


ABA LEGAL CAREER CENTRAL

CAREER ADVICE SERIES

Power Up Your LinkedIn® Profile

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ABA LEGAL CAREER CENTRAL

CAREER ADVICE SERIES


- Search and apply for more than 1000 high-quality legal jobs nationwide
- Upload your resume for review by hundreds of potential employers
- Receive email alerts when new jobs are posted that meet your search criteria
- Or post a job if you have an open position to fill.
- Free monthly webinars offering career development and job search tips

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Faculty



CAREER ADVICE SERIES



- Dennis M. Kennedy
- Senior Counsel, Digital Payments & Labs, at Mastercard; Author, Speaker, Podcaster, Adjunct law professor
- Co-author, *LinkedIn in One Hour for Lawyers*



- Allison C. Shields
- President, Legal Ease Consulting, Inc., Practice Management and Marketing Consultant for Lawyers; Writer, Speaker
- Co-author, *LinkedIn in One Hour for Lawyers*

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What We'll Cover?

- How to Think About Your Profile
- Profile Basics
- Taking Your Profile to the Next Level
- Q & A

What is LinkedIn?



- * Business people connecting with business people
- * Executives from every Fortune 500 company
- * 50% of users are business decision makers
- * The "Professional Network"
- * Founded 2003
- * 467 million users (2 new users per second)
- * 128 million users in USA

Why Does LinkedIn Matter?

According to recent InHouse Counsel New Media Engagement Survey, LinkedIn is the social media source in-house counsel use most to obtain information and expand their contacts.

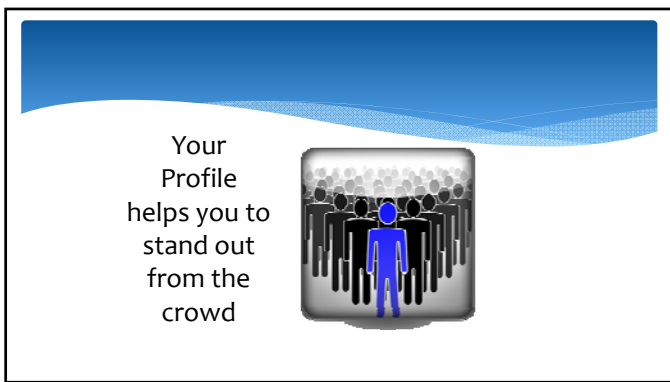


Who are you?
What do you want?

Defining Your Purpose:
What are you hiring
LinkedIn to do for you?

Your LinkedIn Profile







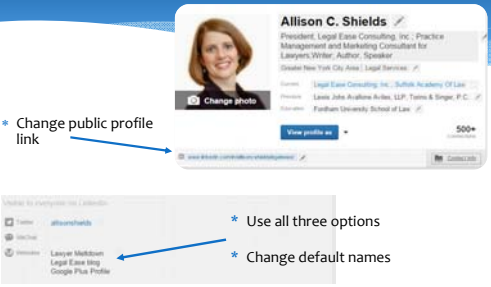






- Associate at [Firm Name]
- Partner at [Firm Name]
- Attorney | eDiscovery Project Management
- Business litigation attorney delivering bold solutions in Complex Litigation
- Chair of the Regional Zoning and Land Use Practice Group at [Firm Name]
- Acclaimed Immigration Lawyer, Blogger, Advocate & Creative Problem-Solver
- Geneva-based Canadian Commercial Arbitrator
- Estate Planning Partner at [Firm Name] | Estate Gift & Income Tax Planning
- Civil Litigation Specialist, Mediator, and Chartered Arbitrator
- Delivering efficient and added-value legal services
- Mergers & Acquisitions Attorney at [Firm Name]
- Consumer Debt Attorney, Bankruptcy, Foreclosure Defense

Customize Website Links



Change public profile link

- * Use all three options
- * Change default names

Photograph



- * Professional
- Engaging and inviting
- Consider using same one you use on other networks for ease of recognition

Background Photo



Summary

Help lawyers and law firms improve productivity, boost their bottom line and attract higher value clients by:

- Identifying and focusing on your firm's vision for the future and current mission, including your firm's purpose, business, clients and values.
- Assessing the strengths and weaknesses of the players involved and establishing an understanding of work and communication styles.
- Developing new systems that will make the practice of law more efficient and consistent.
- Increasing the quality of the client experience.
- Improving skills in leadership, delegation, effective meeting practices, internal and external communication.
- Clarify and align the firm's values and objectives.

