



LinkedIn for In-house Lawyers: Leveraging Connections for Professional Growth

March 14, 2023

A hand is pointing at a tablet screen. The background is blurred, showing other people in an office or meeting room. The lighting is bright and natural.

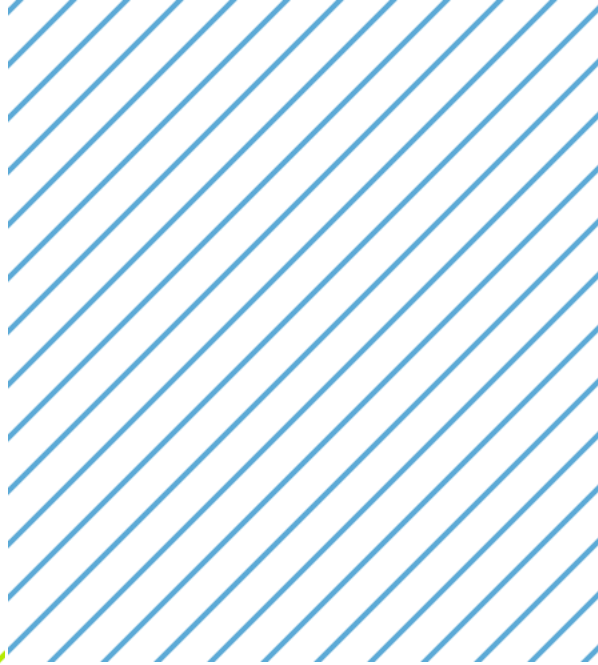
Share your thoughts...

I have a LinkedIn Profile

- A. Yes
- B. No
- C. Not sure

Agenda

- A big picture look at **LinkedIn**
- Amplify your impact:
 - Build a robust profile
 - “Activity” that matters
- Discovering career development opportunities
- Top 5 tips

