

# Exploring the Crucial Role of LinkedIn for Lawyers and Law Firms

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Today, social media platforms have become essential tools for professionals to connect, network and showcase their expertise, and this applies to law firms and lawyers as well.

LinkedIn, the leading professional networking platform with nearly 900 million users is a platform lawyers and law firms of all sizes can't ignore.

Over the years, particularly since the pandemic, LinkedIn has transitioned from being thought of as a recruitment platform to a professional network where people educate themselves and learn about other companies and opportunities in their industry.

LinkedIn offers a unique opportunity for lawyers to develop relationships, position themselves as thought leaders, and generate referrals and business.

There's no better place to connect with and stay top of mind with business professionals than on LinkedIn.

## **Here are some statistics supporting the importance of LinkedIn from Hootsuite:**

- The United States is LinkedIn's biggest market with over 194 million users.
- LinkedIn has members in 200 countries and regions worldwide.
- Almost 60% of LinkedIn's users are between 25 and 34 years old.
- 52 million people use LinkedIn to search for jobs each week.
- 16.2% of U.S. LinkedIn users log in every day.
- 48.5% of users in the U.S. use LinkedIn at least once a month.
- 40% of LinkedIn visitors organically engage with a company page every week – as Hootsuite notes, "that's an impressive statistic demonstrating the platform's staying power and relevance in the market."
- More than 58 million companies are listed on LinkedIn.
- Company pages that post weekly have 5.6x more followers than those posting monthly – this underscores the importance of maintaining a consistent presence on LinkedIn in order to stay top of mind with the people who can hire and refer work to you. If you're looking to grow your business' social media following (which you should be), aim to post on your company page at

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least once per week.

- Companies with a complete, active LinkedIn Page see 5x more page views. They also get 7x more impressions per follower and 11x more clicks per follower. This stat underscores the importance of keeping your LinkedIn page up-to-date and active.
- LinkedIn posts with images see 2x higher comment rates – so always include a relevant, custom image with your post.

When it comes to law firms, according to **Greentarget's State of Digital and Content Marketing survey**, LinkedIn is succeeding on two fronts: both as a content source, and as a valued distribution platform for in-house counsel and C-suite members who increasingly see the networking site delivering information curated to their needs and interests.

- According to the survey, 96% of executives use LinkedIn as their preferred content source, and 57% of in-house counsel and 64% of c-suite members find it a valuable content source for business.
- Decision-makers are also placing greater priority on LinkedIn profiles, putting them roughly on par with website bios in importance for helping to research firms for potential hire, along with connections and endorsements on the platform.
- In-house counsel and C-suite members increasingly believe the networking site delivers information that is curated to their needs and interests, with 68% of both groups citing it as very or somewhat valuable, compared to 53% of in-house counsel and 63% of C-suite members the last time the survey was conducted.

In this article, I will explore the importance of using LinkedIn for lawyers and law firms, highlighting the benefits it offers in terms of professional networking, brand building, client development and staying updated with industry trends.

**Expanding Your Professional Network:** LinkedIn provides lawyers and law firms with the ability to network and build relationships quickly with a vast network of professionals from various industries from all over the globe. Connecting with other lawyers, legal professionals, the media, alumni and potential clients allows for valuable collaborations, knowledge sharing and referral opportunities. The platform's advanced search features enable lawyers to identify and connect with specific individuals, such as potential clients, industry influencers or experts in particular legal areas. In addition, make sure you are checking and using the LinkedIn Notifications section regularly – that's where you'll learn about job promotions and moves, and accomplishments of people in your network. Reaching out to them when you see their professional accomplishments on LinkedIn is a great way to reignite relationships.

**Building a Strong Online Presence:** Establishing a compelling online presence is crucial for lawyers and law firms in today's digital landscape. LinkedIn offers a powerful platform for creating professional profiles, showcasing expertise and highlighting achievements. By regularly posting and updating their profiles with relevant information, lawyers can build credibility, trust and a strong personal brand. Sharing thought-provoking articles and legal insights, and participating in industry discussions further enhances their professional reputation.

**Client Acquisition and Lead Generation:** LinkedIn serves as an effective platform for lawyers and law firms to attract new clients and generate leads. Engaging in conversations and providing valuable insights within relevant LinkedIn groups or professional communities helps build trust and positions lawyers as knowledgeable authorities. In addition, targeted advertising on LinkedIn to promote thought leadership and/or upcoming events can be utilized to reach specific demographics or

industries, enabling lawyers to directly connect with potential clients.

**Harnessing the Power of Content Marketing:** By utilizing LinkedIn's publishing platform, lawyers can share informative posts, articles, case studies and legal updates to showcase their expertise, reaching a wider audience, establishing their subject-matter expertise and staying top of mind with the people who can hire and refer work to them.

**Staying Updated with Industry Trends and News:** Keeping abreast of the latest legal developments and industry trends is essential for lawyers and law firms. LinkedIn facilitates this by providing access to legal publications, news updates and relevant discussions within legal communities. By following influential legal professionals, other law firms and legal organizations, lawyers can stay informed about significant cases, legislative changes and emerging legal issues. This knowledge not only enhances their professional expertise but also helps them provide valuable insights and advice to clients. In addition, LinkedIn provides an easy way for lawyers to keep track of what their competitors are doing – you can even set up a competitor set on LinkedIn company pages to see how you stack up against them – this is important competitive intelligence and best of all – it's free.

**Recruitment and Professional Development:** LinkedIn offers an effective platform for law firms to attract top talent and for lawyers to explore career opportunities. Law firms can showcase their culture, work environment and success stories to attract qualified candidates. Lawyers can utilize LinkedIn to discover job openings, connect with recruiters and expand their professional network for future career prospects. Additionally, participating in industry-specific groups and engaging in discussions allows lawyers to exchange ideas and learn from their peers, fostering professional development.

LinkedIn has become an indispensable tool for lawyers and law firms to thrive in the digital era.

From expanding professional networks and building a strong online presence to acquiring clients, staying updated with industry trends, and facilitating recruitment, the platform offers a wide range of benefits. Embracing LinkedIn as a strategic professional networking tool can provide lawyers and law firms with a competitive edge, enabling them to establish their expertise, enhance their professional reputation and drive success in the legal industry.

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