

# Zen & The Art of Legal Networking

INSIGHTS & COMMENTARY ON RELATIONSHIP BUILDING WITHIN THE INTERNATIONAL LAWYERS NETWORK

PUBLISHED BY

Lindsay Griffiths



## Zen & The Art of Legal Networking

August 3, 2011 by Lindsay Griffiths

### LinkedIn Tutorials - How to Set up a Profile Part II

Yesterday, we went through [the basics of setting up an account and profile on LinkedIn](#). Today, we're going to look much more in-depth at the LinkedIn profile and get ourselves to 100% profile completeness (or just about)!

You may be wondering why you need to bother with completing your profile - isn't the bare minimum enough?

Well, according to LinkedIn, "Users with complete profiles are 40 times more likely to receive opportunities through LinkedIn." Your profile becomes complete when you have:

- Your current position
- Two past positions
- Your education
- Your profile summary
- A profile photo
- Your specialties
- At least three recommendations

LinkedIn tries to make your experience with them as painless as possible, and they are always including new ways to streamline your efforts. One of these is the ability to import your resume to build your profile faster. (Don't worry, we'll also go through the manual way to do this!).



You'll see on the right hand side of the Edit Profile screen (not sure how to get here again? Check out the [first post](#) for a reminder) that there's a link that says "Import Your Resume."

[Improve your Profile](#) [View profile](#)

[Import your résumé](#)  
[Ask for recommendations](#)  
[Create your profile in another language](#)

30% profile completeness

**Complete your profile quickly**  
Import your résumé to build a complete profile in minutes.

**Profile Completion Tips** ([Why do this?](#))

- + Add another position (+5%)
- + Add your education (+15%)
- + Add your summary (+5%)
- + Add your specialties (+5%)
- + Ask for a recommendation (+5%)

Click on this, and a smaller window will open up, allowing you to browse to the file and upload it:

**Import your résumé** [X]

Upload Microsoft Word, PDF, text or HTML files of up to 500KB.

[Choose File](#) No file chosen

[Upload Résumé](#) or [Cancel](#)

Once you upload your resume, LinkedIn will extract the information and display it for you so that you can edit it. It will appear similarly to this:

### Review Experience and Education

Your experience and education were extracted from your résumé and are displayed below with content from your LinkedIn profile.

#### Experience

**Imported** **Project Director**  
**Target Research Group, Inc**  
Legal Services  
October 2002 — Present

Entrusted with assisting senior project director with market research studies for largest account. Prepare study materials for research implementation and compile final data for client use. Assist President of BAC-Trac® division and coordinate all division marketing research studies.  
Develop corporate collateral materials to be used in marketing initiatives, including a brochure, targeted presentation materials, and an addition to the Target website.  
Created a contact database providing a low-cost means to market to industry players and build brand awareness.  
Coordinated mail and email campaigns to notify potential clients about benefits of BAC-Trac® services.  
Liaise with clients and outside vendors to manage studies.

girls WRITE!  
[Edit](#) | [Remove this position](#)

Title:

Company Name: **Please enter a value.**

Industry:

Time Period:  I currently work here  
**Please enter a value.**  
from  to Present

Description:

You will see the positions show up in one of two ways:

1. The position shows up as complete, like the first position I have listed. It includes my title, the industry, the dates worked, and the short summary of the job. Check this information over to make sure that it's correct. In my case, it's not, so I'll click on the edit button to make some changes.
2. The position shows up missing some information, like the second position I have listed. Here, I'm required to input some additional information before saving the information to my LinkedIn profile. I need to put in the company name, the industry, the dates worked and check the description to make sure that it's accurate.

This page also allows you to remove any position that might not be relevant. In some cases, you'll want every job you've held to be shown in your LinkedIn profile. But for many of us, we want it to be a little more targeted. I want my profile to reflect my marketing experience, so I include my previous position in market research, as well as the marketing work I did for girls WRITE! I don't need to include any college jobs I had, or internships, unless they relate to the overall image I'm looking to project.

