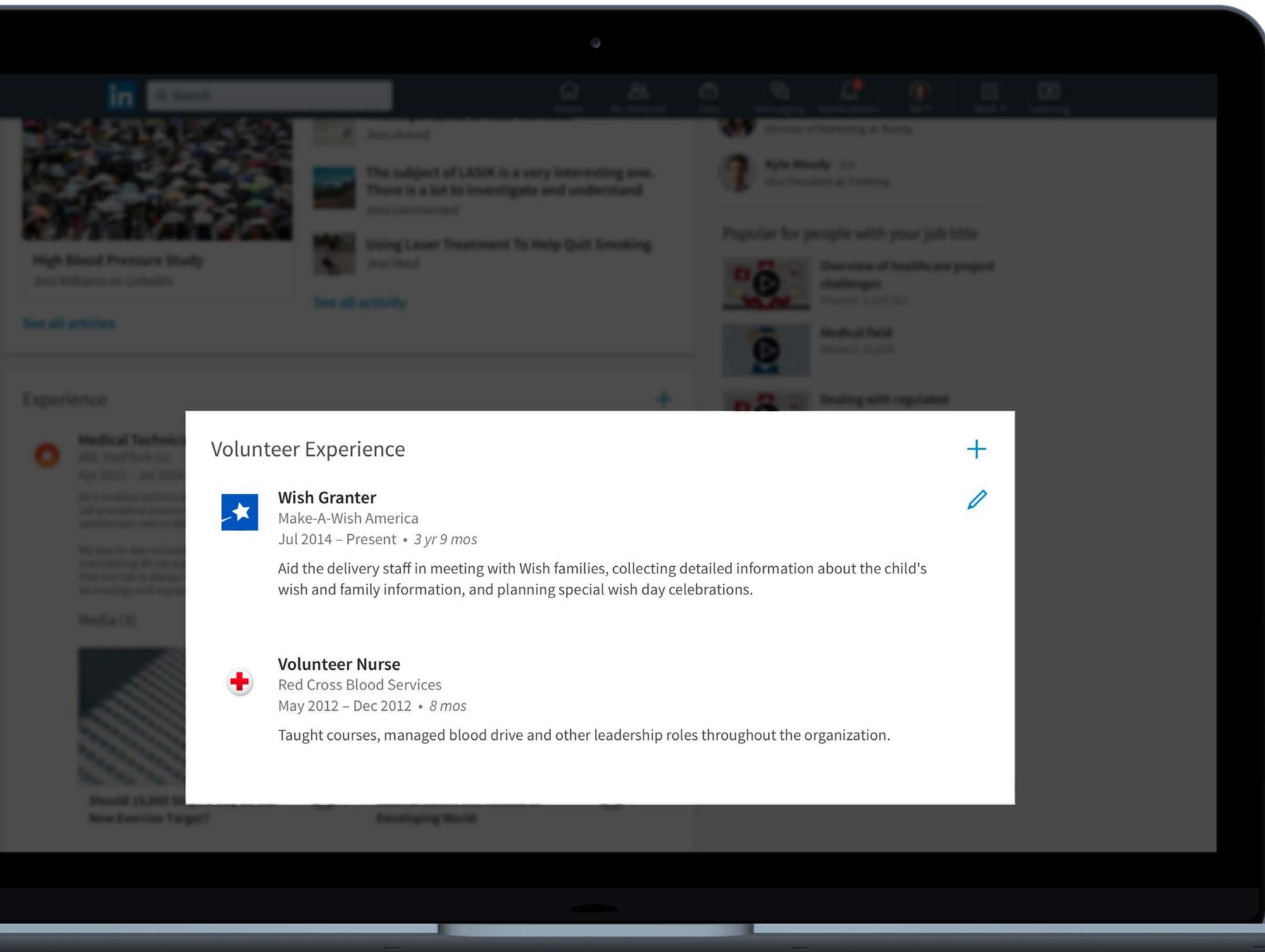


STEP FIVE

Add Examples of Your Work

Upload photos, presentations, and videos

Give a dynamic, visually appealing representation of your professional story



STEP SIX

Add Volunteer Experience

Members who add volunteer experience and causes get up to **6x** more Profile views than those without

A photograph of four women standing in an office environment, all wearing blue long-sleeved shirts with the 'Womn Tech' logo. The woman on the far left has her arms crossed and a name tag that reads 'RACHANA'. The woman on the far right is smiling broadly with her arms crossed. The other two women are also smiling and have their arms crossed. The background shows office furniture and a window. The entire image is overlaid with a semi-transparent blue filter.

Beyond Your LinkedIn Profile



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Recruiter



#LinkedInTopCompanies

Updated 3 hours ago

TEXT: Maya Pope-Chappell; PHOTO: AP Photo/Jose Luis Magana, File

Who's hiring HBCU grads

Historically Black Colleges and Universities (HBCUs) only make up 3% of schools in the U.S., but they graduate 27% of black students with STEM-related bachelor degrees, according to U.S. Department of Education. However, HBCUs remain largely untapped by recruiters. Less than 1% of HBCU grads were hired in the past year by most of 2018's Top Companies, according to LinkedIn hiring trends data. • What do you think companies should do to attract more HBCU grads? If you're an HBCU grad at a Top Company, share your recruitment story.

#LinkedInTopCompanies

Top comments

< Previous Next >



William J. Brown
Accomplished leader of e-comm...

I believe there is a broader discussion to be had here, although the topic is historically ...

Like Reply | 6 Likes · 9 Replies



Jay Martin
Supply Chain, Operations, Manu...

Big companies have 'their schools' and I know this because I've been hired by a bunch even though I ...

Like Reply | 4 Likes · 14 Replies

23 Likes · 37 Comments

Like Comment Share



Add a comment...



