

SCGLEGAL[®]

A WORLDWIDE NETWORK OF LEADING LAW FIRMS



**You are Your Brand.
Your Brand is You.**

Successful Organization = Performance + Reputation

Time

The more attorneys with credible – **KNOWN!** – reputations
...INSIDE and OUTSIDE...the firm, the better.

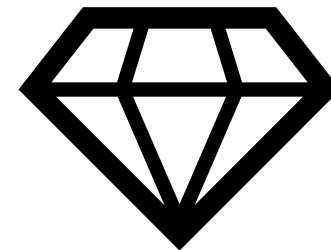


Most Clients Only Care About **4 Things**

COMMUNICATION IS KEY

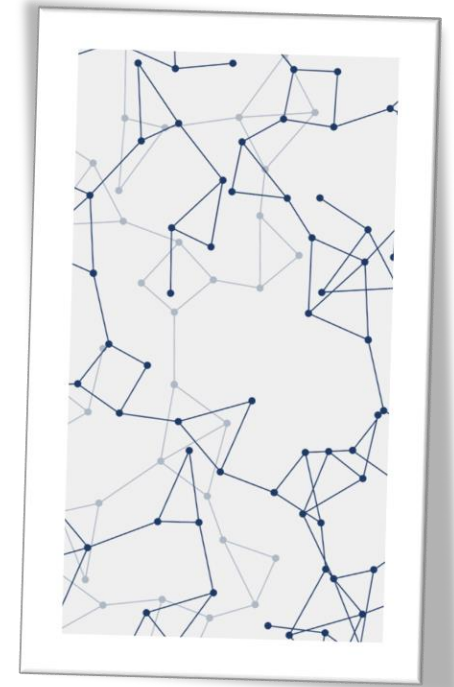
All bios, proposals, firm messaging, website copy, and other marcom/business development collateral needs to effectively **communicate client benefit and value, solutions, competitive edge, and results.**

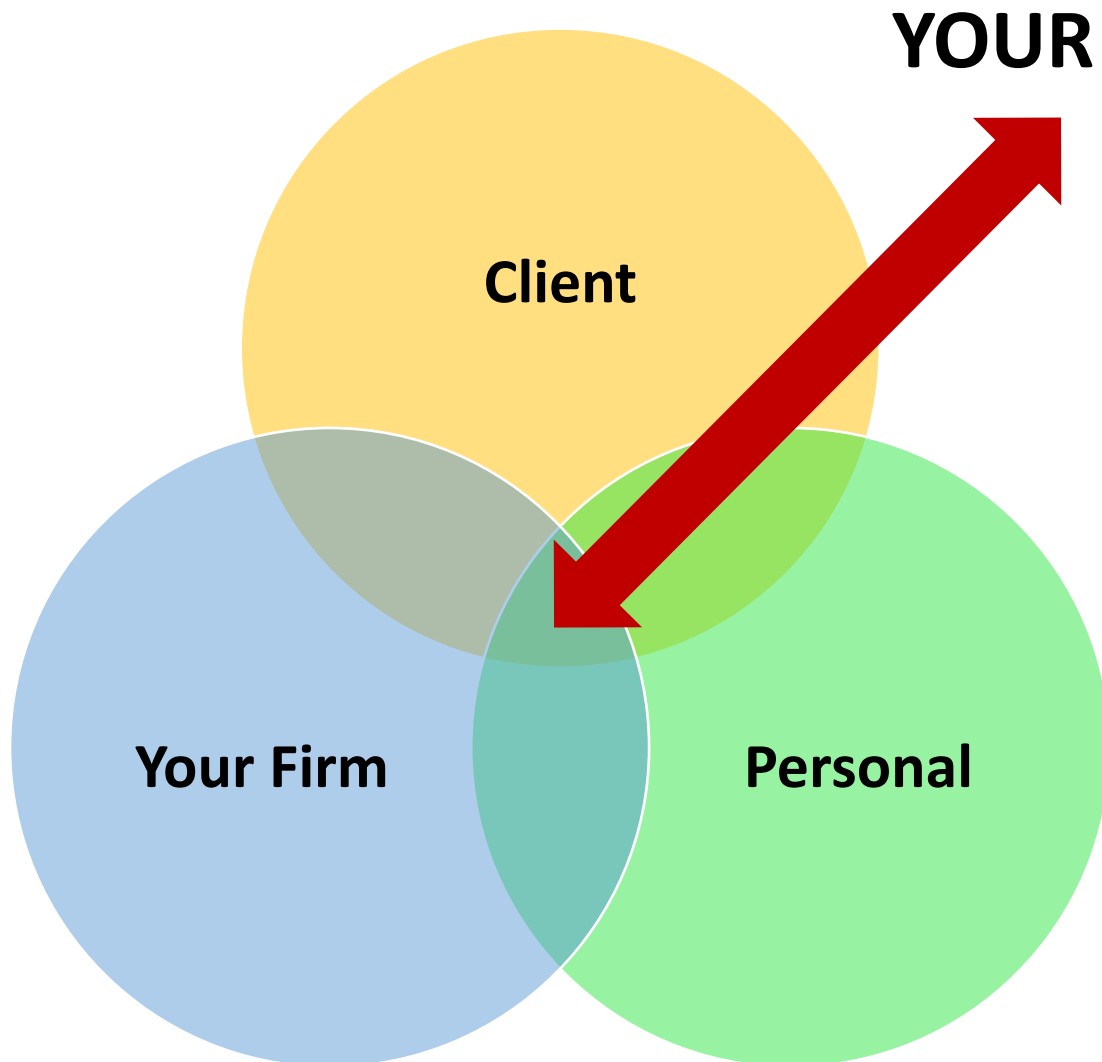
- ✓ Benefits they **receive**
- ✓ Value they **perceive**
- ✓ Solutions you **offer**
- ✓ Results you/firm **achieve**



Why? **LinkedIn**[®] **Working for You: 24/7**

- Designed as a business tool, viewed as a professional ‘social’ network
- Excellent 1st step in using social media to market firm, individual attorneys, practices
- Positions firm/attorney as thought leader, ‘go to’ for industry news
- **Specific focus on YOU**
- **Often re/viewed first – before firm bio – by corporate counsel when retaining new attorneys**
 - **LinkedIn is now just as important as your website bio!**
 - Make sure your LinkedIn is on your firm bio
 - Current/prospects will look to see who/what you have in common
- Serves as source of new business
 - **85% of Fortune 1000 corporate counsel have profiles**





