

Technology

Streamlined LinkedIn Profiles

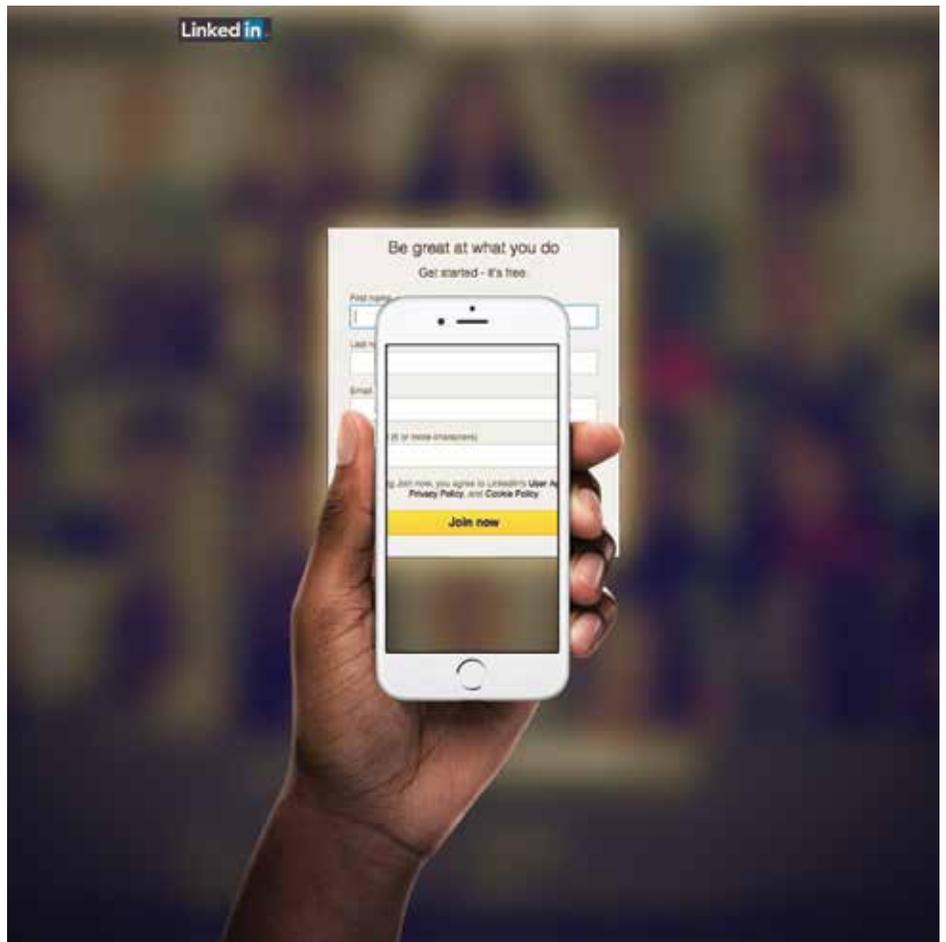
Five Steps to Create and Curate Your LinkedIn Profile to Meet Your Career Goals

BY DANIEL J. SIEGEL

LinkedIn has become the default marketing website for lawyers. According to Allison Shields, co-author of “LinkedIn in One Hour for Lawyers,” “It’s hard to discuss online marketing for lawyers and not mention LinkedIn [because] LinkedIn is one of the online marketing tools that lawyers seem to fear the least.” This article will offer tips to maximize your presence and put your LinkedIn connections to work for you.

First, let us provide a bit more background about LinkedIn (<http://www.linkedin.com/>). LinkedIn is a social networking website designed for business people. It has an estimated 296 million members, and is the largest professional online network.

Registered members of LinkedIn provide a profile page, essentially an online business card, and create networks of people they know and trust professionally. A LinkedIn member’s profile page includes a summary of the member’s expertise, the locations where they are based, employment history, education, skills (professional expertise) and endorsements. Although there are constraints on what information a Pennsylvania lawyer may ethically post on LinkedIn, this article will focus on using the site. To understand the ethical constraints, Pennsylvania lawyers should review the Pennsylvania Bar Association Committee on Legal Ethics and Professional Responsibility Formal Opinion 2014-300 (Ethical Obligations



For Attorneys Using Social Media^{*}), of which I was a primary author.