Since I'm uploading an old resume, I go through each of the positions to make sure they're up to date. The first one has the wrong industry and dates of employment, so I choose edit and make those changes:

## Experience

Title:

Company Name:

Industry:

Time Period:  I currently work here  
from  2002 to  2004

Description:

[See Examples](#)

[Edit](#) | [Reset Information](#) | [Remove this position](#)

The second position is missing information, so I fill that in:

Title:

Company Name: **Please enter a value.**

Industry:

Time Period:  I currently work here  
**Please enter a value.**  
from  2003 to  2005

Description:

[See Examples](#)

[Edit](#) | [Reset Information](#) | [Remove this position](#)

The third position is my current job, so I add in a description for that:

**Title:**

**Company Name:**

**Industry:**

**Time Period:**  I currently work here  
**Please enter a value.**  
from   to Present

**Description:**

- Recommend, oversee and analyze follow-up conference research.
- Prepare and edit recruitment materials and respond to requests.
- Attend firm meetings, including those of the Board of Directors, Regional and Annual Meetings, specialty group meetings, etc.
- Create annual marketing plan.

[See Examples](#)

[Edit](#) | [Reset Information](#) | [Remove this position](#)

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And the final position is one I held in helping out a friend in college, and it's not relevant, so I delete it:

---

**Imported Director of Business Development**  
**Internet Hockey Scout**  
Legal Services  
May 2001 — June 2002

Site is designed to serve as a recruiting device for professional and semi-professional teams.  
Collaborated with founder to improve site's design, content and functionality to provide a cutting-edge online presentation.  
Developed and implemented marketing and PR strategies to improve site traffic, including coordinating mail campaign targeting NHL coaches.  
Created a contact database of key industry players for use in marketing initiatives.  
Proposed the introduction of new services expected to elevate the company's image.

**This position will be removed after clicking the 'Save Changes' button below. [ undo ]**

---

You'll note that the position will be deleted once you click the "Save Changes" button at the bottom of the page. But before doing that, check the imported information about your education.

**Education**

---

**Imported Hamilton College**  
**Bachelor of Arts, Computer Science**

[Edit](#) | [Remove this education](#)

---

or [Go back to Edit My Profile](#)

I suspect this isn't complete, although it's correct, so I click "Edit" to fill it in further. In addition to the school name and fields of study, I can add in my degree, the time period I studied there (this helps in matching you to alums who were there at the same time you were), the activities and societies I was a part of, and any additional notes I want to add.

**Education** .....

**School or Institution:**

**Field(s) of Study:**   
Examples: English, Physics, Economics

**Degree:**

**Time Period:**  to   
Tip: Current students should enter expected graduation year

**Activities and Societies:**   
Tip: Use commas to separate activities  
Examples: Alpha Phi Omega, Chamber Chorale, Debate Team

**Additional Notes:**   
[See Examples](#)

[Edit](#) | [Reset Information](#) | [Remove this education](#)

.....

Once all of the information is complete, hit "Save Changes" at the bottom of the page to automatically update your profile, which looks like this:

## Experience

[+ Add a position](#)

### **Director of Network Development** [Edit](#)

#### **International Lawyers Network**

Nonprofit; Legal Services industry

November 2004 – Present (6 years 10 months)

- Identify and implement marketing opportunities, develop approaches to business development needs and create processes to improve efficiencies.
- Work with Executive Director to assist in developing goals and objectives and providing strategic counsel.
- Facilitate relationship development among attorneys at 90 law firms in 67 countries.
- Spearhead internal and external marketing efforts through social media activity on Twitter, Facebook, LinkedIn, Martindale-Hubbell Connected.
- Create and manage all collateral materials.
- Develop and execute proactive public relations program.
- Coordinate details and attend national and international meetings, which may include but are not limited to seminars, off-site functions, industry meetings, media partnership events and breakout sessions.
- Recommend, oversee and analyze follow-up conference research.
- Prepare and edit recruitment materials and respond to requests.
- Attend firm meetings, including those of the Board of Directors, Regional and Annual Meetings, specialty group meetings, etc.
- Create annual marketing plan.

[Ask for recommendations](#)

### **Executive Vice President Marketing/Public Relations** [Edit](#)

#### **girls WRITE!**

Program Development industry

September 2003 – July 2005 (1 year 11 months)

Key member of management team charged with development and coordination of marketing campaigns and public relations strategies for start-up.

Collaborate with President and Founder to define company goals and formulate plans to expand business.

Manage collateral materials, including design of logo and brand image, brochure, and development of website.

Develop targeted print campaigns driving new business development.