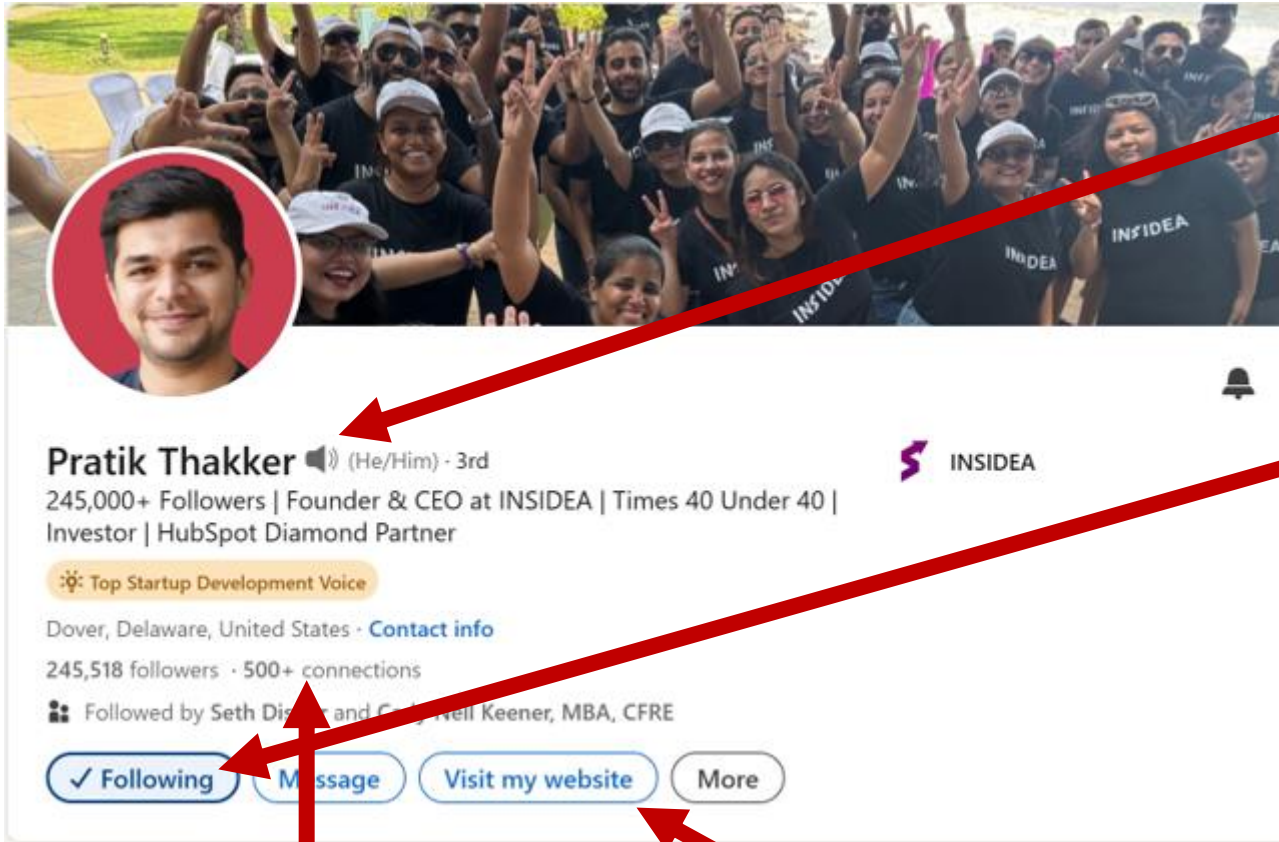
Build Your Network BUT...

Go for Quality over Quantity

- Be discerning
- Accepting random connections dilutes feed/makes profile questionable

BARE MINIMUM?

- ✓ **CONNECT** with EVERYONE – not just attorneys – at your firm
- ✓ **FOLLOW** your firm
- ✓ **REPOST** firm/employee posts



If necessary, help people pronounce your name

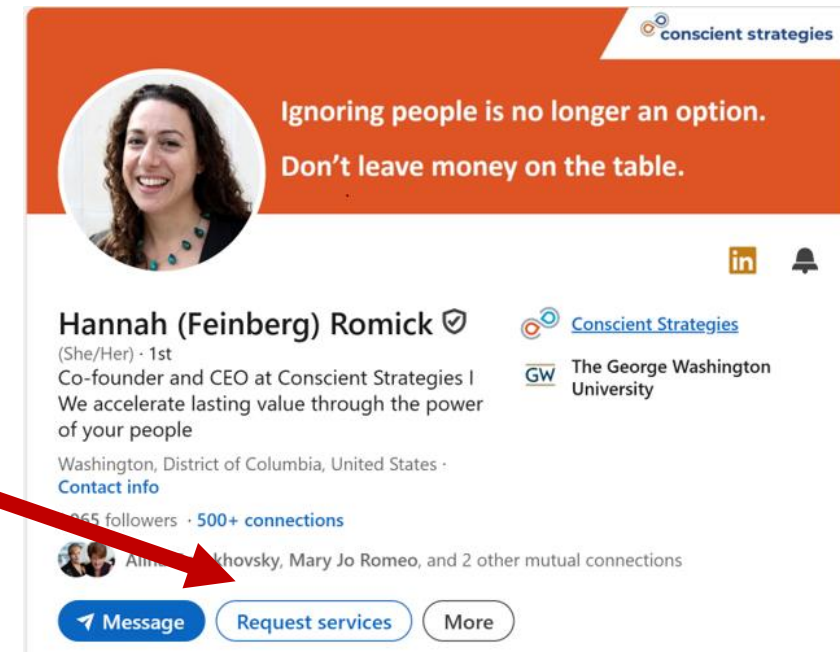
DO NOT LEAVE THIS BLANK!

Personal/Thematic banner is...good too!

Esp for current/prospective clients, after FOLLOW, click on bell to prioritize them in your feed

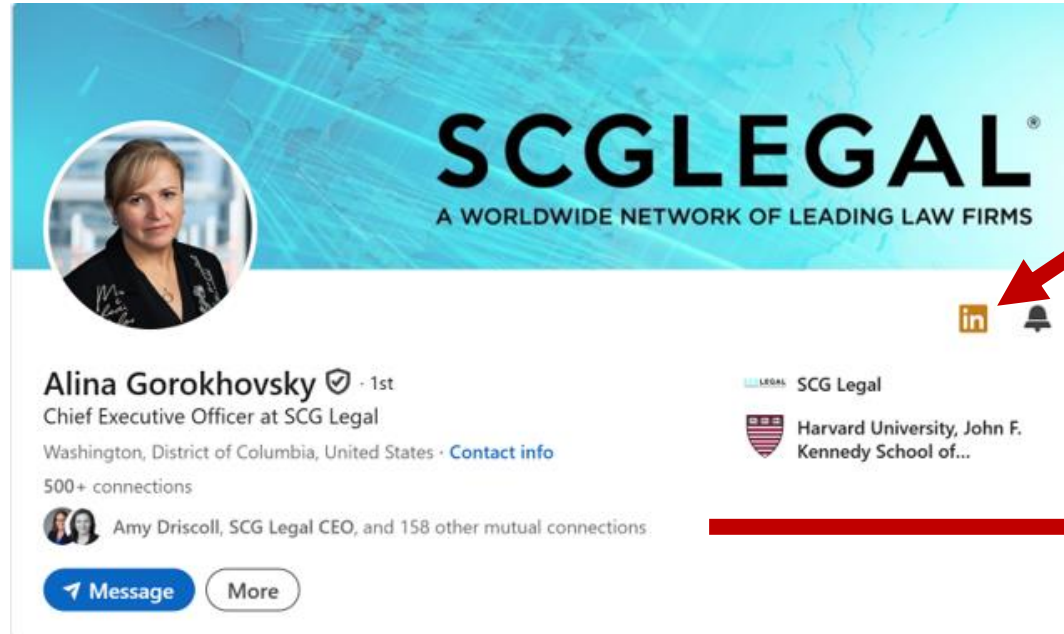
Call to Action

Connect w current clients, current/former colleagues, school alumni, referral sources, etc. so you can stay informed of content they post and career move

