Linkedin for Lawyers

Setting Up Your LinkedIn Account

Now is the perfect time for firms to 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
Welcome to LinkedIn

- LinkedIn is the No. 1 channel for B2B marketers to distribute content
- 91% of executives rate LinkedIn as their top choice for finding professionally relevant content
- Creating a complete profile will take some time and effort, but if marketing yourself is a priority, then this is an essential step in promoting your practice
Components of a Complete LinkedIn Profile
Debra Pickett · 1st
Chicago, Illinois · 500+ connections · Contact info

Providing services
Public Relations and Management Consulting
See all details

Page 2 Communications
University of Pennsylvania
Profile Picture

- Professional headshot
  - Matches your headshot on the firm website
- Banner image
  - The photo that runs along the top of your profile page (above your profile picture and other information)
  - Makes your profile look clean and more complete
Debra Pickett · 1st
Chicago, Illinois · 500+ connections · Contact info

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Headlines appear at the top of your profile directly underneath your name
  - They also appear next to your name in search results — essentially, this is your first impression

Headlines should be a sentence or phrase that describes your practice in 120 characters or fewer
Headline

- Approaches to crafting a headline:
  1) Keep it simple; just list your title
     Example: Intellectual Property Attorney at Smith & Jones LLP
  2) Use the formula — [Job title]: helping X do Y
     Example: Intellectual property attorney serving clients in the pharmaceutical industry
  3) Leave out the job title and describe what you do
Debra Pickett
Chicago, Illinois - 500+ connections - Contact info

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Public Relations and Management Consulting
See all details
Public

About
Experienced print and television journalist with particular insight into legal and public policy issues, offering communications strategy consulting, media training and other marketing services to law firms, attorneys and their clients. Owner of Page 2 Communications. Author of REPORTING LIVES.

Featured
Learning to Fail Like a Man
Debra Pickett on LinkedIn
About

- Fewer than 2,000 characters
- Include language about your practice and target clients
- Put your career choices into context
  - Highlight big achievements
  - Show your personality
- Components:
  - Explain what you do and why you do it
  - Explain your past
  - Highlight success
  - Be authentic and show personality
About

- Tips for writing your summary:
  - Include keywords
    - Use common terms and keywords that are relevant to your clients and would be used to find someone with your experience in a LinkedIn or Google search
  - No jargon — keep it simple
  - Avoid long paragraphs
    - Break up text into smaller paragraphs or bullet points
  - Consider ending with a call to action or an invitation to connect
About

Experienced print and television journalist with particular insight into legal and public policy issues, offering communications strategy consulting, media training and other marketing services to law firms, attorneys and their clients. Owner of Page 2 Communications. Author of REPORTING LIVES.

As an account executive I manage social media strategy and content creation for Page 2 and our clients. I manage journalist queries, connecting our client experts with reporters and producers seeking expert sources. I also proactively generate media opportunities and thought leadership content ideas by researching and tracking trending topics.

Prior to joining Page 2, I worked as a field organizer for a political campaign, connecting with leaders and members of communities across central Illinois.

I have a Bachelor’s degree in international relations from McKendree University and a Master’s degree in Political Science from Illinois State University. As a graduate student, I served as the editorial assistant for an online publication of student research. Much of my own research focused on how various political events are represented in the media how that coverage influences public opinion. That research interest is what led me to work in legal marketing.

Outside of work I volunteer with Women’s March Chicago as a social media manager and strategist. I enjoy going to Cubs games, attending concerts, and frequenting dog parks with my two dogs on weekends.
Debra Pickett
Law Firm Media Strategist, Entrepreneur, Writer.
Chicago, Illinois • 500+ connections • Contact info

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About
Experienced print and television journalist with particular insight into legal and public policy issues, offering communications strategy consulting, media training and other marketing services to law firms, attorneys and their clients. Owner of Page 2 Communications. Author of REPORTING LINES.

Featured

Learning to Fail Like a Man
December 6, 2015

“Can a woman beat Donald Trump?”
Elizabeth Warren asked in last week’s...