3,000 Characters

Summary

Details

- * Short Bio – 40 words+
- * Use Keywords in your profile
 - * Words someone would use to find you
 - * Language potential clients use to describe skills and experience they seek

Add Profile Sections

Also consider:


- * Publications
- * Projects
- * Certifications

Add a section to your profile – be discovered for your next career step.

Language
This can help you find a new job, get a promotion, or transfer overseas.
Add language

Volunteering Experience
Earn 50+ managers' hired outcome See more of their volunteer experiences.
Add volunteering experience

Add Media to Your Profile



Summary

Help drivers and tax firms improve productivity, boost their bottom line and attract higher talent

Identify and focus on your firm's vision for the future and current mission - see below user

Click to add profile, image, document, presentation...

- Add media to Summary, Experience or Education sections
- On Edit Profile screen, find "Add Media" within the designated sections

Portfolio



Portfolio

Projects and Milestones

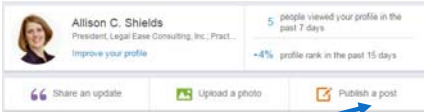
Projects

Education

Publications

Media

LinkedIn Publisher: Creating a post



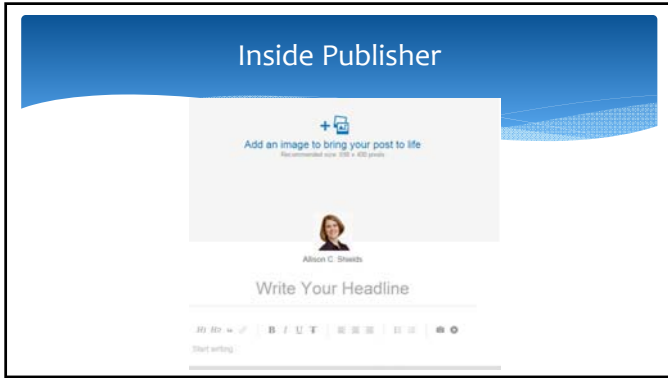
Allison C. Shields
President, Legal Ease Consulting, Inc., Pract...

5 people viewed your profile in the past 7 days

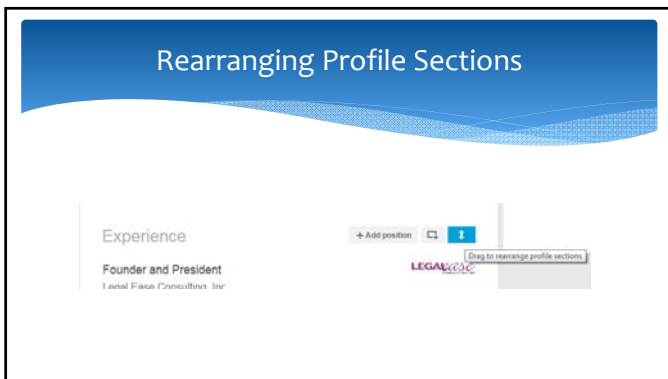
Improve your profile

+4% profile rank in the past 15 days

Share an update Upload a photo Publish a post







Rearrange Within Profile Sections

Honors & Awards + Add honors & awards

- Outstanding Women in Law 2016 ✓
 Hofstra University Center for Children, Family, and Long Island Business News
 April 2016 ✕
- Director's Award
 Nassau County Bar Association
 May 2014
- Director's Award
 Suffolk County Bar Association
 June 2012

Recommendations

Recommendations Ask to be recommended Manage

Founder and President
 Legal Ease Consulting, Inc.

Assistant Director • Senior Law Practice Advisor

Alison is a longtenured expert in law practice management, with a wide range. Of late, she has focused on legal marketing, including attorney's best use of LinkedIn. She has coauthored one tremendous book, and a follow-up title, for the American Bar Association on the subject. I frequently ask Alison to speak for my organization, and she always delivers wonderful, "insight."