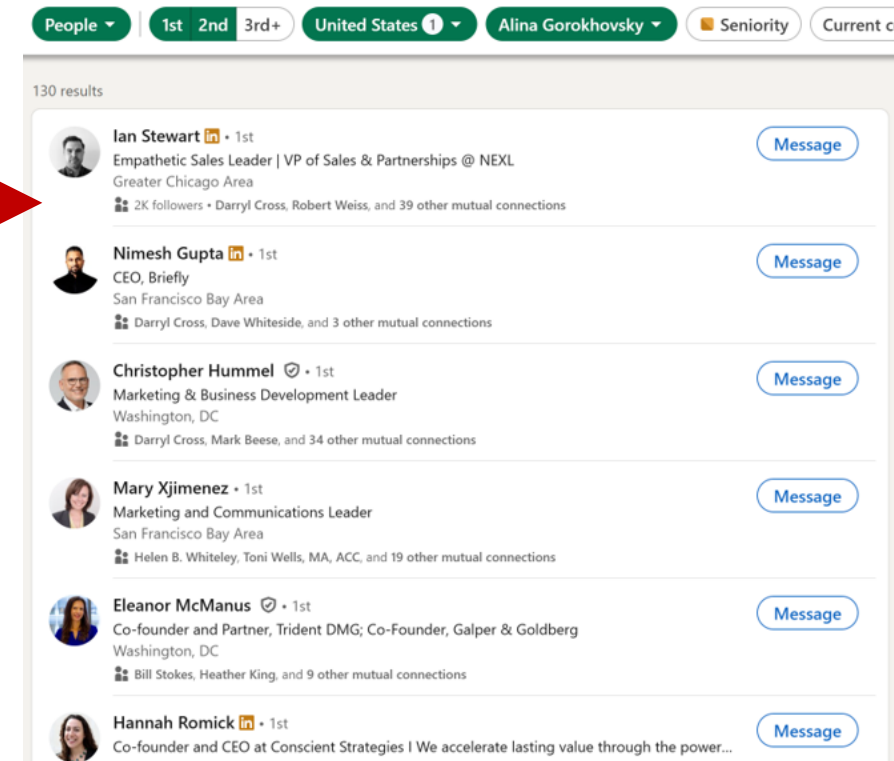


This area is considered
'above the fold.'

It's the first thing people
see and can determine
if they want to even
bother scrolling down.



Premium Member: Allows for
advanced features like InMail,
certain levels of in/visibility, etc.

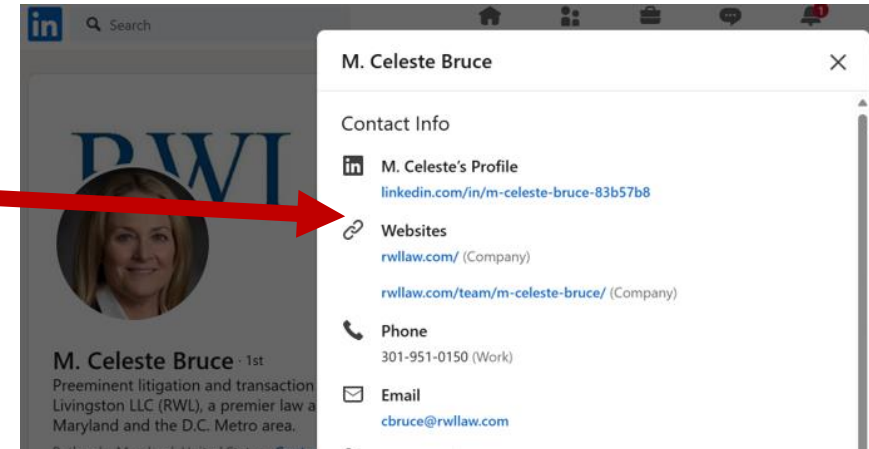
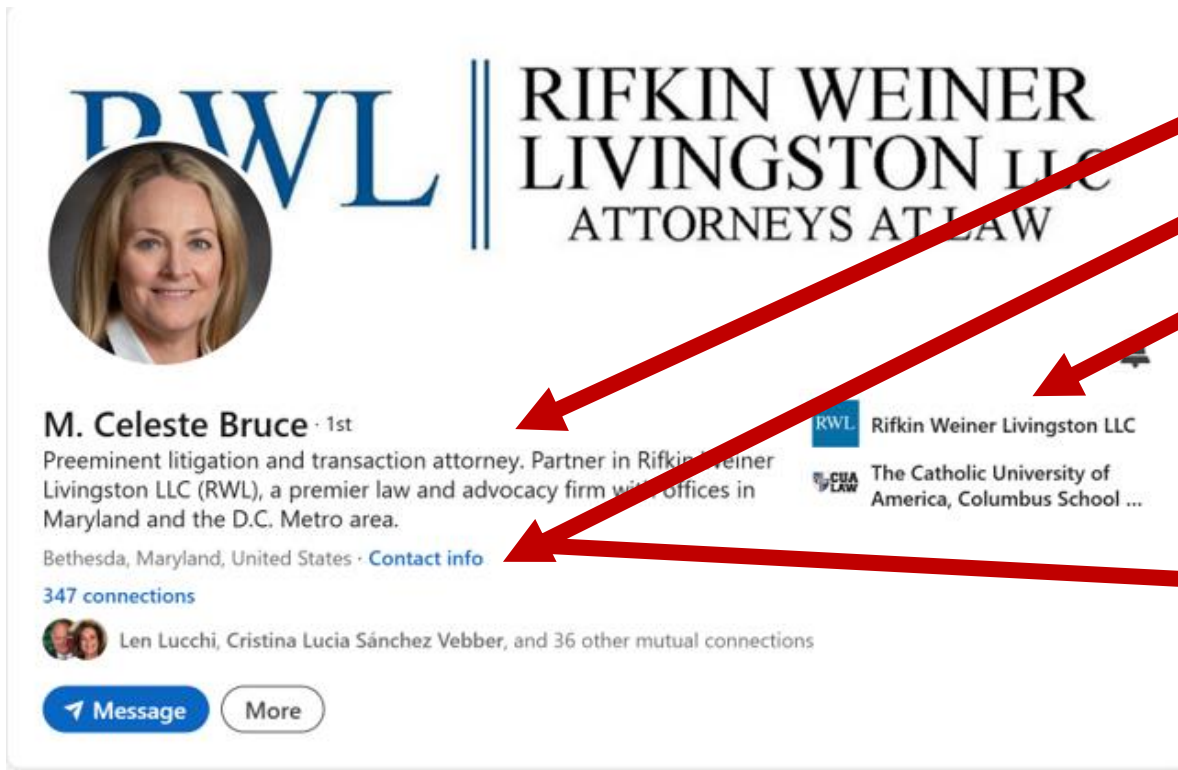


Who do you know in common?
Leverage connections for introductions!
(like, literally, a/the main point of the platform)

How do people know what you do/who to refer to you?

