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

Highlights



46,963 followers

Explore has t #legal communications



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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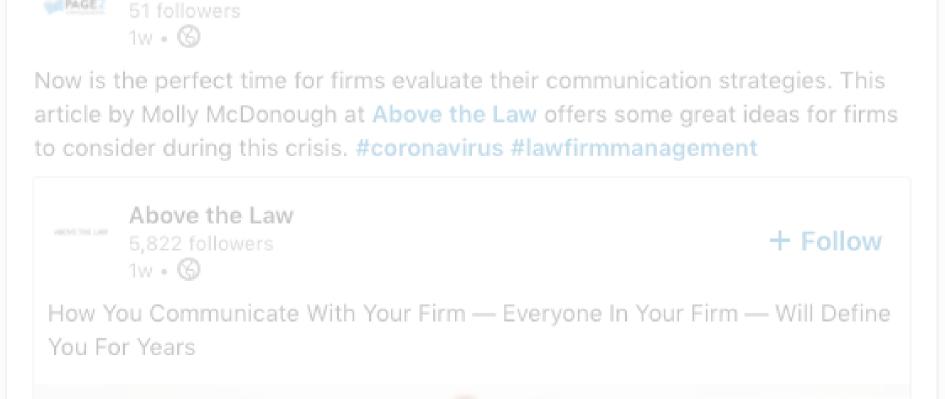
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Best Practices to Build Your

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Highlights

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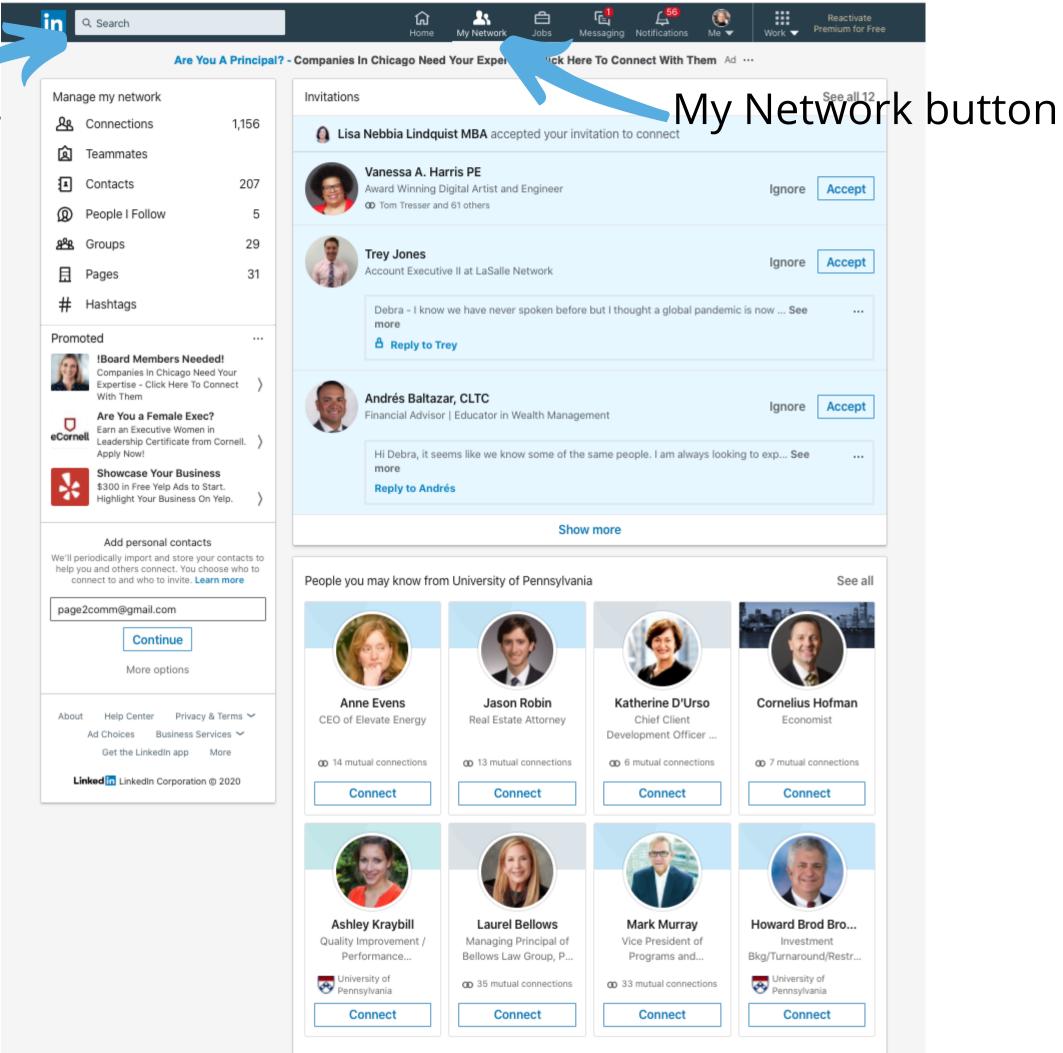


