



White Paper

Presented By

Jaffe PR

September, 2011

How To Make Sure Your Social Media Profile Sends the Right Message

What does your social media profile say about you?



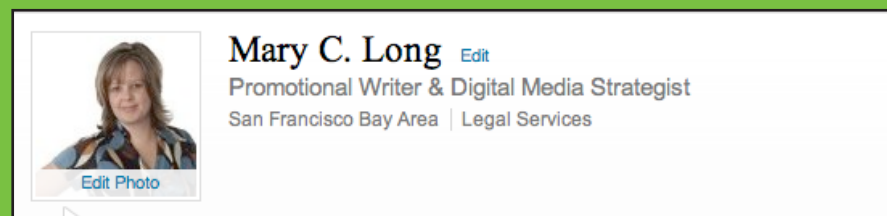
What does your social media profile say about you? – A lot more than what you write, actually. Just as a professional appearance makes a difference and affects lasting (and immediate) first impressions, a professional presence on social networking platforms makes a difference (and a lasting impression) as well. Professional profiles are polished, search engine-optimized – and well connected as a result.

Take our inventory of your social media profile and give it a much-needed makeover. You'll be pleasantly surprised.

Each platform offers a variety of fields for users to populate. Here are common section headers, along with best practices for each.

Professional headline.

Do not list your job title (unless it's descriptive) – use something descriptive that potential clients will search for (for example, "New York Intellectual Property Attorney" will be found more often than "Partner at XYZ law firm").



Summary/about.

This should be only two to three paragraphs, tops, with bulleted lists whenever possible. This should be a brief snapshot of your capabilities/who you are (professionally) overall, written with the goal of making a lasting impression on readers (not on telling readers everything about your educational/legal history or credentials). These two to three paragraphs should include a paragraph – or better yet, bulleted list – of your specific drilled-down specialties. *See following example.*

Summary [Edit](#)

Promotional writer and digital media strategist, focused on helping leaders in the legal industry enhance their public reputation by creating original, thought-provoking pieces to differentiate them from the pack. Leads a team of writers in the creation and revision of SEO-driven pieces, including:

- biographies and social media profiles
- practice and industry descriptions
- blog content
- white papers
- articles

Also responsible for the tone and integrity of Jaffe PR website copy and promotional pieces. Collaborates with creative team on collateral marketing materials including brochures, newsletters, advertisements, positioning statements/tag lines and more.

Please note: Posts on Google+ or any other social networks do not necessarily represent the views of my employer. And posts with links to external content do not imply endorsement, unless specifically stated.

Specialties

Crafting concise copy. Creating pieces that help law firms differentiate and capture their piece of the market.

Everything SEO. From understanding how it works to drafting pieces that seamlessly incorporate keywords and phrases.


Social media interactions. Helping lawyers and law firms establish a presence on various platforms and blogs to create business development opportunities.


Website/social media links.

Link to pages speaking specifically to your work (your professional biography or practice page), followed by a link to your professional blog or your firm's blog(s), and, finally, the firm's website landing page. Your firm's landing page is likely a static page with information that rarely changes, so it should be left as your final linking option – if you even link to it at all.

Public profile/vanity URL.

Nearly every platform offers the option of “naming” your profile page. This is important because it makes sharing the URL to your page much easier and more professional-looking – and not having one is a sure sign of an online amateur. For example, your email signature looks better with <http://www.linkedin.com/in/maryclong> than <http://www.linkedin.com/in/327954+1+1+waytoomanynumbers>.

 **Mary C. Long** Edit
Promotional Writer & Digital Media Strategist
San Francisco Bay Area | Legal Services

Mary C. Long
 **To Be, Or To Have Been? That Is The Question. | Jaffe PR**
jaffepr.com
Should biographies on social media sites such as LinkedIn be written using first- or third-person? Check out this post by Jaffe PR's Michael Webb and join the discussion!
2 days ago • Like • Comment • Share • See all activity • Post an update

Current Director of Content & Digital Media Strategist at Jaffe PR Edit
+ Add a current position

Past Sr Marketing Writer at Ropes & Gray LLP
Sr Communications Manager at Fidelity Investments

Education Lesley University
Metropolitan State University

Recommendations 3 recommendations Edit

Connections 500+ connections

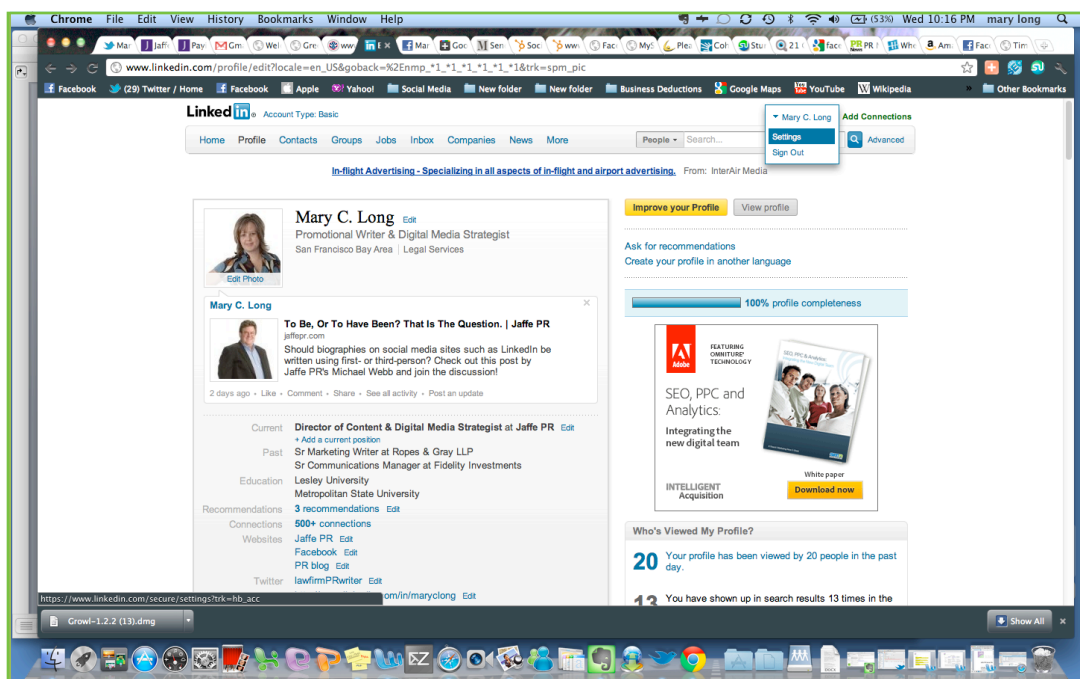
Websites Jaffe PR Edit
Facebook Edit
PR blog Edit