[Ask for recommendations](#)

### **Project Director** [Edit](#)

#### **Target Research Group, Inc**

Market Research industry

October 2002 – October 2004 (2 years 1 month)

Now, let's say for example that you don't have your resume handy, or there are positions that you want to add to this list that don't appear on the most recent version of your resume. You can add a position very easily. At the top of the "Experience" section, you'll see "+Add a position:"

## Experience

[+ Add a position](#)

Click this, and you're able to add another position you've held. For example:

#### Add Position

**Company Name:** **Traveloria** [\[Change Company\]](#) | [\[Edit Display Name\]](#)  
Consumer Goods; Myself Only; HQ: Greater New York City Area

**Title:**

**Location:**

**Time Period:**  I currently work here  
 to  to

**Description:**   
[See examples](#)

or

I wanted to add this self-employment position because it involved developing marketing skills. Once you're finished adding in the additional information, hit "Save Changes." Repeat this for every position that you want to add to round out your professional experience.

LinkedIn is great about offering you prompts to get your profile to 100% completeness - once you're professional experience is filled in, they want to make sure that all of your education is reflected in your profile. At the top of the page, you'll see this box:

Where else did you attend school? ×

I have listed all my schools

 **Lindsay Griffiths** [Edit](#)  
Director of Network Development at International Lawyers Network  
Greater New York City Area | Legal Services

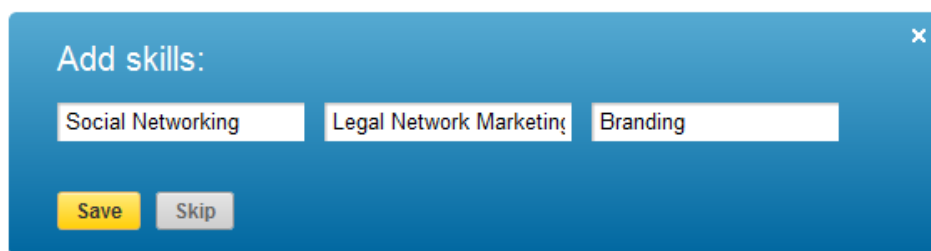
[Edit Photo](#)

This is a great place to add in your law school or grad school information if it wasn't included in your resume. If all of your education has been included, you can click "I have listed all my schools."

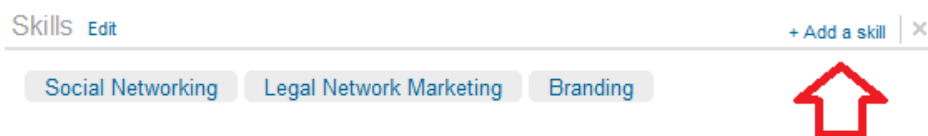
Next, LinkedIn encourages you to add your Skills. The reason that this is important is because Skills are searchable via the new LinkedIn feature also called Skills. Add in as many of your skills as you can,



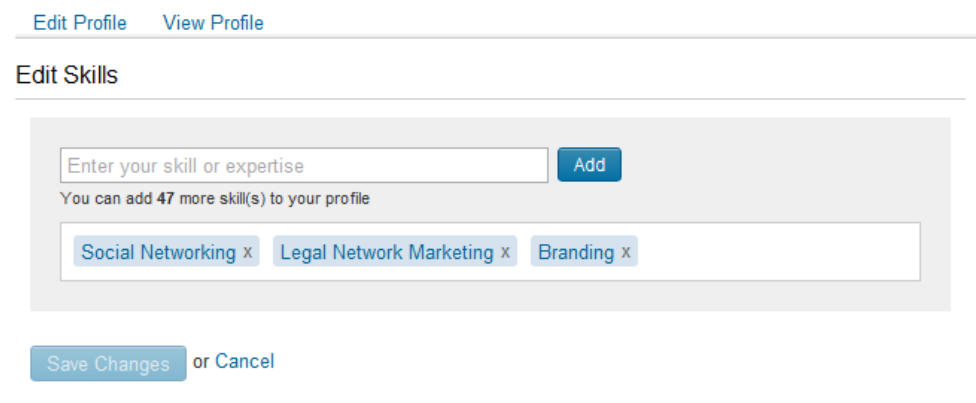
which will enhance your profile with a new layer of credibility and keywords. Consider adding skills like "Employment Law" or "Immigration Law." In my case, I add skills that are relevant to my position:



You can add as many skills as you want - this prompt only gives you three spaces, but if you'd like to add additional skills, scroll down to the Skills section towards the bottom of your profile and click "+Add a Skill."