Getting Started

- 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





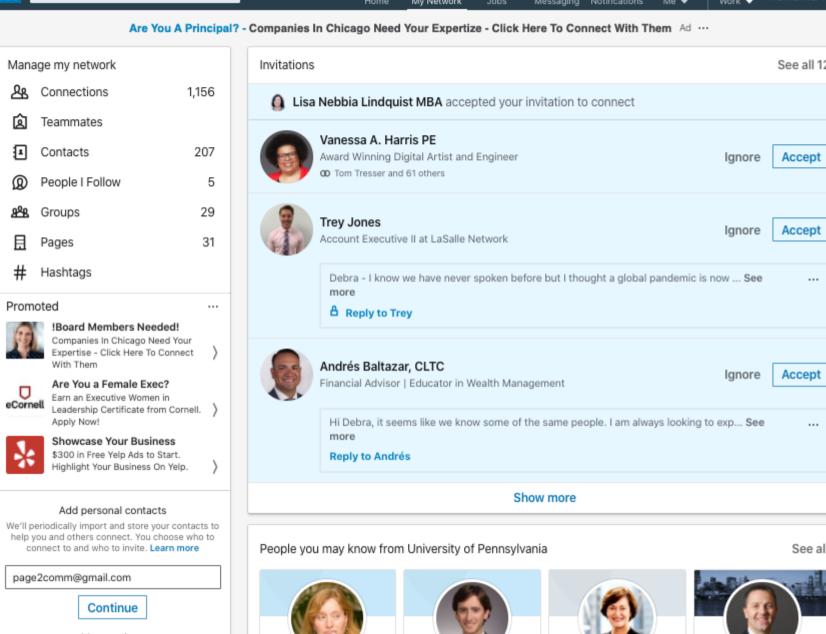
- Search bar: Add real-world connections
 - Connect with people you've met at conferences, networking events or social events
 - Go through business cards and brochures you've collected



- 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."







More options

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Anne Evens CEO of Elevate Energy

on 14 mutual connections

Connect



Jason Robin Real Estate Attorney

13 mutual connections

Connect



Katherine D'Urso Chief Client Development Officer ..

@ 6 mutual connections

Connect



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Accept

Accept

Cornelius Hofman Economist

on 7 mutual connections

Connect



Ashley Kraybill Quality Improvement / Performance...

Connect

University of Pennsylvania



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



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
 - o "Today's news and views"
 - "Add to your feed"