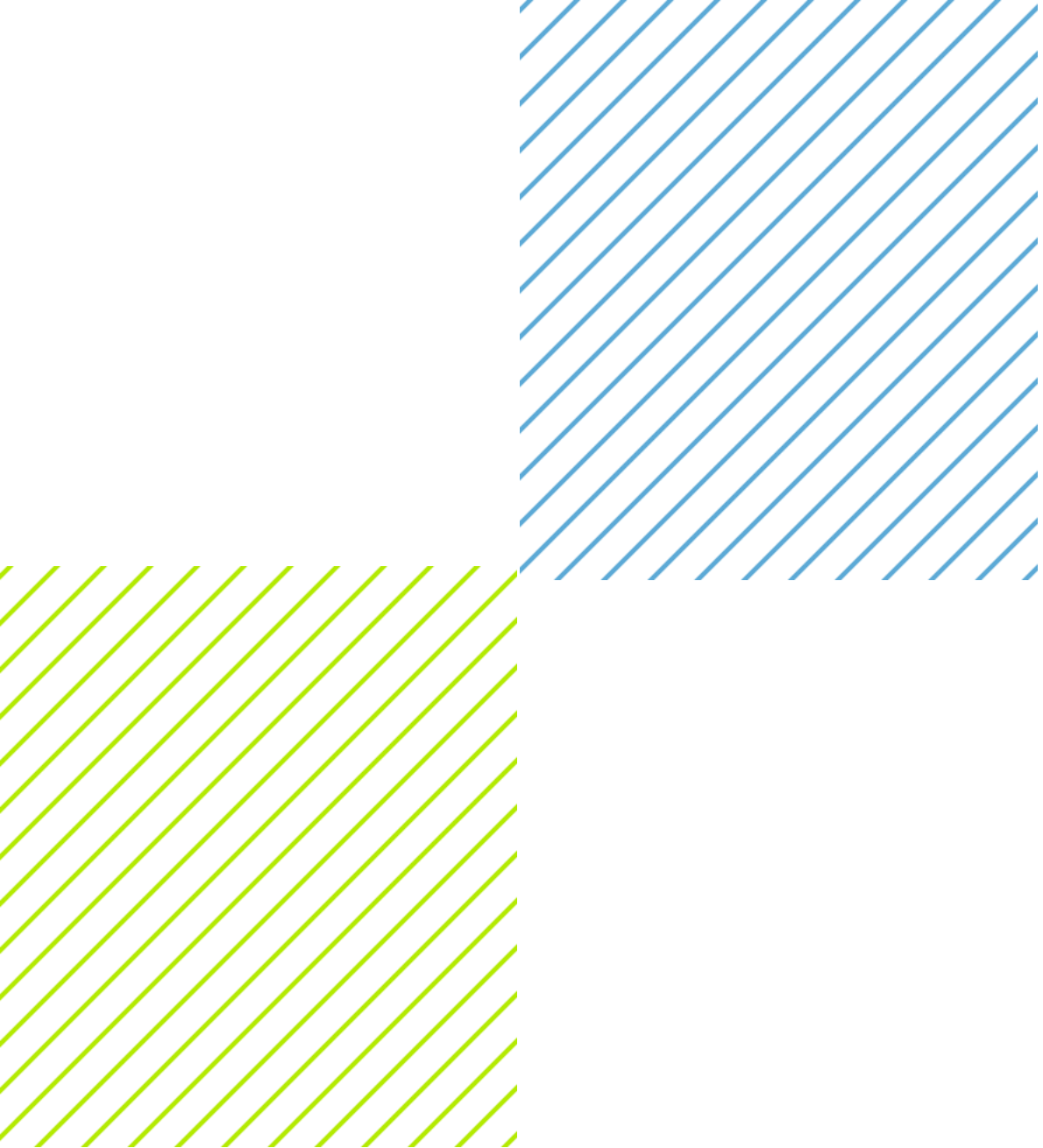


LinkedIn Overview

LinkedIn Overview

- What is it?
- Personal profile, professional presence
- How can you and your organization benefit?
- LinkedIn basics:
 - Change is constant
 - The platform loves attention
 - Small acts can bring big impact





Amplify Your Impact

Building a Powerful Profile: Know Your Brand



- What impact do you make?
- What is your proven track record?
- What skills/certifications do you have?
- What sets you apart from others with the same title?

Your brand is what other people say about you when you are not in the room.

Jeff Bezos, Amazon

Building a Powerful Profile: Key Profile Sections

Critical components:

- Profile photo
- Headline
- Location
- Industry
- About / Summary
- Connections
- Experience
- Education
- Skills



Lalitha R. Gunturi (She/Her) · 2nd
General Counsel & Corporate Secretary | Technology Lawyer &
Corporate Generalist | Transformation Leader | Community & Diversity
Leader



Kevin Handly · 2nd
Boston Banking Lawyer



Building a Powerful Profile: Earn *All-star* Status

Follow LinkedIn's
Suggested for you
prompts to achieve its
highest profile rating

The screenshot displays a LinkedIn profile for Colleen (Daly) Torell, JD, who is a VP and Senior Career Management Consultant at Keystone Partners. The profile includes her name, title, location (Greater Boston), and connection count (500+). Below the profile information, there are buttons for 'Open to', 'Add profile section', and 'More'. The 'Suggested for you' section is highlighted with a red border and shows a progress bar for the 'Intermediate' rating, which is currently at 6/7. A prompt encourages adding a profile photo, stating that members with a photo receive up to 2.3 times as many profile views. An 'Add photo' button is visible at the bottom of the prompt.