Today's must-read



LinkedIn Editors
1d

+ Follow

What people are talking about now

- **Trump signs \$1.3T spending bill**
Top news • 25,781 readers
- **US charges Iranians in data theft**
3h ago • 827 readers
- **Where Americans are moving**
3h ago • 61,313 readers
- **Whole Foods execs leave after merger**
3h ago • 14,421 readers
- **The top companies to work for in 2018**
4h ago • 221,187 readers
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- **China hits back at Trump tariffs**
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3h ago • 19,271 readers
- **Dow drops into correction territory**
3h ago • 1,303 readers
- **Who's hiring HBCU grads**
3h ago • 7,226 readers

Show less ^



BEYOND YOUR PROFILE

Stay Well Informed

Hi Henry, here are your top 3 things to learn today!



Collapse



Good afternoon, Henry
Let's learn something new today!

1
In Progress

Skills I'm interested in: [Add skills](#)

BEYOND YOUR PROFILE

Learn and
Develop Your
Skills

in it to do what I love



LinkedIn

Internet • Sunnyvale, CA • 2,668,372 followers

[View in Sales Navigator](#)

[See jobs](#)



540 connections work here.
[See all 15,060 employees on LinkedIn](#) →

Overview



Jobs



Lauren (Hipschman) Jolda
Powerhouse Program Mana...

[View job openings at LinkedIn](#)

Life



About us

Whatever motivates and inspires you, we're a community that helps you realize your definition of success. #InItTogether

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 530 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions

[See more](#) ▾

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Antoine Troupe: In it to do wh...

1,030 Likes • 25 Comments 3w

Employee Experience

Do you believe that promotions are awarded fairly at LinkedIn?

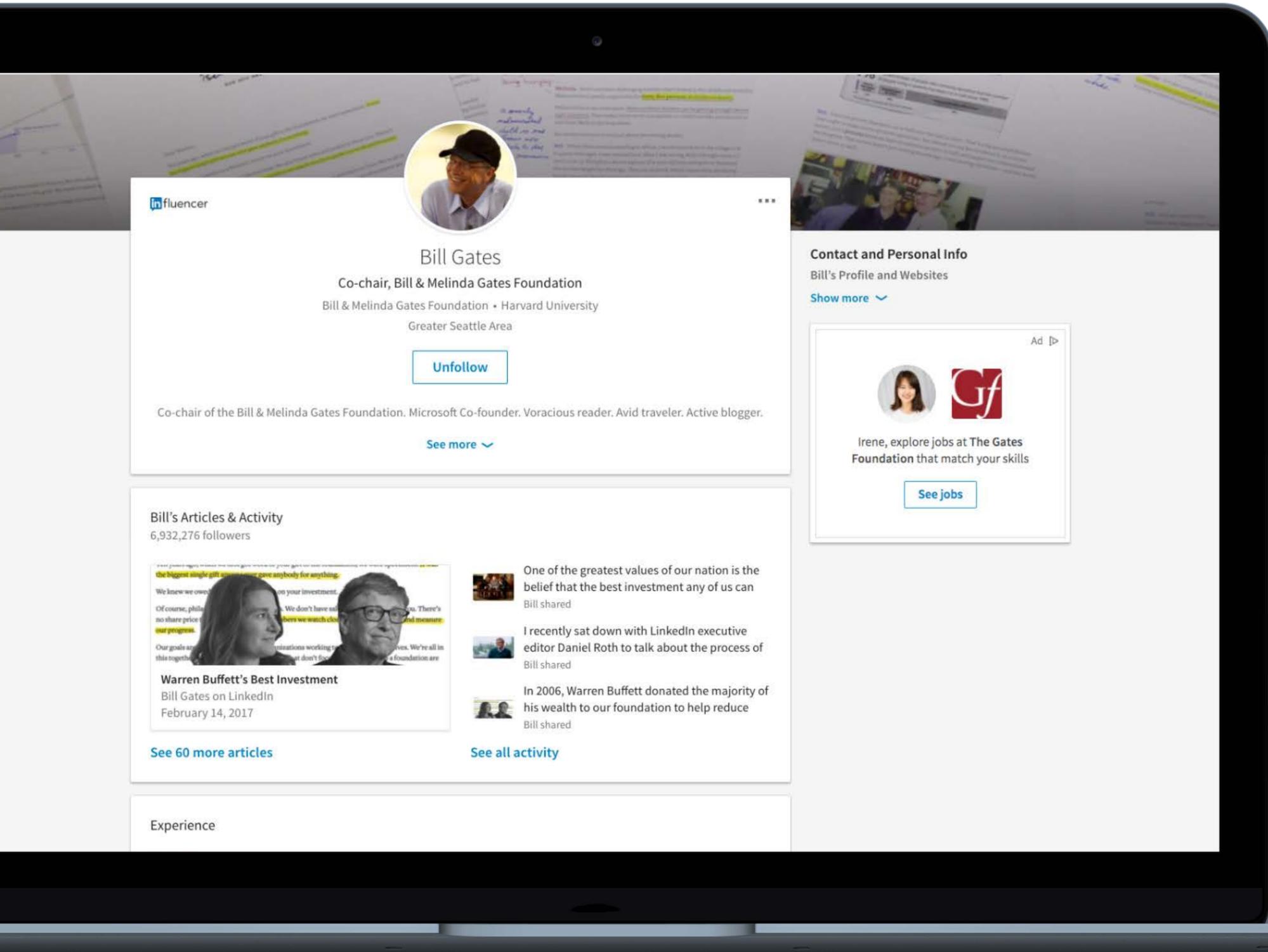


Skip

Your response is private and will not be shared with your company or shown on your profile.

BEYOND YOUR PROFILE

Follow
Companies



BEYOND YOUR PROFILE

Follow
Influencers



Back to LinkedIn.com



My Groups Discover



Environmental Attorneys

8,531 members

✓ Ask to join

ADMINS



Andrew Cooper · Group Owner
Environmental Attorney focused on tr...



Saulius Mikalonis · Manager
Energy, Environmental and Resources...

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We are attorneys who specialize in any aspect of the practice of environmental law, and who wish to brainstorm, network, and learn from each other.

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Senior Corporate Counsel



Liz Kirkwood
environmental attorney



James Colopy
Trial Lawyer | Complex Environmental...



