

# LinkedIn



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# Being a Thought Leader on LinkedIn

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



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# What is Thought Leadership?

- Thought leadership content is any content that presents your "brand" (your subject-matter expertise) as a leading voice in your practice area
- Content meant to inform, educate and provide new insight
- Keeps your target audience in mind — current and prospective clients and referral sources, as well as journalists and other influencers in your practice area or industry focus



# Thought Leadership Content

- Examples of thought leadership content:
  - Blog articles
  - Social media posts
  - Query responses
  - Media interviews
  - Webinars
  - Videos
  - And more



# Why Thought Leadership?

- Demonstrating thought leadership in your area of work is one of the best ways to grow and promote your practice
- People appreciate and trust useful/educational content far more than traditional marketing or advertising



# Why LinkedIn?

- Targeted reach
- Low barrier to entry (far easier than getting published in a review or journal)
- Meets people where they are, especially in remote/virtual work world
- Now is the best time to jump-start your presence on LinkedIn and leverage your content so you are positioned as a credible thought leader in your practice area



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# What are some ways to start your journey to becoming a thought leader on LinkedIn?

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# Engage With Other Content

- Includes industry news, clients, connections, organizations, etc.
- LinkedIn is about community engagement — it is still a social media platform!
- The most effective (and easiest) way to engage with other content is by using comments
  - It may not seem like it, but great comments are a form of thought leadership
  - Commenting expands your reach
  - Joining group discussions boosts your profile and promotes your practice among people in and out of your network
- Discussions may lead to original content ideas



# Posting Industry Articles

- Posting industry articles with your own comment/analysis is an easy form of thought leadership
- Share information that interests your target audience — clients, prospective clients, referral sources and influencers
- Two key words:
  - Helpful
  - Relevant



# Posting Industry Articles

- Helpful information may not always be tied directly to your practice area, and that's okay
- Mix in news from other industries if you think it is helpful and relevant to your clients
- Sharing current news and industry trends positions you as a person that is always in the know
  - Increases reliability and credibility



# Posting Industry Articles

- Industry trends are one of the most popular types of content in terms of shares on LinkedIn
  - Make predictions
  - Invite comments/debate
- Also comment on industry studies and have discussions there



# Using Updates as a Blog

- Writing blog-like posts adds your own voice to the larger conversation on LinkedIn
- Posting original content is key to being noticed as an expert in your practice area
- Ideas for posts:
  - Lists of tips, tricks and how-tos
  - Lessons learned

\*Posts have a character limit of 1,300  
(roughly 200 to 250 words)

AN ESSENTIAL LIST OF

## WORK FROM HOME TOOLS

1. A dedicated **workspace**
2. A **computer**
3. A good **internet connection**
4. **Video conferencing** and **chat** apps
5. **Earphones** or a **headset**
6. **Self-discipline** and a healthy, productive mindset

Let's help **#StopTheSpread** by staying indoors and working remotely if we can.

Brought to you by **Zimcore Hubs**



# LinkedIn Articles

- For topics that won't fit in the 1,300-character limit, use LinkedIn articles
- LinkedIn articles don't need to be perfect
- Have your own voice
- LinkedIn articles don't have to consume all of your time
- Write about conferences (or webinars), or interesting discussions that raise larger issues
  - Why is this significant? What does this mean for the entire industry? Why should we care?

LinkedIn navigation bar with icons for Home, My Network, Jobs, Messaging (2), Notifications (60), Me, and Work. A search bar is on the left.

Advertisement: **\$500/hr Consulting Roles - Many companies are seeking paid Business Advisors. Are you interested?** Ad ...

User profile for **Debra Pickett**, Law Firm Media Strategist, Entrepreneur, Writer. A blue arrow points to the **Write an article on LinkedIn** button.

Post creation options: **Start a post** (with hashtags #ThanksHealthHeroes #HealthcareHeroes) and **Write an article on LinkedIn**.

Sort by: **Top**

Post preview: Brian Kiefer's job update

**Special Report: Coronavirus**

- Here's who's hiring right now (Top news • 99,723 readers)
- Managing your finances in a pandemic (4h ago • 2,880 readers)
- Coronavirus: Official Updates (29m ago • 6,651 readers)

LinkedIn publishing interface. Navigation bar includes Home, My Network, Jobs, Messaging (1), Notifications (58), Me, and Work. A search bar is on the left.

**Publishing menu** | Normal | **B** *I* U | [List icons] | [Quote icon] [Link icon]

**Publish** button

Placeholder for content with an image icon (two photos and a plus sign).

## Headline

 Write here. Add images or a video for visual impact.



## Learning to Fail Like a Man

Published on January 22, 2020 [Edit article](#) | [View stats](#)



**Debra Pickett**  
Law Firm Media Strategist. Entrepreneur. Writer.

[8 articles](#)

“Can a woman beat Donald Trump?” Elizabeth Warren asked in last week’s Democratic presidential debate. “Look at the men on this stage. Collectively, they have lost 10 elections. The only people on this stage who have won every single election that they’ve been in are the women.”

Senator Amy Klobuchar also raised this point in the previous debate, targeting Mayor Pete Buttigieg in particular, whose argument for his own moderate electability seems grating to Klobuchar in a way that is familiar to professional women everywhere.

“If you had won in Indiana that would be one thing,” she said to him, in a reference to his failed 2010 race for state treasurer. “But you tried and you lost by 20 points.”

Neither Warren nor Klobuchar has ever delivered a concession speech. But the male candidates have very different histories: from Biden and Sanders, with failed presidential

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17 · 5 Shares · 299 Views



# Best Practice Examples

- Example of helpful and relevant thought leadership on LinkedIn
  - Nicole Black — Founder of MyCase
  - Susan Cain — Author of Quiet: The Power of Introverts in A World That Can't Stop Talking
  - Adam Grant — Wharton School of Business
  - Dennis Crouch — IP Lawyer
  - Jeff Weiner — CEO of LinkedIn!
  - David Edelman — McKinsey Partner



# Tips

- Remember your target audience — current and potential clients, referral sources, other influencers
  - Helpful and relevant
  - What keeps your clients up at night? How do you demonstrate the value you offer potential clients?
- Post original content one to two times per week
  - Don't oversaturate, but remain visible
  - No limit on comments — engage in conversations often



- Include statistics when possible
  - You'll appear more knowledgeable and well-informed.
  - Examples: branded infographics, articles, case studies, white papers
- Don't stress!
  - Content creation doesn't have to take up all of your time
  - Be resourceful by recycling the content you already have



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# Questions?



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