Make sure your headline includes:

- What you do...but ADD your niche focus
- Add contact information w website bio link
- Fill out employment, education sections

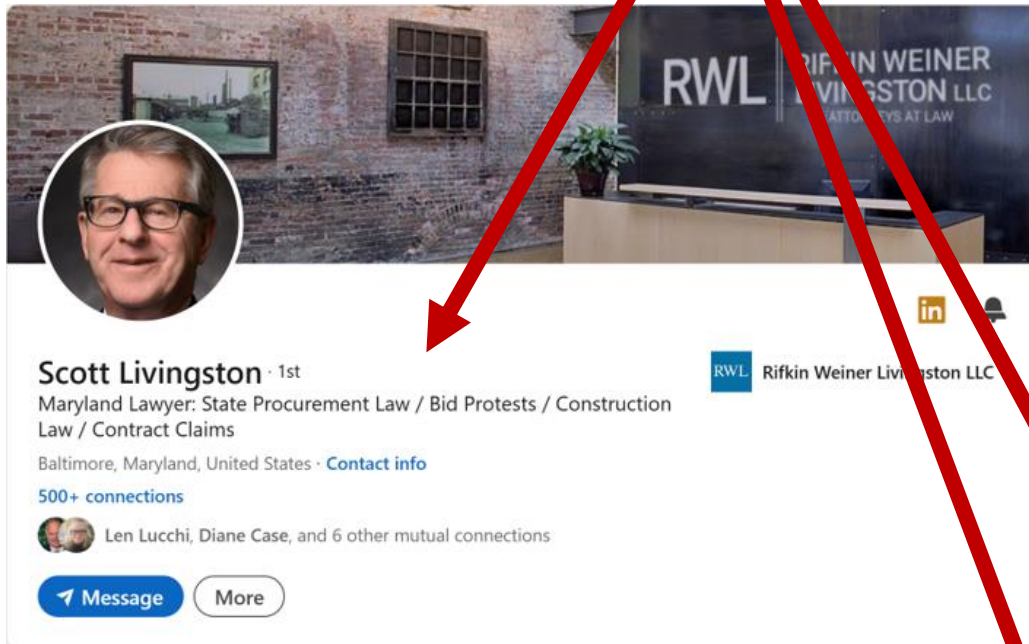


- Use professional, **CURRENT** headshot (look friendly, not formidable)
 - **Profiles with pictures are viewed 21x more than those without**
- Fill out **ALL** the sections you can (i.e., 'complete' profile)
 - Concentrate on 'above the fold' but also About + Experience
 - Craft thorough/professional – unique, if possible – About section
 - Be brief and DO NOT just cut/paste from website bio
 - Add intro sentence w 3 to 4 bullets highlighting relevant matters
 - In final paragraph...in 4 or less sentences...summarize your practice
 - Add some personal details (e.g., love wine, cats) if/as comfortable
- QUANTIFY Experience
 - Add 2-3 sentences/bullets outlining highlights under each employer
- Join professional groups and make connections!



The Power of First-Person in Your LinkedIn Profile

by Jim Merrifield, Dir of Info
Governance & Business Intake, based
on presentations by Liz Sobe, Dir of BD
with SCG Member Firm
Robinson+Cole (US: MA)



The image shows a screenshot of a LinkedIn profile for Scott Livingston. The profile picture is a circular headshot of a man with glasses. The background banner image shows an office interior with a sign that reads 'RWL RIFKIN WEINER LIVINGSTON LLC ATTORNEYS AT LAW'. The profile text includes his name, title, location, and connection count. Red arrows point from the SCGLEGAL logo to the profile picture, the banner image, and the company logo.

Scott Livingston · 1st
Maryland Lawyer: State Procurement Law / Bid Protests / Construction Law / Contract Claims
Baltimore, Maryland, United States · [Contact info](#)
500+ connections
Len Lucchi, Diane Case, and 6 other mutual connections
[Message](#) [More](#)

About

In my practice, I help contractors get fair treatment when doing—or trying to do—business with the State of Maryland, local and municipal state agencies. I specialize in representing parties in bid protests over the award of contracts from the State of Maryland.

In 30+ years of focused service, I have represented hundreds of clients in bid protests over procurements totaling billions of dollars. In some cases, I represent the apparent awardee and collaborate with the Assistant Attorney General to defend the agency's wise decision to award the contract to my client. In other cases, I represent the protestor, who complains that the agency selected the wrong contractor. The result is I am familiar with looking at situations from both sides.

I have handled more bid protests involving Maryland procurements than any other Maryland attorney in private practice. I regularly represent clients on bid protest appeals before the Maryland State Board of Contract Appeals (MSBCA), circuit court and the Maryland Board of Public Works (Governor, State Treasurer and Comptroller). While serving as an Assistant Attorney General for Maryland, I had a hand in drafting state procurement laws. I was also principal author of Maryland Department of Transportation's Minority Business Enterprise (MBE) Program.

Areas of specific focus include:

- * Pre-proposal advice for vendors new to Maryland procurement practices
- * Bid protests at the agency level and appeals to MSBCA
- * Contract claims
- * Master contracting for information technology task orders
- * MBE compliance
- * Public/Private partnerships

Since the mid-1990s, I have published a free monthly newsletter—Maryland Procurement ALERT—to help the contracting industry up to date about ever-changing procurement laws. In the early 1980s, I served as an adjunct instructor at Johns Hopkins University, teaching courses such as Business in the Legal Environment and Contract Law for Executives. In the '70s, the National Endowment for Humanities granted me a fellowship on Justice and the Rule of Law.

Add custom (vanity) URL with your name or some combo of your name and unique (not crazy) set of numbers

IMPORTANT: Use your name.
Don't be too clever/cute here.
You need to be discoverable.

Review Analytics – private to you – for
sneak peek at who's looking at you, how
much traction your posts are getting, etc.

The screenshot shows the LinkedIn profile of Michele Bisceglie. A red arrow points from the text 'Add custom (vanity) URL...' to the URL 'https://www.linkedin.com/in/michelebisceglie/' in the browser's address bar. Another red arrow points from the text 'Review Analytics...' to the 'Analytics' section at the bottom of the profile. The profile itself includes a profile picture, a banner image with the text 'I HAVEN'T BEEN everywhere BUT IT'S ON my list', and a bio that identifies her as a Success Facilitator at SCG Legal and Purdue University. The 'Analytics' section shows 60 profile views, 32 post impressions, and 23 search appearances. The right sidebar features options for profile language, public profile & URL, and a list of viewers who also viewed the profile.

https://www.linkedin.com/in/michelebisceglie/

in Search

Home My Network Jobs Messaging Notifications Me For Business Find leads free

Michele Bisceglie Add verification badge

Success Facilitator Skilled in Strategy + Business Development + Marcom + Sales + Fundraising | Nonprofit & For-Profit Experience

St Petersburg, Florida, United States · Contact info

500+ connections

Open to Add profile section Enhance profile Resources

Analytics
Private to you

60 profile views
Discover who's viewed your profile.