April 03, 2014 ✕

3,000 Characters

- > Manage received recommendations
- > Send recommendations
- > Request recommendations
- > Ethical issues

Skills & Endorsements

Skills & Endorsements + Add skill

Top Skills

- Social Networking
- Strategic Planning
- Leadership
- Legal Marketing
- Public Speaking
- Business Development
- Marketing
- Marketing Strategy
- Strategy
- Consulting

Alison C. also knows about:

- Training
- Online Marketing
- Shipping
- Management Consulting
- Management
- New Management
- Social Media
- General Practice of Law
- Writing
- Business Planning
- Practice Management
- Strategic Thinking
- Social Media Consulting
- Law Firm Marketing
- Law Firm Operations
- Consulting
- Law Practice Management
- Productive Management
- New Business Development
- Social Networking
- Revenue Speaker

Beware of Ethics Restrictions!


Endorsements

Does Dennis have these skills or expertise?

Strategy Contract Negotiation Legal Writing Legal Research

Litigation Type another area of expertise.

What is this?



Dennis Kennedy 16

Senior Emerging Payments Counsel at MasterCard, author, speaker, podcaster, adjunct law professor Greater St. Louis Area | Legal Services


Current: MasterCard, DennisKennedy.com, LLC, The Kennedy-Mighell Report/Podcast

Previous: The Dennis Kennedy Law Firm, LLC, Thompson Coburn, LLP, NatTech, Inc.

Education: Georgetown University Law Center

Only endorse people you know, for skills you have personal knowledge about

View Profile As



Allison C. Shields

President, Legal Ease Consulting, Inc., Practice Management and Marketing Consultant for Lawyers, Writer, Author, Speaker

Greater New York City Area | Legal Services

Current: Legal Ease Consulting, Inc., Suffolk Academy Of Law

Previous: Lewis John Avalone Aviles, LLP, Torro & Singer, P.C.

Education: Fordham University School of Law

[View profile](#) 500+ connections

This is what your profile looks like to: Connections

Connections

Public

Profile Strength

Profile Strength

All-Star

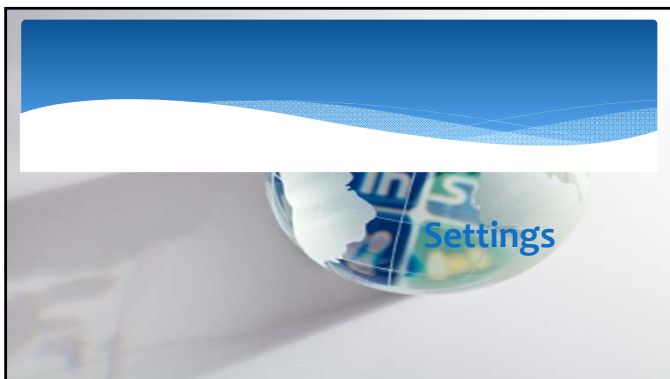
Share your profile

To reach All-Star:

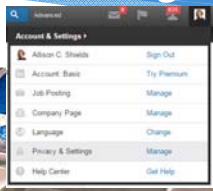
- Industry and location
- An up-to-date current position (with a description)
- Two past positions
- Education
- Skills (minimum of 3)
- A profile photo
- At least 50 connections







Where to find LinkedIn Settings



Adjust your LinkedIn profile settings from the toolbar on the top right of your screen.

Account & Settings	Sign Out
Account Basics	Try Premium
Job Posting	Manage
Company Page	Manage
Language	Change
Privacy & Settings	Manage
Help Center	Get Help

Allison C., you're the boss of your account.

Allison C. Shields
President, Legal Ease Consulting, Inc.; Practice Management and Marketing
Consultant for Lawyers, Writer, Speaker
Member since February 1, 2008

780 connections

Account Privacy Communications

Basics

Third parties Subscriptions

Basics

Email addresses
Add or remove email addresses on your account Change
Email addresses

Phone numbers
Add a phone number in case you have trouble signing in Change
Phone numbers


Change password
Choose a unique password to protect your account Change

Language
Select the language you use on LinkedIn Change
English

Action Steps



Questions?



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LinkedIn in One Hour for Lawyers (Second Edition) available now in the ABA webstore:

<http://bit.ly/LIOHFL2d>





Presenters



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