LinkedIn members can connect with friends or colleagues or meet new associates. To assist, LinkedIn allows you to search for people or companies

by location, field of expertise and skill level. You can find other lawyers, claims managers or even alumni from your college or law school. You can also join groups with similar interests. There are numerous options; all you have to do is

When creating your profile, know what your goal is. If you are trying to get a job, then you may seek to attract law firm recruiters and hiring directors, or human resources departments at specific types of companies.

explore a bit.

Now, let us discuss how to maximize LinkedIn.

FIRST, HAVE A GOAL FOR USING LINKEDIN

Just as lawyers have a goal at deposition, or when crafting a contact, so should you have a goal for using LinkedIn. For some lawyers, that means searching for employment. For others, it may be to seek out alliances, called “connections” on LinkedIn, to help you increase your client base. Or, if your practice focuses on a particular industry, you might use LinkedIn to connect with key persons and build your relationships. Or, your purpose could be to create a web presence in addition to your firm’s website. Depending upon the purpose or purposes for which you choose to use LinkedIn, you will focus your efforts accordingly.

For example, if you are using LinkedIn to seek clients, your profile should provide information that will encourage potential clients to learn more about you. Paul H. Simon, a social media content manager, has an engaging LinkedIn “summary” (<https://www.linkedin.com/in/paulhsimon>) that begins, “No one is good at everything. As much as you may be in command of your core offering, chances are your messaging or online community engagement activities don’t quite make the grade. Not a great writer or editor for your own materials? You’re certainly not alone. This is my passion and my greatest strength, and I can make sure you get through to your readers.” A lawyer’s message should demonstrate their area of practice while explaining why they are different from the many other lawyers offering similar services.

SECOND, KNOW YOUR AUDIENCE

When creating your profile, know

what your goal is. If you are trying to get a job, then you may seek to attract law firm recruiters and hiring directors, or human resources departments at specific types of companies. On the other hand, if your goal is to increase your book of clients, you should create a profile that will interest the specific clients you desire. Take the time to identify your potential audience, and consider the type of lawyer they are seeking. Consider the search terms they might use to find you on LinkedIn, and create and edit your profile with this information in mind.

Consider Aaron Gray, a real estate salesperson in Elkins Park, Pa. Instead of listing his current job as “realtor,” he titles his basic job description (the first line of content you see in the list generated after a search for “realtors”) with “I rise before the sun, and I get the job done.” As of Nov. 18, 2015, there were 32,212 results when you search for “lawyer” on LinkedIn. It’s important to try not to look like the other 32,211 listings.

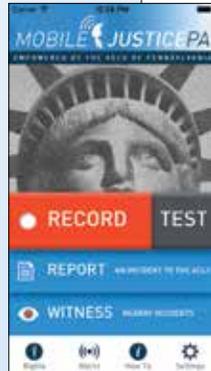
THIRD, FILL IN ALL OF THE BLANKS

While adding awards, community activities and other information may seem excessive or unnecessary, this information matters and can differentiate you from other lawyers. For example, if your clients (or potential clients) expect you to belong to certain associations, then be sure that those associations are included on your profile.

Also, because LinkedIn profiles include a variety of optional sections, you should choose sections to add to your profile that support your purpose. LinkedIn includes numerous sections, including “language,” “volunteering experience,” “organizations,” “honors & awards,” “courses,” “certifications” and “publications.” If you want to

Mobile Justice PA

The ACLU of Pennsylvania recently launched its free Mobile Justice PA app for iOS and Android. The Mobile Justice PA app gives users the ability to record, and upload to the ACLU-PA, cell phone videos of public interactions with law enforcement. Videos captured will automatically be transmitted to the ACLU-PA and preserved, even if the device used to capture the video is destroyed or seized or the video itself is deleted. Its functions include the ability to record any exchanges with law enforcement, a “witness” alert that pings anyone else with the app to come to the location and document the exchange, the ability to complete an incident report to submit directly to the ACLU-PA for review and a “know your rights” section that provides an overview of individuals’ rights when stopped by law enforcement.