32 post impressions
Check out who's engaging with your posts.
Past 7 days

23 search appearances
See how often you appear in search results.

Profile language
English

Public profile & URL
www.linkedin.com/in/michelebisceglie

See how Hootsuite unlocks the value of social media.

Ad

See Hootsuite in action

Request Demo

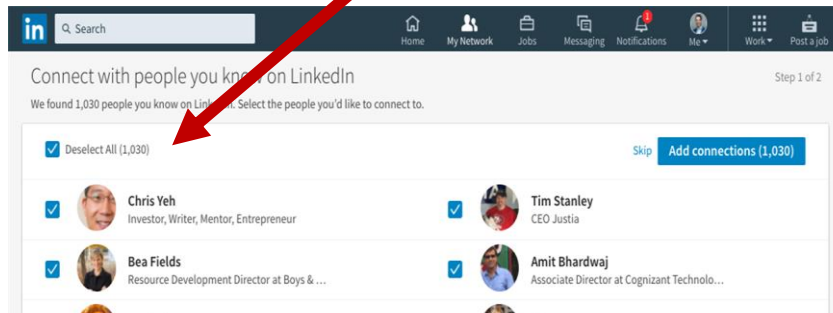
Your viewers also viewed
Private to you

Alina Gorokhovskiy · 1st
Chief Executive Officer at SCG Legal

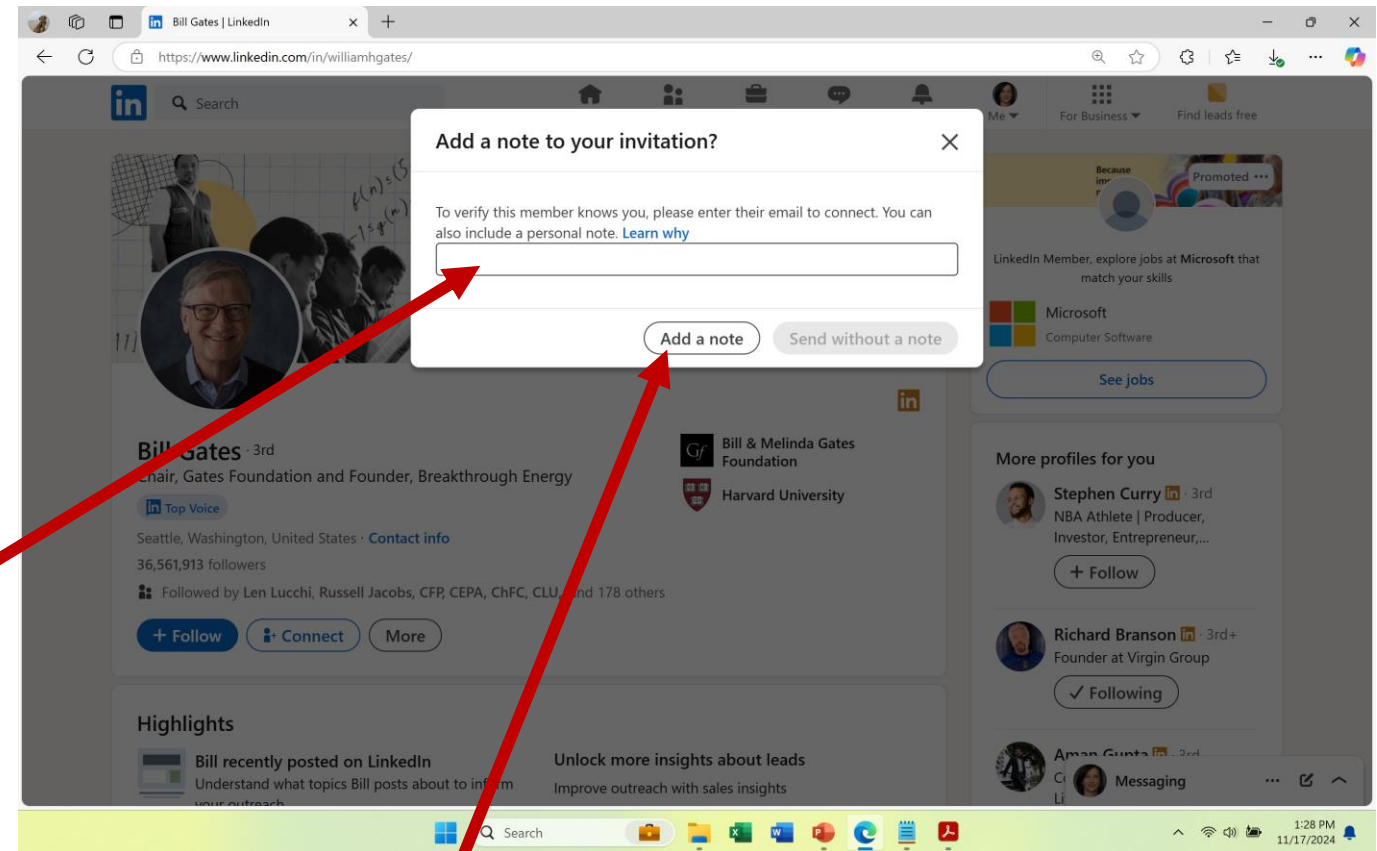
Messaging

Connections

- Average corporate counsel has +900 connections
- **DO NOT** send a request to everyone in your Outlook: **Deselect All!**