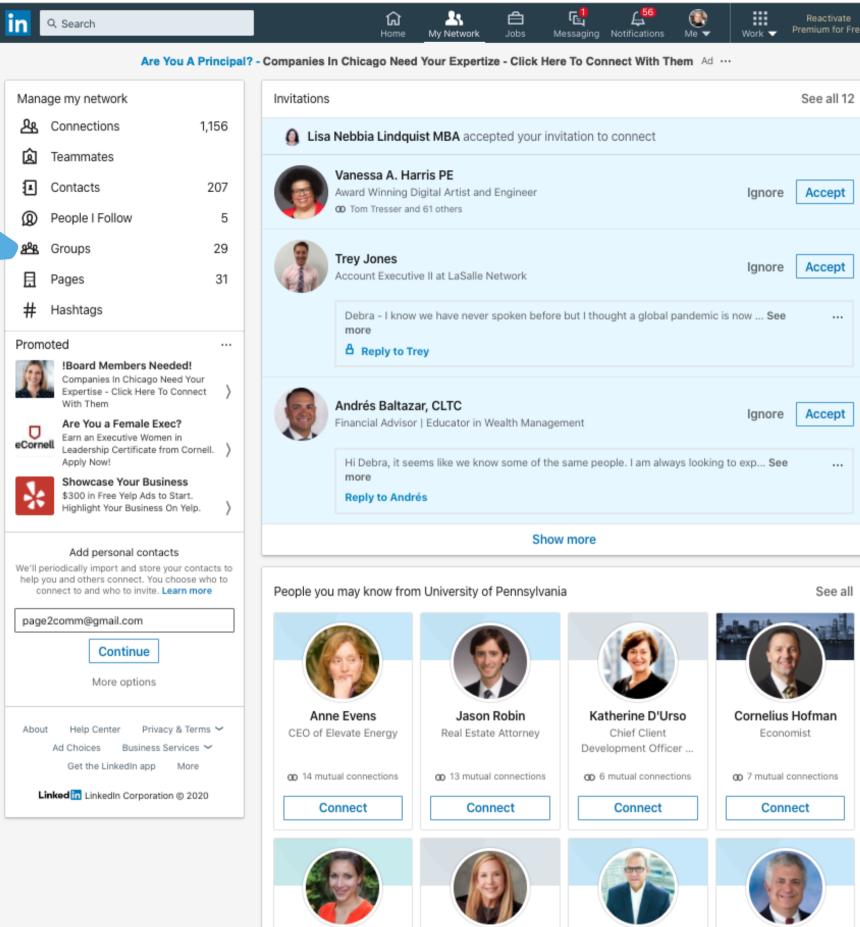


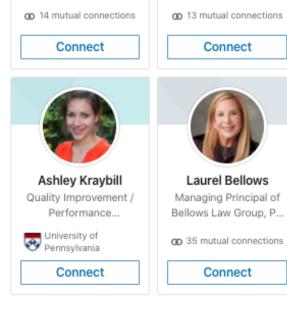
Rules of Professional Conduct

- The Rules of Professional Conduct around solicitation <u>do</u> 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 <u>not</u> apply to companies; only people, so it is fine to follow cold prospects



Groups button -





Mark Murray

Vice President of

Programs and...

@ 33 mutual connections

Connect

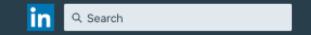
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BOARD MEMBERS NEEDED! - Companies In Illinois Need Your Expertise - Click Here To Connect With Them Ad ...

Your g	roups Requested	Create a new gro
@	NAWBO Chicago: Members Only 58 members	
6	Franklin High School Alumni 144 members	
PNOC	PWCC Discussions 220 members	
W	Women Employed 649 members	
Forty water	40 Under Forty Global Alumni Society 1,499 members	
BOOK Writer	Books and Writers from Promocave.com 103,102 members	
CONNECT	Connect: Professional Women's Network 459,432 members	
SOLUTIONS people GROUP	SOLUTIONators for Marketing, Sales, Social Media, Digital Advertising, Promotion, and PR Innovation 638,995 members	
Ž	Public Relations and Communications Professionals 330,747 members	
绺	PRwise 16,956 members	
CONTRACT COLUMNS TO THE LAST FROM	Content Strategy for Law Firms 330 members	
media	Media & Marketing Professionals Worldwide 685,035 members	
*	Author Nation 2,432 members	
AWI	Association For Women Journalists - Chicago 1,025 members	
20	LITERARY FICTION WRITERS GROUP 3,318 members	
	Branding Authors	



LinkedIn Groups

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

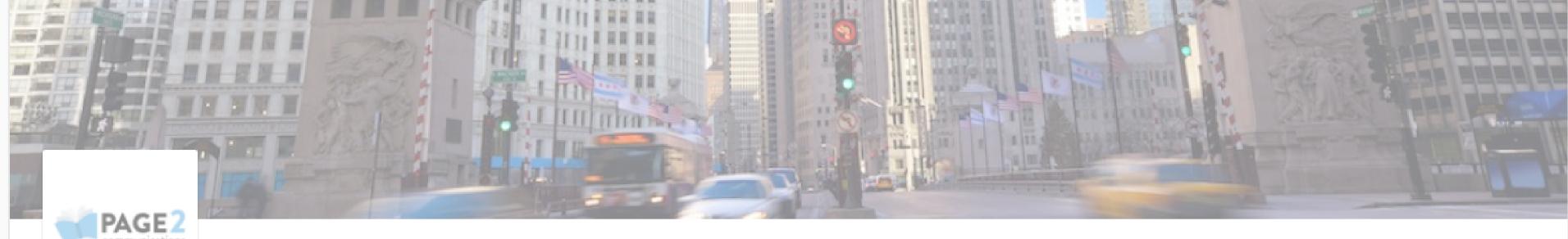




Block Out Time

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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