

How to Become a Jedi Master on LinkedIn [INFOGRAPHIC]

Article By:

Stephen Fairley

Last week I parsed through data from the [2014 State of Digital & Content Marketing Survey](#) that was recently released by Greentarget, ALM Legal Intelligence and Zeughauser Group, which surveyed in-house counsel and outside law firms on their content marketing habits.

You can read my posts here on the [in-house counsel survey](#) and the [outside law firm survey](#).

One of the things that stood out was the increased use of LinkedIn. The in-house counsel audience that was surveyed said that they considered Linked in either very credible (22%) or somewhat credible (62%) as a source of legal, business and industry news and information.

In addition, a majority of in-house counsel respondents (56%) said they use LinkedIn to connect with outside counsel.

Of the outside law firms surveyed, 65% said they believe that LinkedIn is a valuable tool for marketing and business development, and 81% said they provide LinkedIn training to lawyers and staff to use the site more effectively.

I just ran across this great infographic from L.A. marketing company **Gryffin Media** that shows how everyone can become a Jedi Master on LinkedIn – enjoy and learn!

National Law Review, Volume IV, Number 132

Source URL: <https://natlawreview.com/article/how-to-become-jedi-master-linkedin-infographic>