Mobile Justice PA is intended for use by bystanders. If individuals involved in an exchange with law enforcement want to use it, ACLU-PA asks that those users announce they are reaching for their cell phone and only use it in public settings. The app was also launched in nine other states including Arizona, Georgia, Maryland, Minnesota, New Jersey, New Mexico, Oklahoma, Virginia and Washington, D.C. It is already being used in California, Colorado, Missouri, New York and Oregon. ■

Law Dictionary

For a quick reference guide for defining legal terms, download TheLaw.com’s free Law Dictionary & Guide app for iOS and Android. Through the Law Dictionary & Guide users can look up legal terms, bookmark favorites and access TheLaw.com. It offers more than 14,000 legal entries and more than 600 legal abbreviations and legal maxims (U.S.-based). It has a simple interface and by giving users access to TheLaw.com, they can find legal forms, the law journal, get case reviews or look for lawyers. ■

LinkedIn is used by legal recruiters, industry professionals and others, and it is critical that you maintain your profile and keep it current. Otherwise, you might lose that ideal client or miss out on your dream job.

build your reputation in your practice area, consider including a publications section that highlights the articles you have authored. Take note, if you handle real estate matters, most lawyers seeking clients in that area may be as qualified as you to handle those types of matters. But your background volunteering for a local non-profit or publication in certain law journals might set you apart.

FOURTH, KEEP YOUR PROFILE UP-TO-DATE

As with any marketing tool, your LinkedIn profile reflects who you are. As a result, you would likely not consider hiring someone who provided an outdated resume. Make sure to keep your LinkedIn profile –your online resume – up-to-date.

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FIFTH, BUILD A NETWORK AND USE IT

Updating your profile and making new connections are ongoing activities in LinkedIn. Over time, you will discover that it does not take long to accomplish these tasks. In most cases, Shields estimates that you can make any necessary tweaks to your profile and send quick invitations to connect or accept invitations you receive in less than one hour per month. She notes, however, that “the real ‘juice’ of

LinkedIn is in participating on a regular basis through group discussions, posting updates, sharing, liking and commenting on others’ posts and updates, or by sending individual messages to your connections.” When you engage in these activities, you will discover the true value of LinkedIn. ■

* <http://www.pabar.org/members/catalogs/Ethics%20Opinions/formal/f2014-300.pdf>

Daniel J. Siegel (dan@danieljsiegel.com), the principal of the Law Offices of Daniel J. Siegel and president of Integrated Technology Services, LLC, is a member of the editorial board of *The Philadelphia Lawyer*.

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For questions regarding Philadelphia Bar Association CLE, contact Tara D. Phoenix, Director of Continuing Legal Education, at 215-238-6349 or tphoenix@philabar.org.



DJI Phantom 3 Professional



3D Robotics Solo

THE DJI PHANTOM 3 PROFESSIONAL AND THE 3D ROBOTICS SOLO DRONES ARE VIABLE OPTIONS WHEN A CAMERA PHONE WILL NOT CUT IT FOR AERIAL OR PANORAMIC PHOTOS AND VIDEO. Each of these models are easy to carry, powerful enough to use on a windy day and feature “return to home” functions. Selling in the \$900 to \$1,300 range, drones are pricey, but they capture images and video like almost no other personal device.

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MAXIMUM FLIGHT TIME	23 MINUTES	25 MINUTES
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GPS COMPATIBILITY	AMERICAN GPS/RUSSIAN GLONASS	AMERICAN GPS
SOFTWARE TYPE	PROPRIETARY	OPEN-SOURCE
PRICE	\$1,259	\$999 (CAMERA NOT INCLUDED)