Your Firm Is Walking the Walk on Diversity, But Are Your Leaders Talking the Talk?
November 9, 2015

18 • 4 Comments
Featured

- Showcase your published works, media mentions, websites, etc.
- What you can post here:
  - Thought leadership pieces
  - Media quotes
  - Blog posts
- If there is one thing you are going to update regularly, this should be it
Learning to Fail Like a Man
Debra Pickett on Linkedin

“Can a woman beat Donald Trump?”
Elizabeth Warren asked in last week's...

Your Firm Is Walking the Walk on Diversity, But Are Your Leaders Talking...
Experience

Founder and Principal Consultant
Page 2 Communications
2011 – Present • 10 yrs
Greater Chicago Area

Founder of boutique communications strategy firm, specializing in media training and media relations support for lawyers, firms and clients.

Organizing Fellow
Obama for America
Jun 2012 – Nov 2012 • 6 mos

Recruled, trained, organized and advised Chicago volunteers for the President’s re-election campaign, canvassing Wisconsin and Iowa voters.

Senior Account Executive
MK Communications
Sep 2010 – Jan 2011 • 10 mos
Greater Chicago Area

Public strategy firm, working in media, government and community outreach.

Columnist
Chicago Sun-Times
Jan 2001 – Oct 2005 • 4 yrs 10 mos
Greater Chicago Area

Director Of Operations
TenFeld
2000 – 2001 • 1 yr
Show 2 more experiences

Education

University of Pennsylvania
BA, MA, English
1991 – 1995
Activities and Societies: Daily Pennsylvanian

Volunteer Experience

“My Life, My Story” Program Writer
William S. Middleton Memorial Veterans Hospital
Jul 2015 – Jun 2017 • 2 yrs
Social Services

Collect and curate the life stories of VA patients.

Member, Marketing Committee
Women Employed
Oct 2015 – Present • 4 yrs 7 mos
Civil Rights and Social Action
Experience

- Describe your career history
- Whenever possible, link the company with the employer's LinkedIn page
  - Linking your personal profile to your employer's page will allow others to find you through the company page
- Add a headline for each job
- Add more details in the Description section (optional)
  - Include important cases, clients, achievements, etc.
Experience

**Founder and Principal Consultant**
Page 2 Communications
2011 – Present · 9 yrs
Greater Chicago Area
Founder of boutique communications strategy firm, specializing in media training and media relations support for lawyers, firms and clients.

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Director Of Operations
TenFold
2000 – 2001  •  1 yr

Education

University of Pennsylvania
BA, MA, English
1998 – 1995
Activities and Societies: Daily Pennsylvanian

Volunteer Experience

“My Life, My Story” Program Writer
William J. Middleton Memorial Veterans Hospital
Jul 2015 – Jun 2017  •  2 yrs
Social Services
Collect and curate the life stories of VA patients.

Member, Marketing Committee
Women Employed
Oct 2015 – Present  •  4 yrs 7 mos
Civil Rights and Social Action
Support the advocacy work of Women Employed through marketing communication and media outreach.
Education

• Add separate items for undergraduate, graduate, law school
• Link your profile to the school's LinkedIn page
• Include as much or as little detail as you would like
  ○ Typically, all you need is your degree and field of study, but you can also include organizations, recognitions and activities

Education

Illinois State University
Master's degree, Political Science and Government
2015 – 2017

McKendree University
Bachelor of Arts (B.A.), International Relations and Affairs
2011 – 2015
Activities and Societies: Women's Soccer Team Student Government Association Senior Class Gift Chairperson Student Ambassador Public Affairs Forum Campus Activities Board Phi Kappa Phi Pi Gamma Mu Pi Sigma Alpha Phi Eta Sigma
Experience

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Volunteer Experience

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William S. Knodler Memorial Veterans Hospital
Jul 2013 - Jun 2017
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Social Services
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Other Sections

- Volunteer experience
  - Link your profile to their organizations, when possible
Volunteer Experience

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Collect and curate the life stories of VA patients.

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Oct 2015 – Present 4 yrs 7 mos
Civil Rights and Social Action

Support the advocacy work of Women Employed through marketing communication and media outreach.