Buzz Hines
•Partner at Farella Braun + Martel LLP



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BEYOND YOUR PROFILE

Join Groups
and Network

Sharing updates vs. publishing articles

- HELPING YOU GROW AND ENGAGE YOUR NETWORK



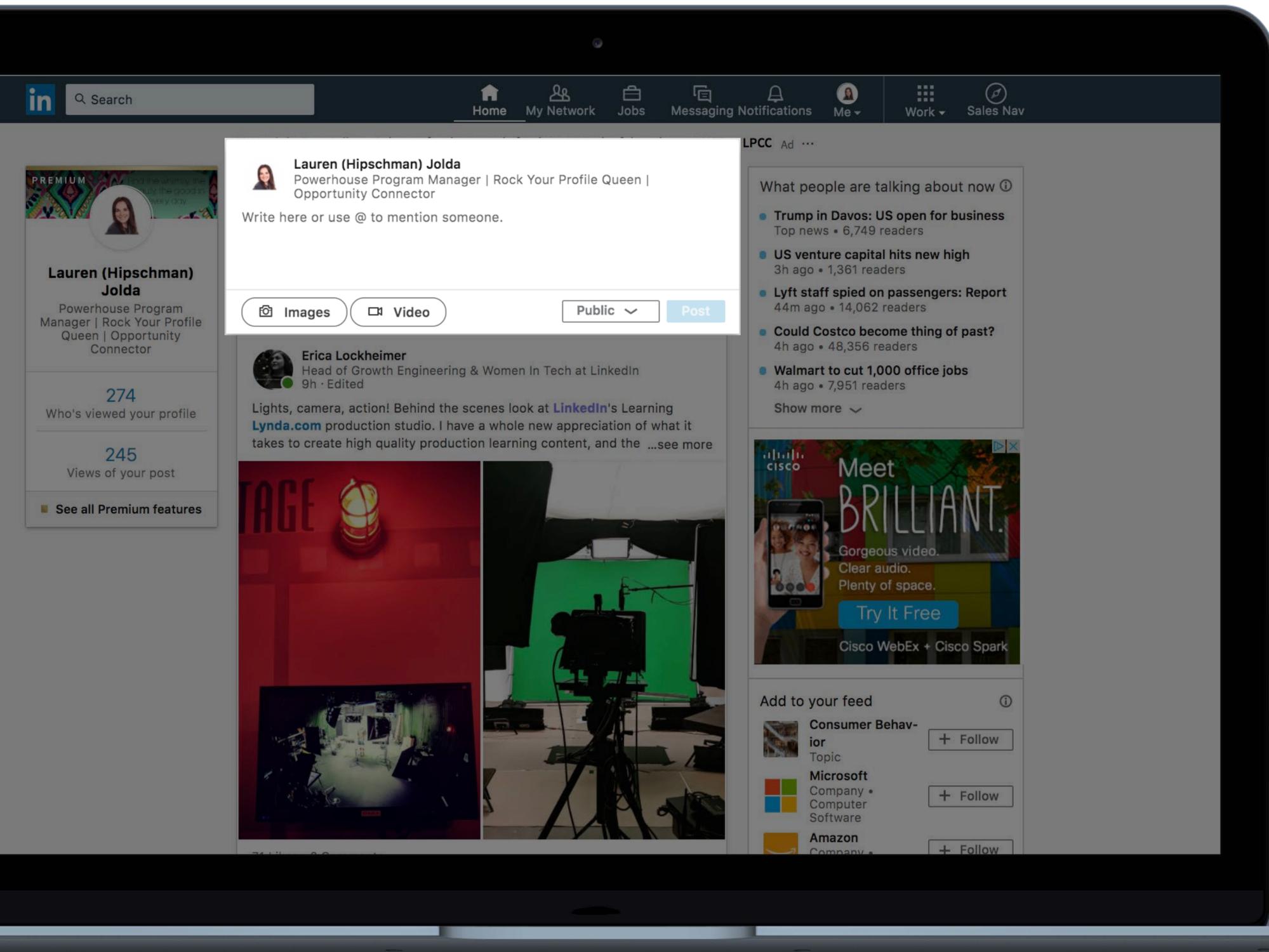
Updates

Share links, articles, images, quotes or anything else your followers might be interested in



Publishing

Deeply explore topics that matter to you, then watch the comments to see your impact



SHARING UPDATES

Share Status Updates



Best practices for sharing updates

1. Share your authentic voice
2. Post frequently
3. Start a conversation or share your point of view
4. Include rich media to increase engagement
5. Create an opportunity for reciprocity



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Recruiter

LinkedIn's Culture of Integrity places it on the List of the World's Most Ethical Companies

Published on March 16, 2018



Aryn Thawer | [Following](#)

Vice-President, Head of Global Compliance & Integrity at LinkedIn Corp.

[3 articles](#)



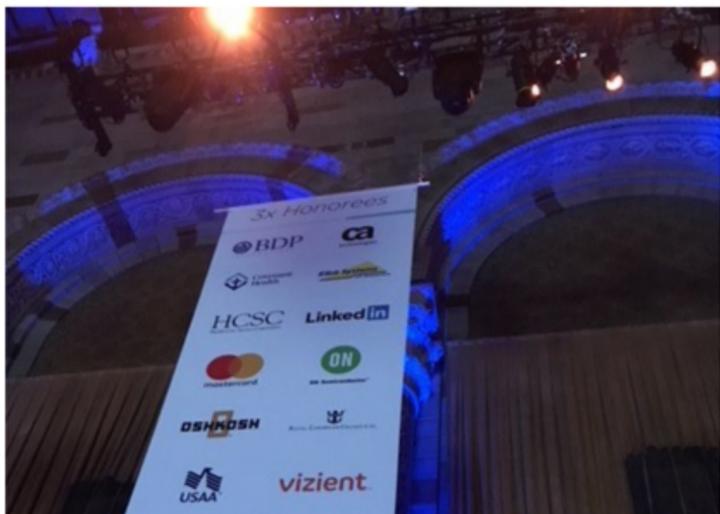
83



4



7



This week in New York, Ethisphere Institute, a corporate governance and ethics think tank, added LinkedIn to its list of the “[World’s Most Ethical Companies](#)” (alongside our peers at Microsoft). We are really honored by this recognition, because like many companies, we realize that how we do business

