Growing Your Network

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

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How You Communicate With Your Firm — Everyone In Your Firm — Will Define You For Years
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
Best Practices to Build Your Connections
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: 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."
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"
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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<thead>
<tr>
<th>Group Name</th>
<th>Members</th>
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</thead>
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<tr>
<td>NAWBO Chicago: Members Only</td>
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<tr>
<td>Franklin High School Alumni</td>
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<td>PWCC Discussions</td>
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<td>Branding Authors</td>
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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.
Questions?

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And of course, add us on LinkedIn!