Building a Powerful Profile: About

- Establish your **brand**
- Use relevant **keywords**
- Include **accomplishments and skills**

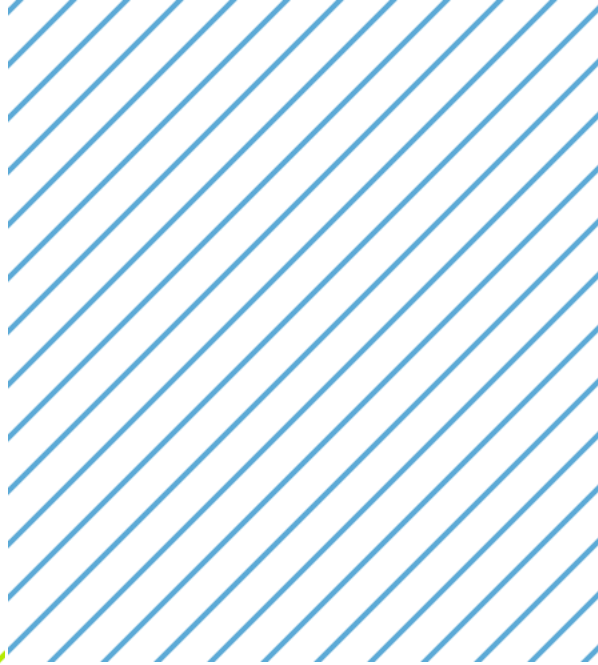
About

Accomplished attorney and Certified Information Privacy Professional (CIPP/US) with broad background in corporate, private practice, and government settings, including over two decades of experience developing, implementing, and managing privacy and compliance programs, and advising on contractual and other related issues.

Consistently recognized for dynamic training presentations, easy-to-understand policies and procedures, and advice based on technical expertise, thorough preparation, and good judgment. Proven ability to identify and prioritize business needs, efficiently resolve complex issues, and achieve results.

Extensive knowledge and experience in:

- Privacy & Security, including HIPAA, GLB, GDPR, CCPA/CPRA & other state laws
- Compliance & Ethics
- Healthcare & Insurance
- Training & Corporate Communications



LinkedIn Activity

LinkedIn Activity: Growing Your Network

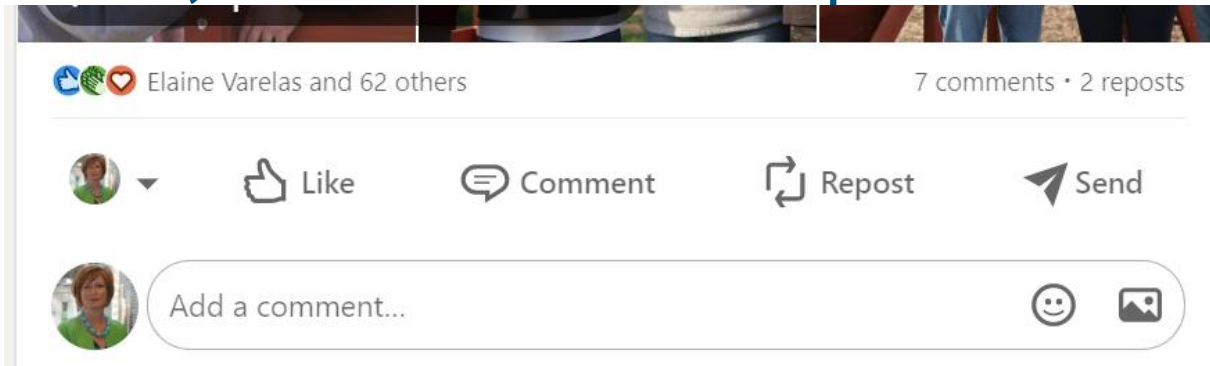
- What is a **1st degree** connection?
- What is your philosophy on making—and *keeping*—**1st degree** connections?
- What does LinkedIn mean by “Network”?



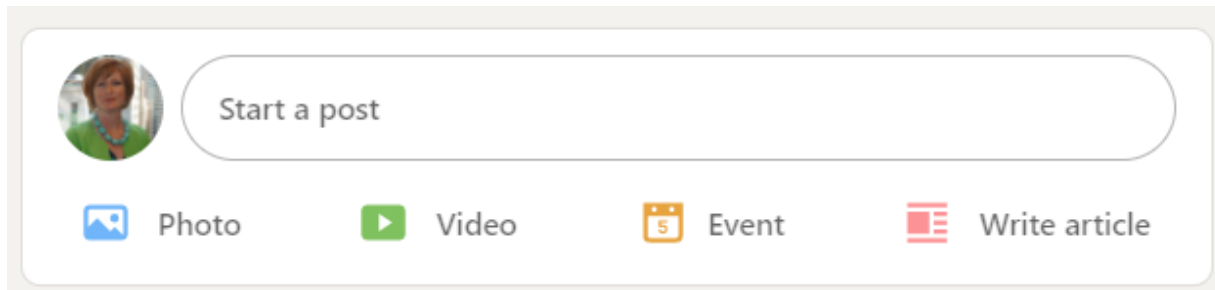
To build a strategically strong network, start with people you know.