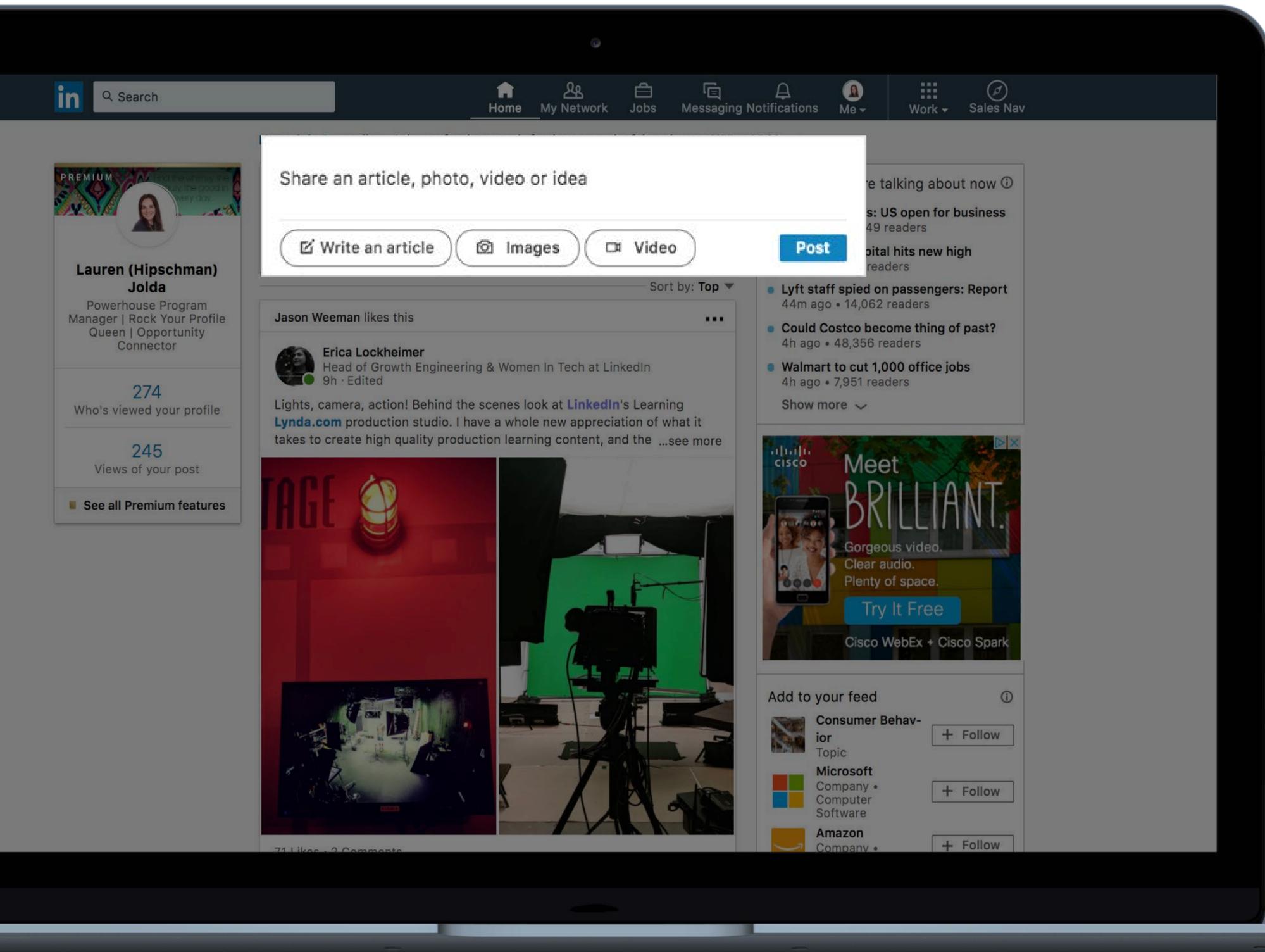
PUBLISHING ARTICLES

Showcase
Knowledge



Best practices for publishing content

1. Create a headline that captures attention
2. Include a photo to stand out
3. Be authentic, use your voice
4. Think about your audience
5. Article length matters



PUBLISHING

Start on your homepage



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Sales Nav

1,156 views

112 reshares



3 clicks from people at SAS

LinkedIn	29
Global Young Voices	2
Nordstrom	2
R K Harrison Insurance Brokers	1



16 have the job title Salesperson

Corporate Trainer	9
Human Resources Specialist	6
Operations Specialist	5
Banking Sales Consultant	3



Your biggest audience is from San Francisco Bay Area

Greater Chicago Area	8
Greater New York City Area	6
Greater Los Angeles Area	4
Toronto, Canada Area	2



Your article was found through LinkedIn.com

Facebook	11
Google Search	7

Show more



1st

2nd+

Most of your clicks came from your 2nd+ degree network

PUBLISHING

Track your progress



privacy law

San Francisco Bay Area

Search



Jobs ▾ Date Posted ▾ LinkedIn Features ▾ Company ▾ Experience Level ▾ All filters

Showing 154 results Sort by: Relevance ▾ Split View ▾

Create search alert

Privacy Counsel
Facebook
Menlo Park, CA, US
3 days ago

Counsel, Privacy
Uber
San Francisco, CA, US
New

Director, Privacy and Product Counsel
New Relic, Inc.
San Francisco, CA, US
2 weeks ago

Director, Chief Privacy Official & Privacy Counsel
Blue Shield of California
San Francisco, CA, US
1 week ago

Sr. Privacy Counsel - (GDPR)
Apple
Cupertino, CA, US
1 week ago



Privacy Counsel
Facebook · Menlo Park, CA, US
Posted 3 days ago · 78 views

Save Apply



19 connections can refer you
Get referred to **increase your chances** of landing an interview.

Ask for a referral

Job description

Facebook's mission is to give people the power to build community and bring the world closer together. Through our family of apps and services, we're building a different kind of company that connects billions of people around the world, gives them ways to share what matters most to them, and helps bring people closer together. Whether we're creating new products or helping a small business expand its reach, people at Facebook are builders at heart. Our global teams are constantly iterating, solving problems, and working together to empower people around the world to build community and connect in meaningful ways. Together, we can help people build stronger communities — we're just getting started.