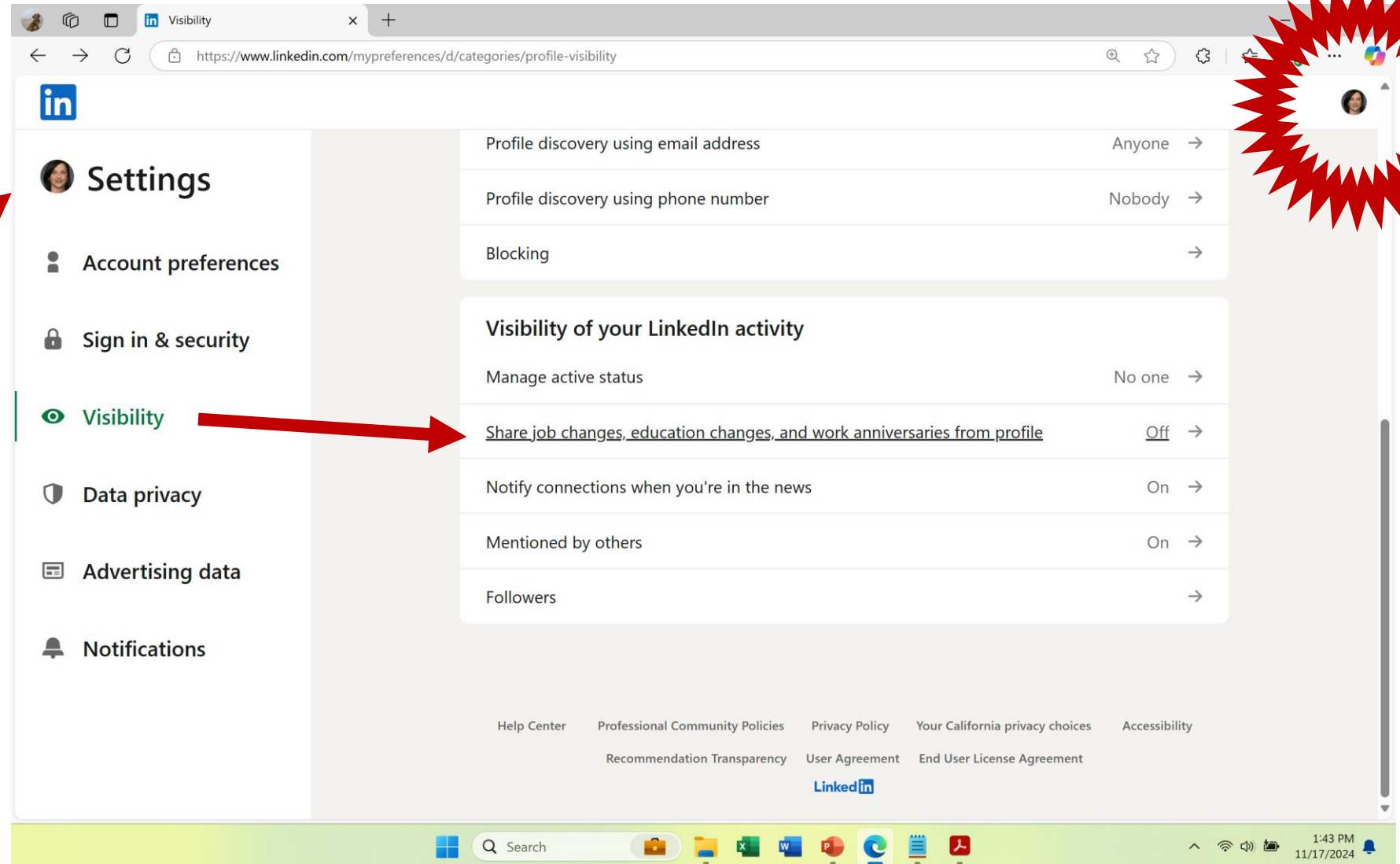
May be required to 'prove' you know someone to connect, but emails are (typically) easy to find to satisfy this gatekeeper



Personalize Connection Requests

Include a message about...where/how you met, something you have in common (school, hobby), a recent post by them, or pose a question to get their opinion/point of view

IMPORTANT:
Make sure to turn **OFF** your activity broadcasting until your profile is optimized/you're done editing.



The screenshot shows the LinkedIn 'Settings' page, specifically the 'Visibility' section. A red arrow points from the 'Settings' header in the left sidebar to the 'Visibility' option. Another red arrow points from the 'Visibility' option in the sidebar to the 'Share job changes, education changes, and work anniversaries from profile' setting, which is currently set to 'Off'. A third red arrow points from the 'Visibility' option in the sidebar to the 'Manage active status' setting, which is currently set to 'No one'. A red starburst graphic is overlaid on the top right corner of the page, partially obscuring the user's profile picture. The browser address bar shows the URL: https://www.linkedin.com/mypreferences/d/categories/profile-visibility. The Windows taskbar is visible at the bottom of the screen.

Setting	Value
Profile discovery using email address	Anyone →
Profile discovery using phone number	Nobody →
Blocking	→
Visibility of your LinkedIn activity	
Manage active status	No one →
Share job changes, education changes, and work anniversaries from profile	Off →
Notify connections when you're in the news	On →
Mentioned by others	On →
Followers	→

- **Look up your top 5 competitors to understand what they are posting + make sure your profile and online engagement is better**
 - How are they engaging w their networks?
 - What does their profile look like?
 - What practices they are expanding?
 - What groups they belong to?
- **Make sure to review your client profiles and **engage** w them**
 - How are they using their network?
 - Who are they connected to?
 - When/If possible, join groups where your current/prospective clients are and **ENGAGE**



- Post content, search for/accept connections, like/share/comment on each/other posts
- If you won a significant case, make sure everyone on the team updates their bio with that matter
- Think before you post: Focus on relevant, timely value activities
- Avoid referring to yourself as a 'specialist' or 'expert' or using the word 'specialties'
- Don't be inconsistent (example: opinion on an issue) with your client or the firm
- Avoid controversial topics
- Follow client's company page to see latest news and information
- Follow individuals at each client and make sure to engage with them



- Initial connection can lead to in-person meetings, phone calls, direct contact emails
- Great for obtaining information on activities, interests of clients, opposing parties
- Heavily used by corporate counsel and referral sources to research individuals recommended to them through word-of-mouth or during proposal phase

“When I receive a referral for new counsel, I double check on LinkedIn to get a sense of their professional history, their thought leadership in the area I am interested in, as well as to see what connections we have in common,” said more than one GC.

And perhaps most important...

- It's where your competitors are more than likely engaging your current and prospective clients.

- Encourage your mentors, family members, and friends to review your bio
- Provide colleagues with feedback on their bios



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Specific Strategies for Posts +

- **Profile Visits** > Visiting a connection's profile has a noteworthy impact, with a 50% chance of their new content surfacing in your feed afterwards.
- **Direct Messaging** > Sending a direct message significantly influences content visibility, raising the probability of seeing the recipient's subsequent post to around 70%.
- **Saving Posts** > When you save a post, LinkedIn[™] takes note. There is an estimated 90% chance that the next post from that author will be featured in your feed, indicating a strong preference for saved content.
- **Comments** > The algorithm doesn't just look at how you interact with posts, but also with comments. Engaging with comments, either by replying to them or liking them, can increase the visibility of content from those involved in the conversation. This interaction suggests to the algorithm that you value this discourse, possibly leading to a higher frequency of similar discussions appearing in your feed.

What is the optimal Text + Single Image Post by LinkedIn™'s algorithm standards? **Brevity is beneficial.**

Since 2018, the best text length has been found to vary depending on the post format, but posts with short sentences, under 12 words long, perform 20% better.

Anatomy of Text + Image

- Ideal Text Length: 900 - 1,200 characters.
- Exceeding ideal length by 300 characters leads to a 10% reduction in reach.
- Choice of image is critical; opt for genuine, personally created photos over stock images.
- More images increase reach, but it's best to limit it to five.
- Proper formatting can have a positive impact on both reach and engagement.
- While timing can usually be flexible, it should correspond with the message's intent.
- These posts are best suited for storytelling and sharing infographics.

Posts that are too promotional can see up to a 75% decrease in performance, so steer clear of product or service images.

Don't sell. SHARE!

