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Growing Your Network

Now is the perfect time for firms evaluate their communication strategies. This article by Molly McDonough at [Above the Law](#) offers some great ideas for firms to consider during this crisis. [#coronavirus](#) [#lawfirmmanagement](#)



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How You Communicate With Your Firm — Everyone In Your Firm — Will Define You For Years

Highlights

Explore hashtag #lawyers



46,963 followers

Explore hashtag #legalmarketing





Connections

- Connections are the most important part of LinkedIn
- Who you're connected to determines who sees your content and what content you see in your own feed



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communications



Getting Started

- Having 500+ connections improves visibility within the LinkedIn algorithm
- Connect with coworkers, peers, clients, alumni, friends
 - The more the merrier!
- Tip: Add a link to your profile in your email signature. Anyone you email is a potential connection.

Search bar

Search

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Are You A Principal? - Companies In Chicago Need Your Expertise - Click Here To Connect With Them Ad ...

Manage my network

- Connections 1,156
- Teammates
- Contacts 207
- People I Follow 5
- Groups 29
- Pages 31
- Hashtags

Promoted

- Board Members Needed!**
Companies In Chicago Need Your Expertise - Click Here To Connect With Them
- Are You a Female Exec?**
Earn an Executive Women in Leadership Certificate from Cornell. Apply Now!
- Showcase Your Business**
\$300 in Free Yelp Ads to Start. Highlight Your Business On Yelp.

Add personal contacts

We'll periodically import and store your contacts to help you and others connect. You choose who to connect to and who to invite. [Learn more](#)

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Vanessa A. Harris PE
Award Winning Digital Artist and Engineer
Tom Tresser and 61 others
Ignore [Accept](#)

Trey Jones
Account Executive II at LaSalle Network
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Financial Advisor | Educator in Wealth Management
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 Ashley Kraybill Quality Improvement / Performance... University of Pennsylvania Connect	 Laurel Bellows Managing Principal of Bellows Law Group, P... 35 mutual connections Connect	 Mark Murray Vice President of Programs and... 33 mutual connections Connect	 Howard Brod Bro... Investment Bkg/Turnaround/Restr... University of Pennsylvania Connect

My Network button



- **Search bar: Add real-world connections**
 - **Connect with people you've met at conferences, networking events or social events**
 - **Go through business cards and brochures you've collected**



- **My Network: find more connections online**
 - Import your email contacts
 - LinkedIn suggests connections using various elements of your profile and behavior

- **Tip: Personalize your connection request**
 - Increases your chances of your request being accepted
 - Example: "I enjoyed hearing your thoughts on ___ during last week's webinar. I appreciate your perspective on ___ and would love to connect."



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Optimizing Your Feed

- Follow your clients
- Follow peer/competitive firms to see their news
- Use "Similar Pages" guidance to find others to follow
- Home page features
 - "Today's news and views"
 - "Add to your feed"



Rules of Professional Conduct

- The Rules of Professional Conduct around solicitation do apply when adding connections, so do not connect with people to whom you don't have some relationship just beyond wanting to do business with them
- Does not apply to companies; only people, so it is fine to follow cold prospects

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Groups button



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Messaging



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Your groups

Requested

Create a new group



NAWBO Chicago: Members Only
58 members



Franklin High School Alumni
144 members



PWCC Discussions
220 members



Women Employed
649 members



40 Under Forty Global Alumni Society
1,499 members



Books and Writers from Promocave.com
103,102 members



Connect: Professional Women's Network
459,432 members



SOLUTIONators for Marketing, Sales, Social Media, Digital Advertising, Promotion, and PR Innovation
638,995 members



Public Relations and Communications Professionals
330,747 members



PRwise
16,956 members



Content Strategy for Law Firms
330 members



Media & Marketing Professionals Worldwide
685,035 members



Author Nation
2,432 members



Association For Women Journalists - Chicago
1,025 members



LITERARY FICTION WRITERS GROUP
3,318 members



Branding Authors
22 members





LinkedIn Groups

- Start with searching for:
 - Organizations of which you are already a member
 - Conferences you attended
 - Alumni groups
- Wait to use the "Discover Groups" function until you have spent time building connections and optimizing your feed



Block Out Time

If you block out time to add connections on LinkedIn — even 10 minutes a day — you will improve your visibility on the platform and be able to see much more targeted content on your feed.



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Questions?

deb@page2comm.com

taryn@page2comm.com

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