Seniority Level
Not Applicable

Industry
Internet

Employment Type
Contract

Job Functions
Legal

Facebook is seeking talented and flexible counsel to work on Facebook's

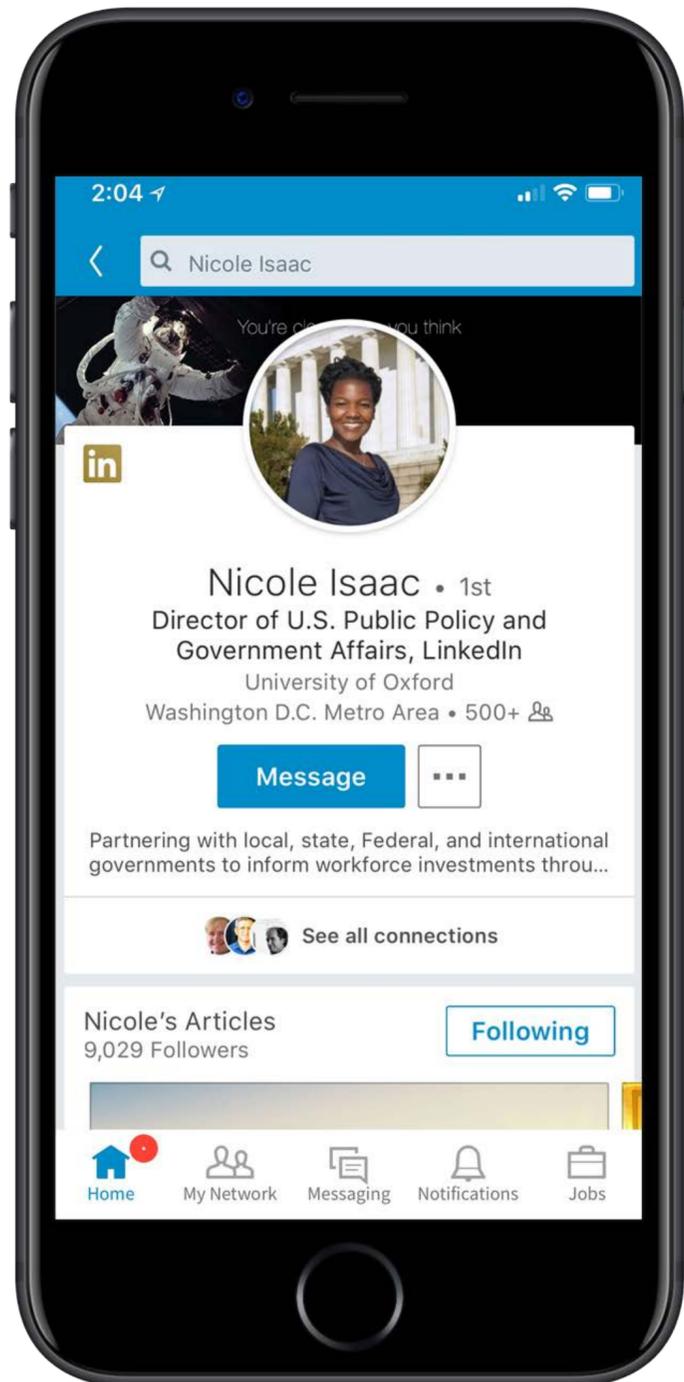
ADVANCE YOUR CAREER

Connect to job opportunities



When Does LinkedIn Activity
Constitute Attorney Advertising?

ABA Model Rules of Professional Conduct



- **7.1** – “A lawyer shall not make a false or misleading communication about the lawyer or the lawyer’s services.”
- **7.2.c.** – “A lawyer shall not state or imply that a lawyer is certified as a specialist in a particular field of law, unless: (1) the lawyer has been certified as a specialist by an organization that has been approved by an appropriate authority...and (2) the name of the certifying organization is clearly identified in the communication.”
- **7.5(d)** – “Lawyers may state or imply that they practice in a partnership or other organization only when that is the fact.”

ABA Model Rules of Professional Conduct 7.1-7.5

In other words:

Don't make false or misleading statements about yourself on LinkedIn.

The fine print: The ABA Model Rules of Professional Conduct have been adopted by all states except California—but many states have added further restrictions.

So check your state bar's rules.



State-by-State Differences



New York City

- *NYC Bar Association’s Committee on Professional Ethics Formal Opinion 2015-7: “An attorney’s individual LinkedIn profile or other content constitutes attorney advertising only if...the primary purpose of the LinkedIn content is to attract new clients to retain the lawyer for pecuniary gain.”*
- *One must “consider the attorney’s primary purpose in making the communication, as well as its intended recipients.”*

New York City

“Given the numerous reasons that lawyers use LinkedIn, it should **not** be presumed that an attorney who posts information about herself on LinkedIn necessarily does so for the primary purpose of attracting paying clients. For example, including a list of “Skills,” a description of one’s practice areas, or displaying “Endorsements “ or “Recommendations,” without more, **does not constitute attorney advertising.**”

–NYC Bar Association’s Committee on Professional Ethics Formal Opinion 2015-7



Texas

- *Part VII of the Texas Disciplinary Rules of Professional Conduct governs attorney advertising, which includes social media and LinkedIn.*
- *Compliance is monitored by The State Bar of Texas' Advertising Review Committee.*