Text Posts Do

- Incorporate relevant keywords organically to improve visibility and searchability within platform.
- Leverage timely and topical content that aligns with current events or trending conversations to increase relevance and urgency.
- Encourage interaction by inviting your network to share their thoughts, which can foster a community around your content.
- Maintain an authentic and conversational tone to foster optimal engagement.
- Begin with a strong, thought-provoking hook to compel readers to click “see more.”

Structuring posts into brief, readable paragraphs, no more than four lines each, can enhance both readability and engagement by an additional 15%. Thoughtful formatting, including the use of white space, can improve performance by 25%.

Text Post Don'ts

- Don't neglect the power of a strong closing statement. While hooks are important, a memorable conclusion can reinforce your message and encourage further reflection or action.
- Avoid posting large blocks of text without clear breaks. As they can be daunting and discourage readers from engaging with the content.
- **Refrain from using ambiguous calls to action. Be clear and specific about what you want your readers to do next, whether it's to comment, share, or follow a link.**
- Steer clear of jargon and overly complex language that may deter readers from finishing the post. Engagement duration is crucial.
- Keep it simple. One post should convey a single message or story.

The Power of Visuals

- Choosing relevant images can boost reach by 15-20%, and even more with a relevant selfie, up to 30%.
- Personalized images, rather than generic stock photos, can significantly increase engagement by 45% and establish stronger authority.
- Using brand colors and themes in images can help with a 15% increase in brand recall.
- Each additional image can contribute to a 5% increase in reach, but only up to the fifth image. After that, more images don't affect reach.
- Photos featuring people can lead to a 20% increase in reach, or up to 60% if the photo includes you, and a 50% boost in engagement.
- **Vertical photos are the most effective, especially since 64% of users are on mobile devices, yielding a 15% higher click-through rate than square images and 25% more than horizontal images.**
- Although informative, screenshots generally receive 15% fewer clicks.

Strategies for External Links

- **Direct Inclusion in the Original Post.** This is the most straightforward method, though it may result in approximately 40-50% (personal) and -25 – 35% (company page) less reach compared to a text post with an image. If immediate conversion is your objective, such as signing up for an event, this direct approach could be the most suitable.
- **Editing the Post to Include the Link After Publishing.** You can edit your post to add a link after it has been published without incurring a penalty, provided you change less than 15% of the content. By doing so, you forfeit the preview generated for the link, so it's advisable to attach an image to the post before adding the link to maintain visual engagement.
- **Adding the Link in the Comments.** Placing links in the comments can circumvent the algorithm's detection. However, LinkedIn™ has modified its approach to comments containing links as of October 2023, often hiding them as less relevant. Additionally, comments can become buried, making the link harder to find and potentially leading to lost interest. It's also important to note that when your post is shared, the comment with the link does not accompany it.

Hook & Call to Action (CTA)

- **Crafting Your Opening and Conclusion.** The opening two to three sentences are critical, with a strong start potentially increasing reader retention by 30%.
- **Hooks should be engaging:** Pose a question, make a bold statement, or be original to capture attention immediately. Avoid mundane beginnings to stand out.
- **Ending your post with a question** can lead to an increase in engagement of 20% to 40%.
- **Text-only posts are particularly effective** for external calls to action, like prompting downloads or event sign-ups, with an average click-through rate that's 25% higher.



Optimal posting times hinge on your audience specifics.

- Generally, LinkedIn[™] sees 90% of activity from 7:00 AM to 9:00 PM.
- For local markets, morning postings yield prolonged exposure, offering a day's worth of engagement opportunities. For a global reach, aim for 8:00 to 11:00 AM in your time zone, enabling prompt interaction.
- Consistency in your posting schedule is key, as it conditions the algorithm to serve your content reliably to your audience.

In the U.S., specifically, (some say) the best times to post are:

- Wed at 8–10 AM, 12 PM, 3 PM
- Thur at 9–10 AM and 1–2 PM
- Fri at 9 AM, 11 AM, 12 PM

Tagging: Creating Impact while Avoiding Penalties

Not mentioning any profile can result in a 10% drop in reach, while tagging up to 4 profiles can result in up to 48% increase in reach.

Do's

- **Personalize Your Tags.** Make each tag meaningful and relevant. Explain why you're tagging someone, ensuring it's tailored to their interests or expertise. Personalized tagging is more likely to engage the tagged individual and their network.
- **Maintain Positivity.** Use tags to express gratitude, celebrate success, or highlight contributions. Positive context encourages interaction and sharing, fostering a supportive network.
- **Tag for Mutual Benefit.** Choose tags that would be genuinely beneficial for the tagged individual or their network. This encourages not only engagement but also potential sharing of your content.

Don'ts

- **Avoid Over-Tagging.** Be strategic and thoughtful.
- Excessive or irrelevant tagging can be perceived as spammy and may harm your professional reputation.
- **Steer Clear of Mass Tagging.** Personalization is key. Mass tagging is often perceived as insincere and can lead to negative perceptions of your brand or profile.
- **Never Tag Negatively.** Always maintain a professional and positive demeanor in your tags. Negative tagging can be seen as unprofessional or even as online harassment.

Matching Content with the Right LinkedIn™ Formats"

LinkedIn™ provides a variety of content formats, yet it's crucial to recognize that not all formats are equally effective for every content objective. In the following section, we present a comprehensive matrix. This matrix clearly shows the best match between different types of content and the most effective LinkedIn™ formats for each, guiding you towards achieving the best possible engagement and impact for your messaging.



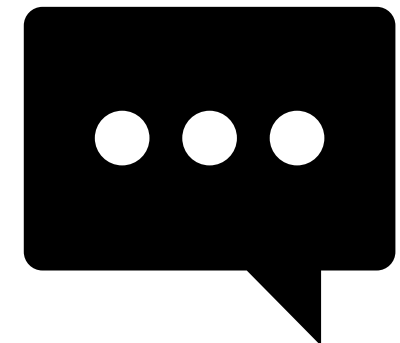
Purpose of Content	Use	Neutral	Skip
Personal Storytelling	Text Only / Text + Image	Video / Document Post	External Link / Polls / Article
Thought Leadership	Video / Document Post	Article / Text + Image / Poll	External Link / Text Only
Event Content	Video / Text + Image	External Link / Article	Poll / Text Only / Document Post
Educational Content	Text Only / Document Post	Video / Text + Image / Article	External Link / Poll
Industry-Related Content	External Link / Text + Image	Video / Document Post / Article	Text Only / Poll
Employer Branding	Video / Document Post	External Link / Text + Image	Text Only / Article / Poll

Insights into Comments

- **Self-Comments for Growth:** Initiating the conversation by commenting on your own post can encourage further discussions, often branching into various topics. These indirect comment threads are powerful in significantly expanding your post's reach.
- **Strategic Timing for Comments:** The prime windows for commenting on your own post are within the first hour of publishing, then between 6-8 hours, and finally after 24 hours. These specific intervals can lead to an increase in total reach, sometimes by as much as 25%.
- **Visibility of Comments with Links:** While there's no direct penalty for being the first to comment on your post, be cautious with comments containing links. Such comments, particularly from the post author, receive substantially less visibility — four times less than the previous year.
- **Prompt Responses to Kick-Start Engagement:** To maximize your post's momentum, aim to reply to all comments received within the first hour of posting. This can lead to a remarkable 40% increase in post growth.

