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5 Suggestions For Sprucing Up Your Legal Profile On LinkedIn

LinkedIn is the most robust and valuable social media network for professionals. As an attorney, it is important to build your online presence in a network such as LinkedIn. There are over 43 million registered LinkedIn users and growing. That is a large enough pool of professionals and fellow attorneys that it can't be ignored.

Here are 5 suggestions for jump starting your LinkedIn presence:

1. **Make Your First Impression Count** - Just like a job interview, your first impression you make on LinkedIn is important. You want your profile picture to be professionally done and attractive. People want to know that you cared enough to represent your image in a professional manner. You should also create a headline that reflects your needs in a clear and concise way. For example, if you are seeking employment, looking to hire, or just need advice make sure you put that in your headline.
2. **Create A LinkedIn Url With Your Name** - Make sure you help brand yourself by creating a custom LinkedIn url. Your LinkedIn url should appear as <http://linkedin.com/YourName>. If it doesn't then change it. This will help users find you on LinkedIn as well as in Google searches.
3. **Add Keywords Throughout Your Profile** - Do some thinking about your particular legal niche and what types of keywords a client, professional, or colleague might search for. Add these keywords to your profile so that when a search is performed in LinkedIn, your profile shows up.
4. **Add Up To 3 Links On Your Profile** - LinkedIn allows you to add 3 links to additional sites on your profile. Take advantage of this. Add links to your firm's website, other social media profiles, or even your own blog. You should customize the links so they say something meaningful such as My Law Firm's Website or My Twitter Profile.
5. **Get Involved In LinkedIn Groups** - LinkedIn offers a ton of niche groups to get involved with. Do a search for LinkedIn groups using keywords for your legal niche. Join the relevant groups and post news article links, get involved in discussions, and just generally network.

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