Twitter lawfirmPRwriter Edit

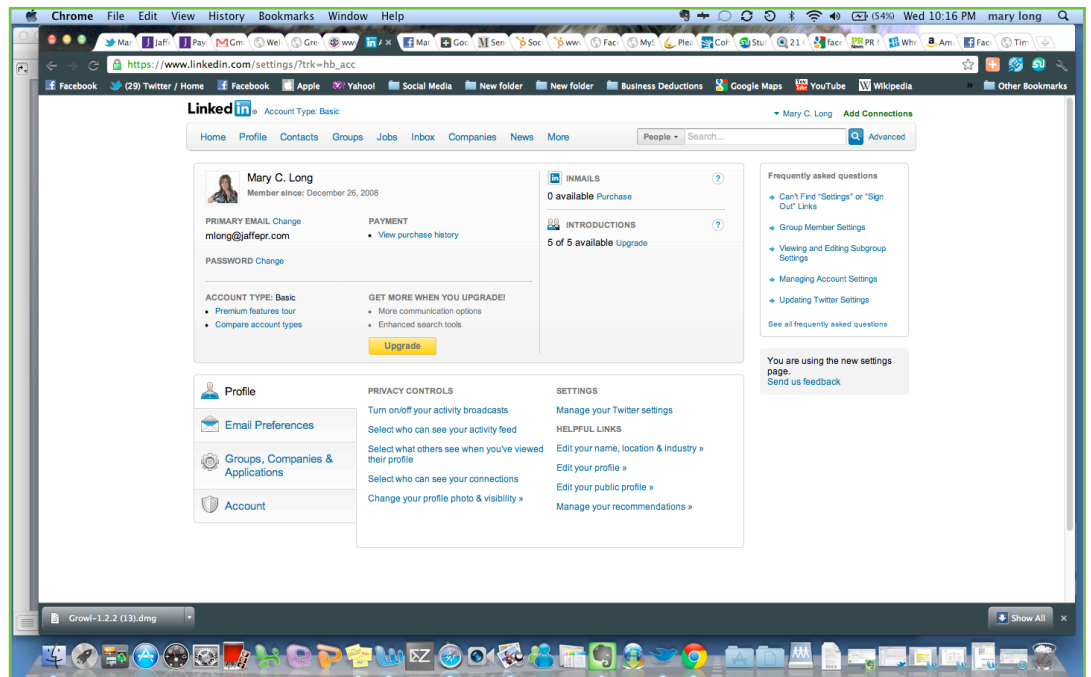
Public Profile <http://www.linkedin.com/in/maryclong> Edit

Privacy controls.

Keep personal and professional accounts separate. Personal accounts should have maximum privacy settings; professional accounts, on the other hand, should be entirely public – the point is to be found, and enabling privacy controls inhibits this. So make your profile accessible and leave yourself open to receiving emails or intra-platform messages from the public.



The screenshot shows the LinkedIn profile edit page for Mary C. Long. The browser window is titled "Chrome" and the address bar shows the LinkedIn edit URL. The profile information is displayed in a sidebar on the left, including the profile picture, name, title, and location. The main content area shows a post by Mary C. Long with a thumbnail and text. The right sidebar contains a "Who's Viewed My Profile?" section showing 20 views in the past day and a "Who's Viewed My Profile?" section showing 13 views in search results.



Disclaimer.

There usually isn't a designated place to add this, but you should plan to add it to the end of your "Summary/About" section. Template disclaimer language follows:

Please note: Posts on Google+ or any other social networks do not necessarily represent the views of my employer. And posts with links to external content do not imply endorsement, unless specifically stated.

We hope you found this information useful. We've used LinkedIn as a general example here, but can provide specific, drilled-down LinkedIn, Google+, Twitter and Facebook best practices designed for your firm's specific needs. Contact us at info@jaffep.com for more information.

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www.jaffepr.com

About Jaffe PR

Jaffe PR is a complete public reputation resource devoted solely to law firms and legal associations. [Media relations](#) is at the heart of its work for clients. Around this core are in-house specialists providing reputation consulting, [creative services](#) from [branding](#) to [websites](#) and [search engine optimization](#). Integrated teams fully support clients in growing and managing their public reputations and attracting new business opportunities. Beyond this are other valued resources unique in the industry including [PResPlay™](#) audio and video services, [WritersForLawyers™](#) to provide all forms of content, [LexSpeak™](#) to identify and support speaking engagements and [RankingsForLawyers™](#) to navigate and capitalize on numerous ranking possibilities. For more information, visit www.jaffepr.com.