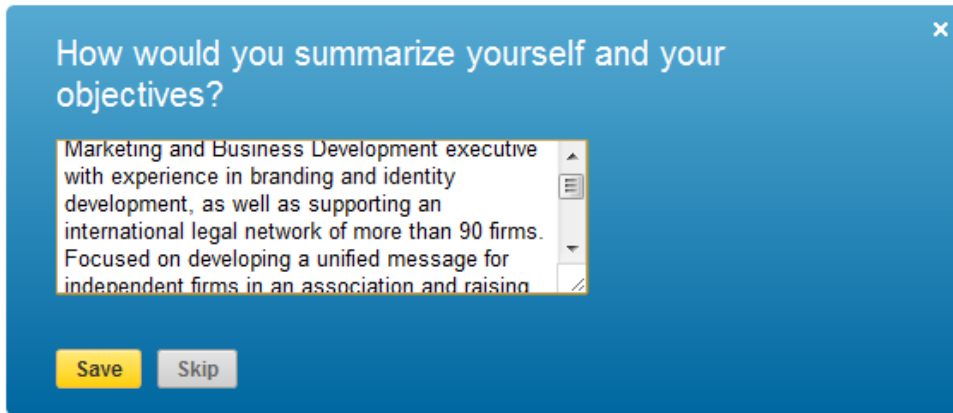


This will allow you to add up to a total of 50 skills on this page:



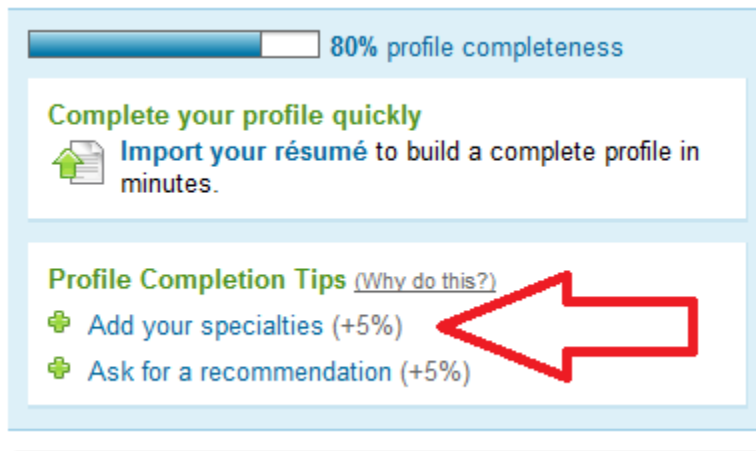
Once you have added your Skills, LinkedIn will prompt you to include a summary. This is one of the most important parts of your profile, because it's the snapshot of yourself that you present to the world (at least the world on LinkedIn). It should sum up everything that you want to communicate - your goals, your expertise and your industry.

Mine looks like this:



Once you save your summary, LinkedIn has two final suggestions to bring your profile up to 100% completeness. The first of these is adding your specialties. What's the difference between Skills and Specialties, you may ask? The main difference is that Skills are searchable through the Skills section on LinkedIn's website, while specialties are searchable only in a general way. My recommendation is to include the same list of skills in your list of specialties.

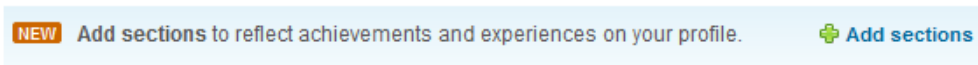
To the right hand side of the screen, you'll see the option to add specialties:



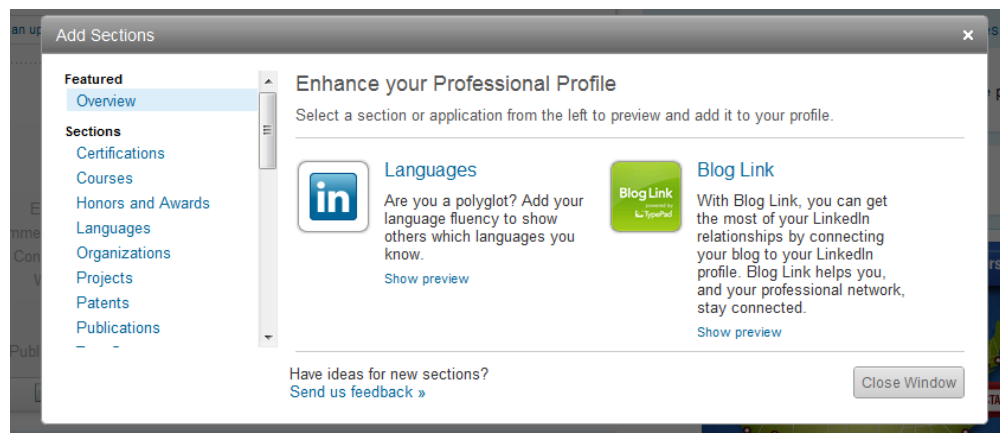
Click on the "+Add your specialties" link and you'll be able to list the specialties you want to add to your profile.