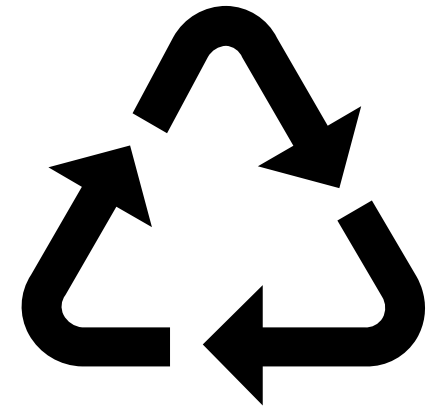
The Reach Multiplier Effect of Comments

- **Incremental Reach Boost:** Each comment your post receives translates to a 5% boost in reach within your network, and a 2.8% rise in the commenter's network, marking a slight increase from previous figures.
- **Comment Length Matters:** Comments exceeding 15 words wield twice the impact of shorter comments, suggesting that depth and substance in comments are valued by the algorithm.
- **Author Comments for Sustained Visibility:** As an author, adding another 2-4 comments after the initial first hour can effectively reintroduce your post into the feeds of all participants, typically resulting in an additional 25% growth.



Sharing on Content for the Original Author

- **The Power of Instant Repost:** When your post is 'Instantly Reposted' within the initial four hours of its life, it can experience a remarkable boost. Such actions can contribute to a 40% increase in growth, a notable improvement from the previous year's 30%.
- **Repost with Thoughts:** Although adding personal insights when reposting can offer depth, the 'Repost with your Thoughts' has significantly less impact on the original post's expansion—12 times less than the 'Instant Repost.' Prompting your network to use the 'Instant Repost' feature is advisable for maximizing reach.



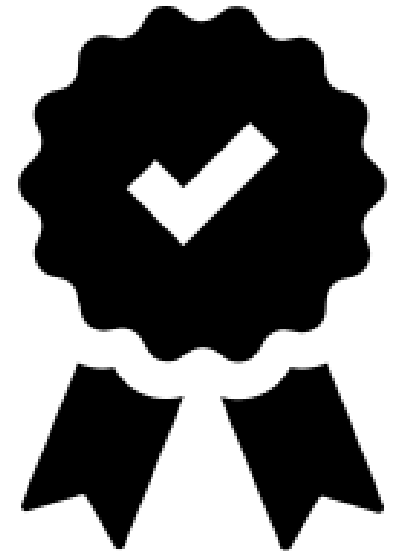
ALSO... When uploading an image/file, etc., **PLEASE** name it something that includes your/firm name + the topic. This is critical for search optimization + if they save it to their desktop and/or share it with others.

Mixed Bag

- On one hand, they provide a picture of the Skills your connections think you possess and esteem with which they hold you, which provides insight into how well you are branding yourself to your network
- On the other hand, they can paint a skewed picture of you/r abilities

Your Choice

- You can accept/do them or not
- Reciprocity is (typically) expected
- May, in the future, have a bigger impact but if time is limited...



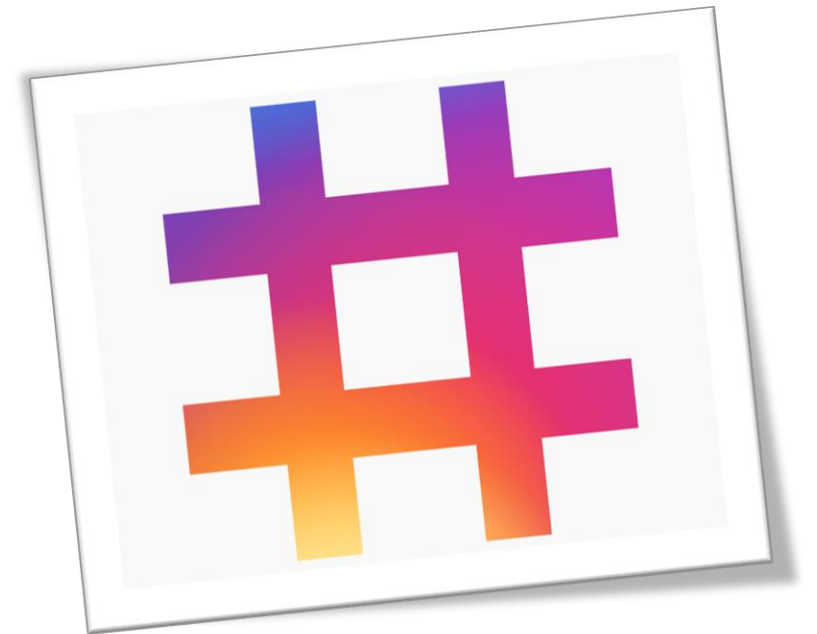
Algorithm seems to favor profiles that not only receive engagement but also actively engage with others, creating a cycle of reciprocal interaction

- Profile must be dynamic not static (e.g., add articles, wins, event participation, etc.)

CONNECT & COMMENT

- Regular posting (+5 a week) correlates with follower growth and increase in total reach
- Include a point of view, ask for responses/feedback
- Be selective but do tag* relevant people, companies, themes, **your firm**
- Avoid editing more than 15% of your post's content after publishing to prevent a reach reduction

**Hashtags now contribute less to content categorization, as LinkedIn™'s algorithms have evolved to comprehend the full context and expertise demonstrated in a post.*



Fast, flexible, EASY

- Share noteworthy professional news, wins, accomplishments, areas of expertise,
- Stay informed about/Support client news, wins, etc.
- Stay connected to/informed about professional network
- Get noticed by, promote **media** attention/mentions
- Gain attention for/through industry conferences for **thought leadership** opportunities
- Get noticed for **referral** opportunities



Used in this PPT

[How to Define, Develop, and Communicate Your Personal Brand](#)

[100+ LinkedIn Statistics You Need to Know in 2024](#)

[51 LinkedIn Statistics You Need to Know in 2024](#)

[Algorithm Insights 2024 Edition v1.0.pdf - Zoho WorkDrive](#)

Recent Articles/Blogs

[Why Your LinkedIn Profile Is As Important As Your Resume And How To Improve It](#)

[13 LinkedIn Profile Optimization Tips for Success in 2024 - INSIDEA](#)

[How to Create the Perfect LinkedIn Profile for Lawyers in 12 Steps | Good2bSocial - JDSupra](#)

[14 LinkedIn Profile Summary Examples \(and 14 Best Practices\)](#)

[How Lawyers Should Use LinkedIn in 2024: A Strategic Guide to Networking and Building Authority | LinkedIn](#)

People Who Know Things About LinkedIn

[Nancy \(Leyes\) Myrland | LinkedIn](#) > specific to the legal industry

[Stefanie Marrone | LinkedIn](#) > specific to legal industry

[Samantha McKenna | LinkedIn](#) > used to work at LinkedIn