



AttorneySync's Guide to Social Media for Lawyers

Part II



Introduction

[LinkedIn](#) describes itself as a place where, “over 35 million professionals exchange information, ideas and opportunities.”

According to [Wikipedia](#): LinkedIn is a business-oriented social networking site founded in December 2002 and launched in May 2003 mainly used for professional networking. As of February 2009[update], it had more than 35 million registered users, spanning 170 industries.

While many other social media tools are still struggling with their identities, the key difference with LinkedIn is its “for professionals” mantra.

This guide focuses on the “free” account. LinkedIn also offers several premium accounts (see below) which are not the subject of this guide.

Basics

Profile Set-up:

[Profile set-up with LinkedIn](#) is a little more time consuming than with other social media platforms. That being said, there is more value to reap from your LinkedIn profile. [As Guy Kawasaki learned](#), putting a little extra effort into your profile goes a long way.

If you’re more of a visual learner, check out these short videos [LinkedIn Part I](#) and [LinkedIn PartII](#).

As a lawyer, you may want to include some kind of disclaimer. You can either post a disclaimer in your summary, or provide a link to a disclaimer on your website.

Finally, check out one of my favorite LinkedIn resources, Joshua Fruchter’s [LinkedIn for Lawyers 101](#).

Pro Tips

Since your time is precious, here are **my top 6 LinkedIn activities**:

1. **Become a LinkedIn expert:** Ask and answer questions in [LinkedIn: Answers.](#)
2. **Be active in groups:** Participate in group discussions and post interesting articles you come across. Join practice-specific LinkedIn groups. Here are a couple lawyer groups to get you started:
 - [Lawyer Marketing | Grow your practice](#)
 - [Bisnar's Lawyer Marketing Mastermind Group](#)
 - [Tech Lawyers](#)
3. **Solicit Recommendations:** Don't be afraid to ask for recommendations from other attorneys, former clients, etc. As you know, word of mouth recommendations are very strong.
4. **Add Your Blog RSS Feeds to LinkedIn: Show the LinkedInverse what's going on at your blog.** It works twofold; you will get more readers to your blog and more contacts in LinkedIn. Simply install [LinkedIn's Blog Link application.](#)
5. **Optimize your profile:** Just like everything else you write on the web, make sure your profile is optimized with relevant keywords for search engines (but don't stuff). Also, [optimize your profile URL with relevant keywords.](#)

6. **Grow your network:** Follow [Dave Taylor's Etiquette for LinkedIn](#) when growing your network. Always remember it's about relationship building. Feel free to connect with us on LinkedIn: [Gyi Tsakalakis](#); [Jeff Berman](#)

If you've got some extra time:

If you haven't already done so, [download our Twitter Guide for Lawyers](#) and follow [@LinkedIn](#).

Reference:

[10 Ways to Use LinkedIn \(Guy Kawasaki\)](#)

[100+ Smart Ways to Use LinkedIn](#)

Applications:

We recommend the following [LinkedIn applications](#):

1. **SlideShare**
2. **Company Buzz**
3. **Polls**

Pit-Falls

Don't let LinkedIn run your day! Be efficient with your LinkedIn time. Try to accomplish one or two LinkedIn tasks per day (i.e. answer a question, participate in a discussion, post an article).

Don't use boilerplate text. Make your communications personal. This is not the forum for mass mailers.

Don't spam for contacts. If you engage someone in a conversation in LinkedIn, feel free to request a contact. Be the fish not the fisherman. Don't fish for contacts. Engage in activities that make contacts fish for you!

Don't solicit clients on LinkedIn. Remember, the ethics rules still apply in web 2.0. Check your bar rules.

Don't abuse your network. LinkedIn's functionality allows you many ways to broadcast a note to your contacts. Use network broadcasts judiciously. If you don't, you may find yourself being un-connected from people.

LinkedIn Premium Accounts

Select an Account Type:	<input checked="" type="radio"/> Business	<input type="radio"/> Business Plus	<input type="radio"/> Pro	CorporateSolutions
Cost per month	\$24.95 per month	\$49.95 per month	\$499.95 per month	Recruiting • HR Research • Sales
Send Requests for Introductions [?]	15 at a time	25 at a time	40 at a time	The only thing more powerful than your network is a well coordinated team connecting multiple networks. Learn more...
Send InMails™	3 per month	10 per month	50 per month	
LinkedIn Network Search Results	300 per search	500 per search	700 per search	
Saved Searches	5 maximum, weekly alerts	7 maximum, weekly alerts	10 maximum, daily alerts	

This guide discussed topics related to LinkedIn's free accounts. However, LinkedIn does offer some pay-accounts and paid advertising. We currently do not use a LinkedIn premium account. If you have a LinkedIn premium account or use LinkedIn's paid advertising, [we would love to hear your opinions.](#)

Well that's it for **Part 2** of AttorneySync's Guide to Social Media for Lawyers. We know the methods described in this guide generate new clients for lawyers. How do we know? [We apply these methods](#) every day for our member lawyers.

Obviously, there are many other LinkedIn-topics we could discuss. We have tried to touch upon what we consider the most important features. We will be continually updating each part of the guide, so check back for future editions.

For more information on social media for lawyers, check out [AttorneySync's Blog on Lawyer Marketing](#).

Also, check back soon for **Part 3** where we will cover Facebook.