The second suggestion LinkedIn has is to ask for a recommendation - each recommendation is worth an additional 5% of completeness, to bring you up to the full 100%. We're going to discuss recommendations and requesting them in a separate post, so don't worry about them at this point. Right now, we just want to concentrate on getting your profile as complete as possible, and then beginning to connect and engage with others on LinkedIn.

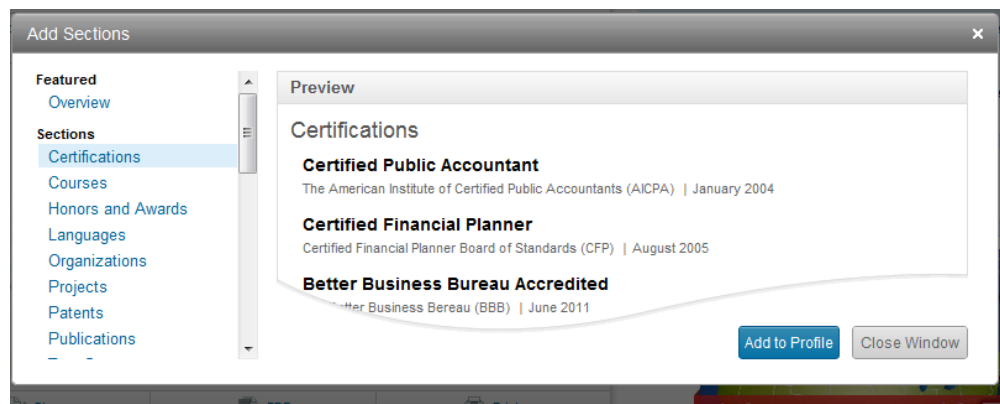
At this point, LinkedIn doesn't give you any additional prompts, but there are two other things I see as essential to completing your profile. The first of these is sections. Just below your profile image and highlights, you'll see a bar that says "+Add sections."



Click on this link, and it will open up a new window. It can look a bit overwhelming at first, with many different options, but I promise, it's not scary.



On the lefthand side, you'll see a list of all of the possible sections you could add to your profile. For example, you may be certified:



Click on the Certifications link on the lefthand side, which shows you a preview, and gives you a button to "Add to Profile." Click this button, and it takes you to a new page where you can add your certification:

#### Add a Certification

---

\* Certification Name:

Certification Authority:

License Number:

Dates:  This certificate does not expire  
Month...  Year...  To Month...  Year...

---

or

\* Indicates required field.

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This may be a good spot to include your Bar qualifications and any other certifications you may have.

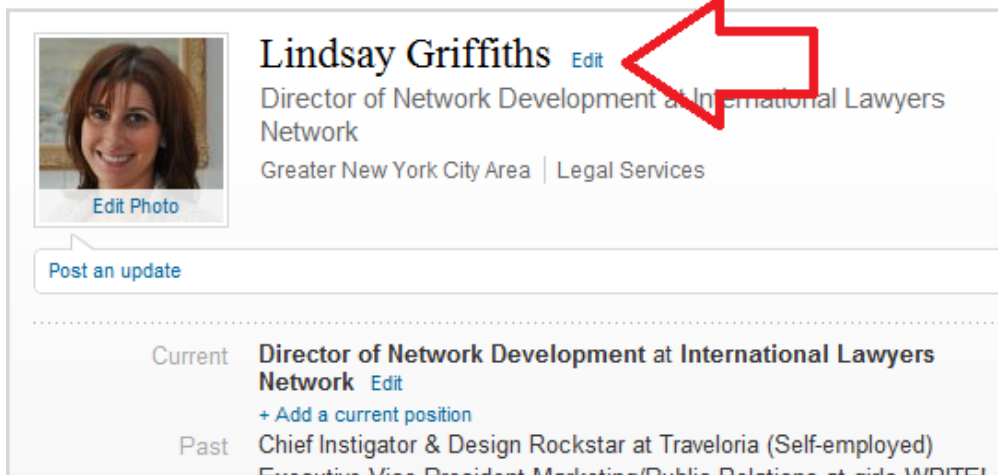
For the remaining sections that LinkedIn offers:

- **Courses:** This is great for students who are looking for work and want to showcase their school-gained skills.
- **Honors and Awards:** Honors and Awards allow you to show any professional achievements you've gained during your career that might enhance your profile.
- **Languages:** This is fairly self-explanatory, but in addition to listing the other languages you speak, you can include whether you have native or bilingual proficiency, professional working proficiency, or elementary proficiency.
- **Organizations:** List the organizations that you are a member of - here, feel free to list non-professional organizations as well. Social media is a place to let people get to know you better, both personally and professionally, and you might find that you have interests in common with people that will lead to deeper professional relationships.
- **Projects:** Again, this is useful for students who may have projects that reflect their skills, when they don't have work experience that does.
- **Patents:** Self-explanatory.
- **Publications:** This is a good section to list the articles you have authored, as well as any books published. It again fleshes out your profile and gives viewers a more complete picture of your skills.
- **Test Scores:** Again, this is useful for students (and blows the theory I developed at 18 that no one will ask you for your SAT scores once you've graduated from college!).

Underneath the sections, you'll see Applications listed - we'll be going over these in a future post, so don't worry about these now.

The last essential piece of your profile is the "Professional Headline" - the reason this is so important is that when LinkedIn offers others using the service a list of "People they may know," the only thing they share with them is the person's name, and this headline. Additionally, if someone is searching your name, this professional headline is what comes up. So for anyone who's a little busy (which ALL of us are these days), the only thing they may use to make a snap judgment of you is that professional headline. It's important to make it count.

To edit this, on your Profile Edit page, click the "Edit" link next to your name:



**Lindsay Griffiths** [Edit](#)

Director of Network Development at International Lawyers Network  
Greater New York City Area | Legal Services

[Edit Photo](#)

[Post an update](#)

---

**Current** **Director of Network Development at International Lawyers Network** [Edit](#)  
[+ Add a current position](#)

**Past** Chief Instigator & Design Rockstar at Traveloria (Self-employed)  
Executive Vice President Marketing/Public Relations at side WHITE


This will take you to a new screen where you can edit your basic information:

#### Basic Information

**Name** .....

First Name:

Last Name:


Former/Maiden Name:  

Display Name:  Lindsay Griffiths  
 Lindsay G.  
Tip: For added Privacy, you can display only your first name and last initial. (Your connections will still see your first and last name.)

**Headline** .....


Professional "Headline":   
Examples: Experienced Transportation Executive, Web Designer and Information Architect, Visionary Entrepreneur and Investor...[See more](#)

**Location & Industry** .....

Country:  

Zip Code:

Location Name:  Barnegat, New Jersey  
 Greater New York City Area

Industry:  

---

[Save Changes](#) or [Go back to Edit My Profile](#)

You'll see that you can edit a number of things here, including your first and last name (maiden name if applicable), how you'd like your name displayed, and your location and industry. You'll see your Professional "Headline" right in the middle:

#### Basic Information

Name

First Name:

Last Name:

Former/Maiden Name:

Display Name:  Lindsay Griffiths  
 Lindsay G.

Tip: For added Privacy, you can display only your first name and last initial. (Your connections will still see your first and last name.)

Headline

Professional "Headline":

Examples: Experienced Transportation Executive, Web Designer and Information Architect, Visionary Entrepreneur and Investor...[See more](#)

Location & Industry

Country:

Zip Code:

Location Name:  Barnegat, New Jersey  
 Greater New York City Area

Industry:

[Save Changes](#) or [Go back to Edit My Profile](#)



My suggestion for the professional headline is to include your job title and company - but as attorneys, I don't suggest you just put "Partner at XYZ law firm." It's helpful to be a little more descriptive than that, and get into the type of law you practice. So something like "Transportation attorney at XYZ law firm," or "Employment Partner at XYZ law firm" is much more descriptive for anyone looking briefly at your profile information.

Once you've decided on your professional headline and typed it in, hit "Save Changes." Your profile is complete!

As I mentioned, you will still see only 85% completeness until you get three recommendations, but we'll cover recommendations, connecting, questions, groups, and more in future posts!

Lindsay Griffiths of the International Lawyers Network  
179 Kinderkamack Road  
Westwood, NJ 07675  
Phone: (201) 594-9985  
Fax: (201) 740-9765