Texas

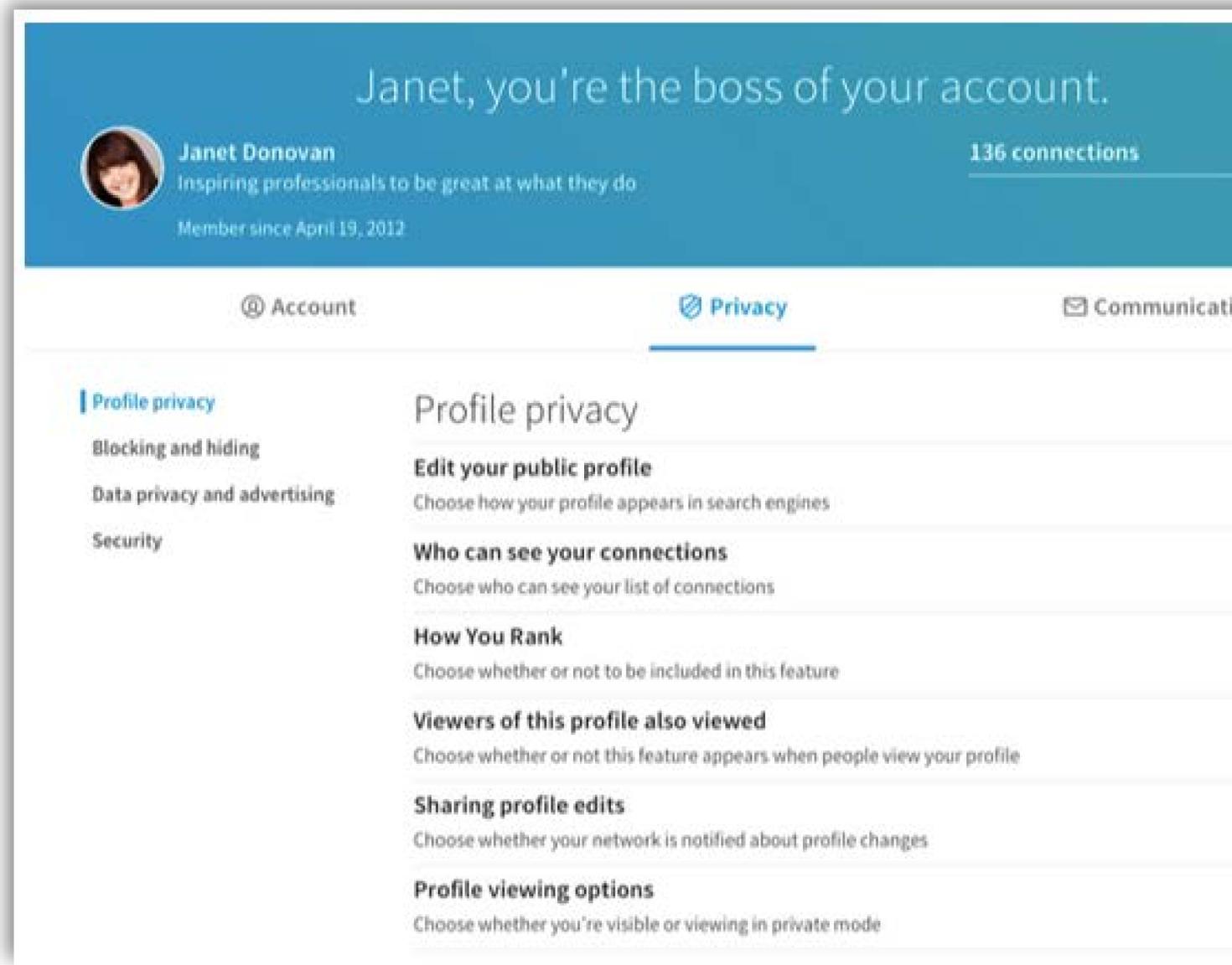
Public attorney advertisements (including LinkedIn profiles) must be submitted for approval by The State Bar of Texas' Advertising Review Committee, unless it includes “only part or all of the following information”:

- Lawyer's/law firm's name, address, etc.
- Practice area
- Bar and court admissions
- Technical and professional licenses
- Foreign language ability
- Special certifications (such as Texas Board of Legal Specialization)
- Fee information
- “Other publicly available information concerning legal issues...such as news articles, legal articles, editorial opinions, or other legal developments or events, such as proposed or enacted rules, regulations, or legislation”
- Charitable or civic involvement
- Legally required information and disclosures

Texas

The upshot for Texas lawyers: Use LinkedIn's settings to control what you show on your public profile.

- Generally, your profile is visible to all LinkedIn members signed in to LinkedIn.com or our apps. But you can control what appears on your profile and your profile privacy preferences under Settings & Privacy.
- You can limit and control the visibility of your profile sections, posts, and shares.





California

- *If a posting constitutes attorney advertising in California, the California Rules of Professional Conduct impose a number of requirements, including an “Attorney Advertising” label or disclosure, and a 2-year recordkeeping obligation.*
- *However, attorney postings on social media are considered attorney advertising only if the posted material constitutes a “communication” within the meaning of California Rule of Professional Conduct 1-400.*

California

“[T]he pertinent question for determining whether a posting constitutes a ‘communication’ [and therefore an attorney advertisement] under rule 1-400(A) is **whether it ‘concern[s] the availability for professional employment’ of the attorney.**”

*–California State Bar Committee on Professional Responsibility and Conduct –
Formal Opinion No. 2012-186*

In California, is this OK or Not OK?

“Case finally over. Unanimous verdict! Celebrating tonight.”

OK!

“Unanimous verdict! My client is delighted. Who wants to be next!”.

Not OK!

“Just published an article on trade secrets. Let me know if you would like a copy!”

OK!

In California, is it attorney advertising to:

Describe your accomplishments?

- **No.** By itself, a description or listing of your accomplishments on LinkedIn is not considered solicitation under California bar rules.
- *Belli v. State Bar*, 10 Cal.3d 824, 839 (1974): “[e]xposition of an attorney’s accomplishments in an effort to interest persons” in an attorney did not violate restrictions on attorney advertising.

Provide educational content?

- **No.** Los Angeles County Bar Assn. Formal Opn. 494: “Communications or solicitations solely relating to the availability of seminars or educational programs, or the mailing of bulletins or briefs where there is no solicitation of business, are also constitutionally protected under the State Constitution and First Amendment as noncommercial speech.”

The Upshot:

- Don't make false or misleading statements about yourself on LinkedIn.
- Make sure your primary goal is to educate and engage your audience, not to directly solicit business.
- Check your state's bar rules!