Secretary and Executive Committee Member, Board of Directors
Concordia Place
Sep 2015 – Present 4 yrs 8 mos

Support and direct the work of Concordia Place. We believe all people deserve to reach their full potential. Concordia Place provides growth and opportunities to 800 Chicago children, teens and adults each year, no matter their age or circumstance.

Skills & Endorsements

Media Relations 81
Endorsed by Howard Riets and Tether who is highly skilled in this
Endorsed by 17 of Debra’s colleagues at Chicago Sun-Times

Journalism 50
Endorsed by Howard Wolinsky and 3 others who are highly skilled at this
Endorsed by 8 of Debra’s colleagues at Chicago Sun-Times

Strategic Communications 54
Endorsed by 5 of Debra’s colleagues at Chicago Sun-Times

Recommendations

Received 1
Grade 2

Bob Mutter
Independent Writing and Editing Professional

Bob was one of the best writers at a paper filled with talented writers. She wrote in a breezy style that seemed to pull you through the story until you couldn’t believe you were done and had enjoyed every word.

Accomplishments

Honor & Award
40 Under 40 List
Other Sections

- Skills and Endorsements
  - Skills are basically keywords you would like to have associated with your profile
  - Examples:
    - Patent litigation
    - Litigation
    - Trials
    - Licensing

*Rules of Professional Conduct do apply here*
Volunteer Experience

“My Life, My Story” Program Writer
William S. Middleton Memorial Veterans Hospital
Jul 2015 – Jun 2017 | 2 yrs
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Sep 2015 – Present | 6 yrs 8 mos
Support and direct the work of Concordia Place. We believe all people deserve to reach their full potential. Concordia Place provides growth and opportunity to 800 Chicago children, teens and adults each year, no matter their age or circumstance.

Skills & Endorsements

Media Relations | 61
Endorsed by Howard Ribits and 1 other who is highly skilled at this.
Endorsed by 17 of Debra’s colleagues at Chicago Sun-Times

Journalism | 36
Endorsed by Howard Wainlinsky and 3 others who are highly skilled at this.
Endorsed by 8 of Debra’s colleagues at Chicago Sun-Times

Strategic Communications | 34
Endorsed by 5 of Debra’s colleagues at Chicago Sun-Times

Recommendations

Received (1) | Given (2)
Bob Mutter
Independent Writing and Editing Professional
July 6, 2003, Bob worked with Debra in different groups
Debra was one of the best writers at a paper filled with talented writers. She wrote in a breezy style that seemed to pull you through the story until you couldn’t believe you were done and had enjoyed every word.

Accomplishments

1. Honor & Award
40 Under 40 List
Other Sections

- Recommendations
  - OK to ask a client or colleague for a recommendation
  - Recommendations cannot be edited by you
  - Recommendations must come from direct knowledge of your work

*Rules of Professional Conduct do apply*
Volunteer Experience

“My Life, My Story” Program Writer
William S. Middleton Memorial Veterans Hospital
Jul 2015 - Jun 2017 - 2 yrs Social Services
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Endorsed by 8 of Debra’s colleagues at Chicago Sun-Times

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Endorsed by 5 of Debra’s colleagues at Chicago Sun-Times

Recommendations

Ask for a recommendation

Received (1)
Given (2)

Bob Mutter
Independent Writing and Editing Professional
July 6, 2011, Bob worked with Debra in different projects
Debra was one of the best writers at a paper filled with talented writers. She wrote in a breezy style that seemed to pull you through the story until you couldn’t believe you were done and had enjoyed every word.

Accomplishments

Honor & Award
40 Under 40 List
Other Sections

- Accomplishments
  - Honors and Awards
    - Examples:
      - 40 Under Forty
      - Rising Stars
      - Illinois Super Lawyers
  - Other possible categories of accomplishments to add:
    - Patents, Publications, Projects, Merit-based Organizations, Languages

*Rules of Professional Conduct do apply; use precise language for award program names*
Questions?

deb@page2comm.com
taryn@page2comm.com

Page 2 Communications LLC
Public Relations & Communications
Page 2 Communications
51 followers
1w • 📷

Now is the perfect time for firms to 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

Above the Law
5,822 followers
1w • 📷

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