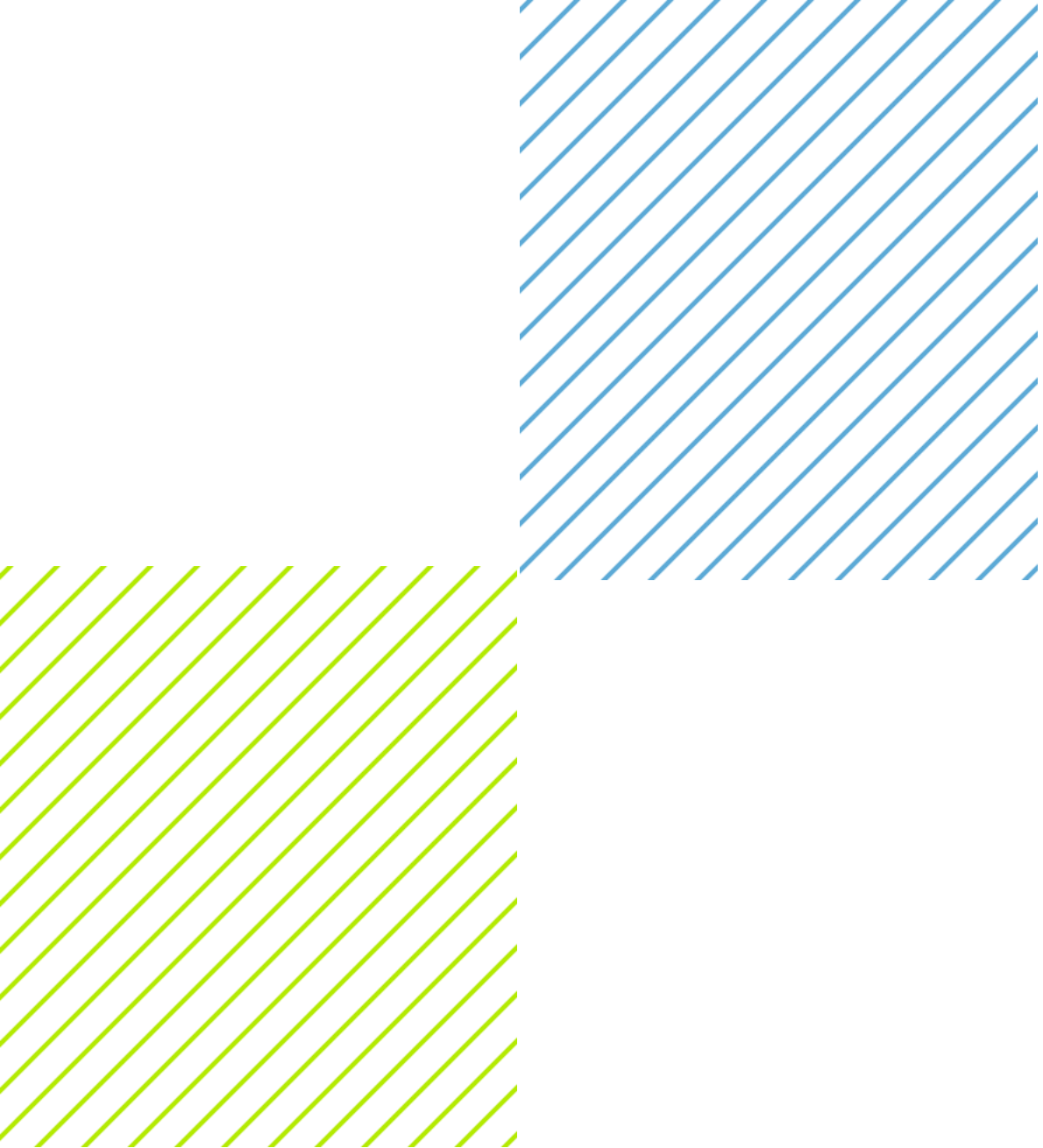
LinkedIn Activity: Two Powerful Basics

- Reacting with Like, Comment and Repost



- Create your own post



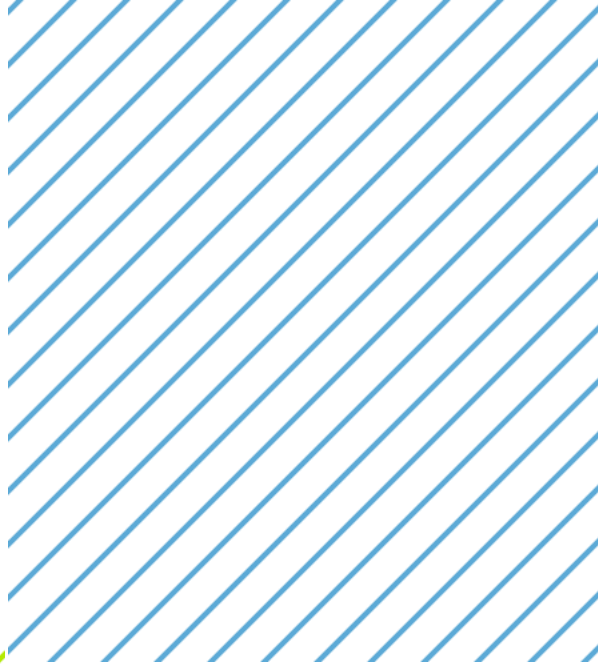


Career Development and Learning Opportunities

Learning Opportunities



- Start with your **Home** feed
- Tend to your network
- Career planning research
- LinkedIn Learning
- Follow topics (#)
- Search **Posts** and **Events**



Top 5 Tips

#1: Keep the Spotlight on *You*



The screenshot shows a LinkedIn profile for Colleen (Daly) Torell, JD, who is a VP, Senior Career Management Consultant and Legal Practice Lead at Keystone Partners. The profile includes a profile picture, a cover photo with the Keystone Partners logo, and a bio. A red arrow points from the 'Suffolk University' affiliation to the 'People also viewed' section on the right. This section is highlighted with a red rounded rectangle and lists two suggested profiles: Dave Denaro (VP / Team Lead / Senior Consultant at Keystone Partners) and Robert Byron (Vice President at Keystone Partners). Both profiles have a 'Message' button. The 'Analytics' section shows 64 profile views, 2 post impressions, and 55 search appearances. The 'Resources' section is partially visible at the bottom.

#1: Keep the Spotlight on *You*



The screenshot shows a LinkedIn profile for Colleen (Daly) Torell, JD. The profile includes a circular profile picture, a banner with the Keystone Partners logo, and a bio: "Keystone Partners: VP, Senior Career Management Consultant | Keystone Partners Legal Practice Lead". The location is "Greater Boston" and there are "500+ connections". The right-hand navigation menu is open, showing options like "View Profile", "Account", "Settings & Privacy", "Help", "Language", "Manage", "Posts & Activity", "Company: Understanding Disabilities", and "Job Posting Account". A red arrow points to the "Me" icon in the top navigation bar, and another red arrow points to the "Settings & Privacy" link in the menu.

#1: Keep the Spotlight on *You*

General preferences

- Language →
- Content language →
- Autoplay videos Off →
- Sound effects On →
- Showing profile photos All LinkedIn members →
- Feed preferences Off →
- People also viewed On →**
- People you unfollowed →

← Back

People also viewed
Display "People also viewed" box on your Profile page?