Q&A



Linked in

Appendix



Specifically, LinkedIn can help you:

1

Build
relationships

—
Network, collaborate,
keep in touch, and
build your practice

2

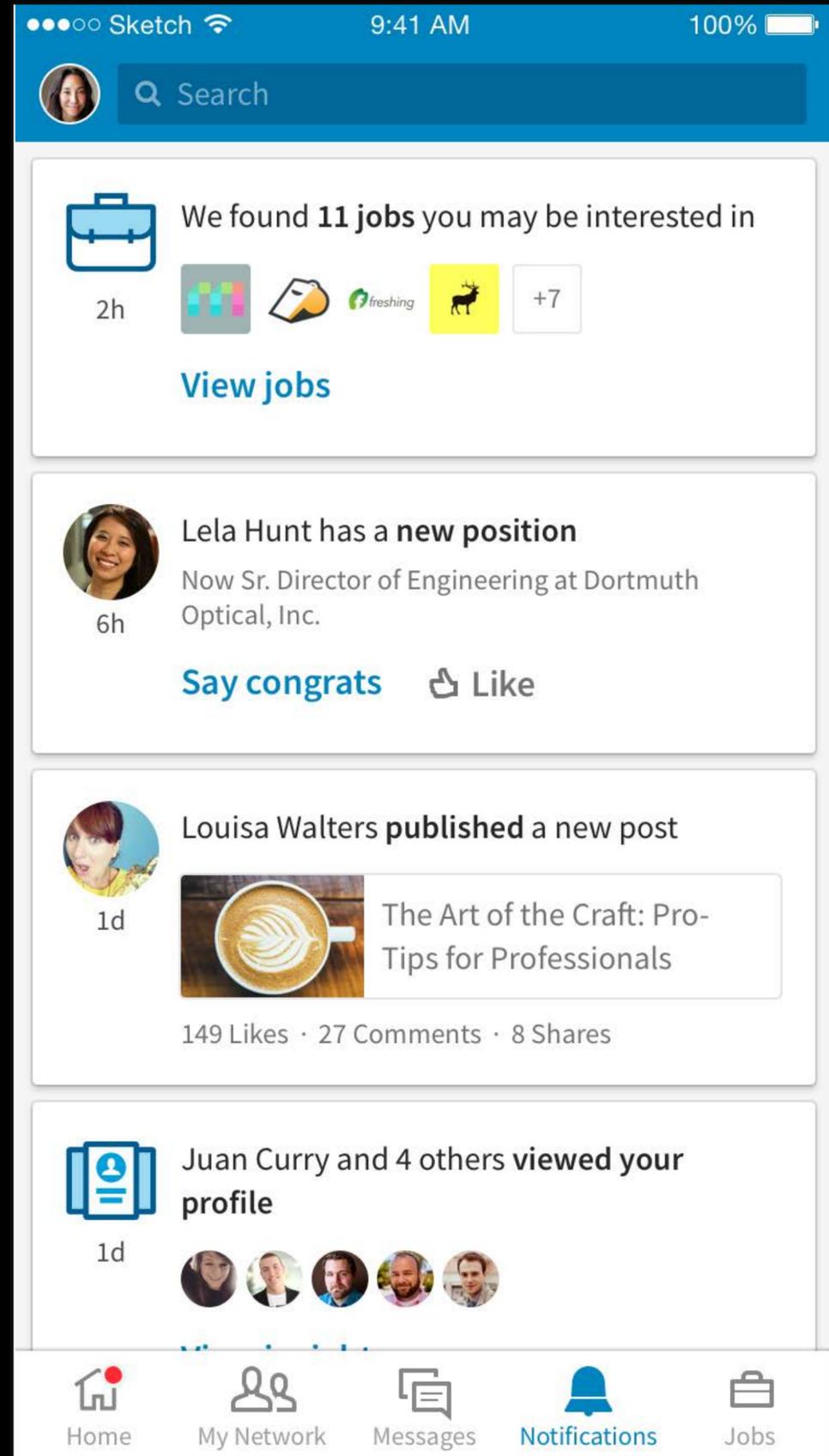
Stay engaged
and informed

—
Learn and share
what's relevant to you
and your clients

3

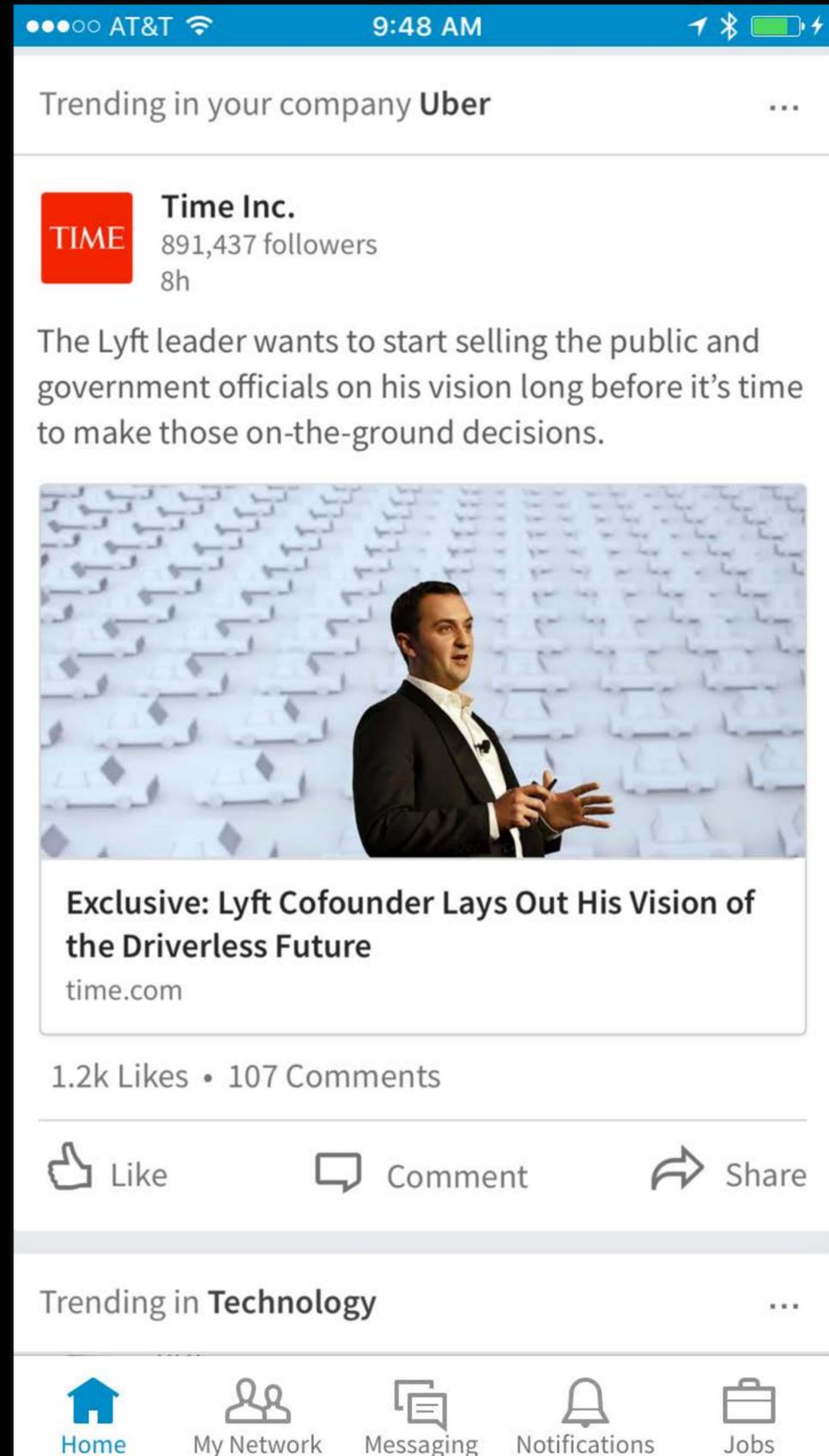
Connect to
opportunity

—
Manage your reputation,
get hired, and build your
practice



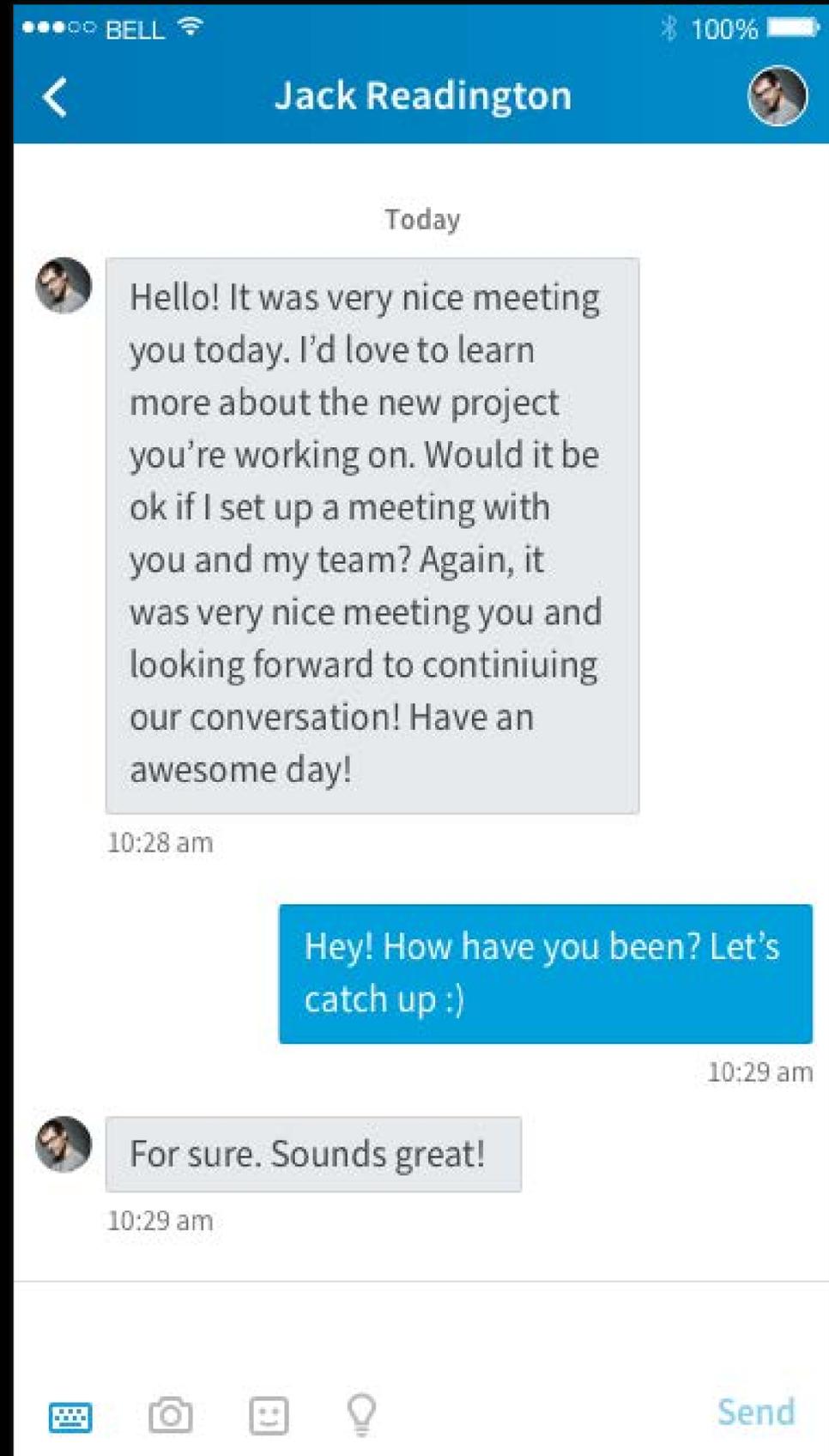
ADVANCE MY CAREER

Build meaningful relationships



ADVANCE MY CAREER

Stay engaged
and informed



ADVANCE MY CAREER

Connect to
opportunity



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Kevin Wong • 1st

Assistant Counsel, Program & Contracts Manager

Greater New York City Area



Minority Corporate Counsel Association



St. John's University School of Law



See contact info



See connections (500+)

Message

View in Recruiter

More...

ROCK THIS PROFILE

Kevin Wong