People also viewed Off



#1: Keep the Spotlight on *You*

The image shows a LinkedIn profile for Colleen (Daly) Torell, JD, who is a VP and Senior Career Management Consultant at Keystone Partners. The profile includes a header with the company logo, a profile picture, and a bio. Below the bio are buttons for 'Open to', 'Add profile section', and 'More'. The 'Analytics' section shows 64 profile views, 2 post impressions, and 55 search appearances. The 'Resources' section shows 'Creator mode' is off. The 'People you may know' section is highlighted with a red circle and lists three contacts: Tim Driscoll (Revenue, Growth, and GTM Strategy Leader), Keith Wasley (Executive Coach - Consultant at Keystone Partners Leadership...), and Traci Delgado (Learning and Development | Talent Management [...]).



#2: Reconsider the **Skills** Section



Why add the Skills section?

- Required for **All-star status**
- Skills are searchable fields and offer more opportunities for **keyword hits**

The screenshot displays a LinkedIn profile's Skills section. At the top right, there is a 'Take skill quiz' button, a plus sign, and an edit icon. The skills listed are:

- Career Counseling**: Endorsed by Marci Shaffer and 1 other who is highly skilled at this; Endorsed by 6 colleagues at Keystone Partners; 6 endorsements.
- HR Consulting**: Human Resources Consultant at Career Coaching and Management.
- Interviewer**: Human Resources Consultant at Career Coaching and Management.

At the bottom, there is a link to 'Show all 29 skills →'.

Profiles that include the skills section appear in more searches and get more views.

#2: Reconsider the **Skills** Section

Edit Human Resources (HR) ✕

* Indicates required

Tell us where you put this skill to use

Select any item where this skill applies

Experience

- Career Coach at Milo Career Fix
- Human Resource Business Partner at Pfizer
- Founder and Board Member for Job & Career Rocks at Job and Career Rocks
- Senior Career Consultant Support Specialist at Keystone Partners
- Career Consultant Support Specialist at Keystone Associates - a division of

[Delete skill](#) Save



#3: Think Like LinkedIn, Not Average Users

- Common practice is not necessarily best practice
- Populate each section of your profile with content that reflects your expertise and serves your goals



#4: Job Seekers: Activate Open to Work



Milo Lindstrom

Certified Career Consultant & Learning De
Coach ▶ Providing Career Tune-ups

Boston, Massachusetts, United States · [Contact i](#)

[56 connections](#)

Open to work
Career Coach roles
[See all details](#)



Edit job preferences

Job titles*
Career Coach ✓ Add title +

Workplaces*
On-site ✓ Hybrid ✓ Remo

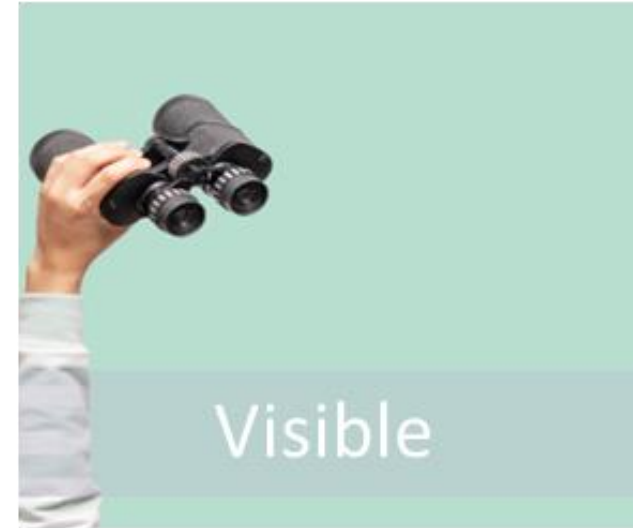
Recruiters only (Selected)
People using LinkedIn Recruiter.
We take steps to not show recruiters

All LinkedIn members
This also includes recruiters and people at your current company.
Adds the #OpenToWork photo frame.

Recruiters only
People using LinkedIn Recruiter.

[Delete from profile](#) [Save](#)

#5: Be ...



Thank You

Q/A