

BUSINESS & CAREERS

Using social media to raise your profile

There has been much written and talked about the use of social media for lawyers and for many the jury is still out. For the purpose of this article I am going to assume you agree with the need to use social media in this ever changing marketplace, and if you don't, hopefully you will by the time you finish reading this. This article will focus on three key social media outlets that I believe to be the most relevant to lawyers — LinkedIn, Facebook and Twitter.

LinkedIn

Recent research has shown a growing number of general counsel, people and companies are going to LinkedIn before they go to law firm profiles. The reason for this is that there is a lot more activity on LinkedIn than there is on your firm website. And when other people are talking about you, it is far more attractive than anything you can say about yourself.

So how do you make the most of LinkedIn as a lawyer and tie it in with other profile raising strategies? The first



THE COACH

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step is to go to LinkedIn and follow the instructions on how to create your profile. Make sure your profile is complete with what you have done, clients you have served, education, experience, etc. Upload your most recent professional photograph and then begin to search for people you know.

Start with current clients. Simply type their name into the search window to find out if they too have a profile. Then invite them to join your network. Once they have joined your network ask them for a recommendation. There is a link on your home profile page that you can direct them to, to recommend you. It's simple, easy and only takes a few minutes. Where applicable, reciprocate by giving them a recommendation.

Then once you have added all your current clients to your network, go back

Use LinkedIn to re-purpose and connect your other business development/marketing strategies

Articles When you have had an article published there is an application to add JD Supra to your LinkedIn account so you can post an article there and it will then be posted on your LinkedIn profile giving you exposure to an audience you may not have been able to reach previously.

Presentations If you have given a recent presentation you can also offer that up to members of the groups you belong to.

Blogging If you host a blog, you can add an application so that when you post a blog it immediately appears on your LinkedIn profile, again giving you further exposure.

and do a search of your past clients, colleagues, law school friends and other professional contacts. Follow the same formula as above to garner as many recommendations as possible. This goes so much farther than anything you could say about yourself when you have actual clients singing your praises. Remember to keep this purely professional. Avoid

adding friends or family (keep that for Facebook) — we will touch upon that a little later.

Next, look for groups to join that are applicable to your practice area, and where appropriate join the conversations and offer valuable content to get noticed. And when appropriate start

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JUDICIAL VACANCY ONTARIO COURT OF JUSTICE LONDON

The Judicial Appointments Advisory Committee advises the Attorney General of Ontario on the appointment of Judges to the Ontario Court of Justice, and invites applications for a judicial position in London.

This appointment, while primarily a criminal law position, may also involve presiding over family law matters and could also involve travel within or beyond the regional boundaries as assigned by the Regional Senior Justice and/or the Chief Justice.

The minimum requirement to apply to be a Judge in the Ontario Court of Justice is **ten years completed** membership at the Bar of one of the Provinces or Territories of Canada.

All candidates must apply either by submitting 14 copies of the **current** (Jan 2011) completed Judicial Candidate Information Form in the first instance or by a short letter (14 copies) if the current form has been submitted within the **previous 12 months**. **Should you wish to change any information in your application, you must send in 14 copies of a fully revised Judicial Candidate Information Form.**

If you wish to apply and need a current Judicial Candidate Information Form, or if you would like further information, please contact:

Judicial Appointments Advisory Committee
Tel: (416) 326-4060. Fax: (416) 212-7316
Website: www.ontariocourts.on.ca/jaac/en/

All applications, either sent by courier, mail or hand delivery, **must** be sent to:

Judicial Appointments Advisory Committee
c/o Ministry of Government Services Mail Delivery
77 Wellesley Street West, Room M2B-88
Macdonald Block, Queen's Park
Toronto, Ontario, M7A 1N3

Applications must be on the current prescribed form and must be **TYPEWRITTEN or COMPUTER GENERATED and RECEIVED BY 4:30 p.m. on Friday, February 11, 2011. CANDIDATES ARE REQUIRED TO PROVIDE 14 COPIES OF THEIR APPLICATION FORM OR LETTER.** A Fax copy will be accepted only if 14 copies of the application or letter are sent concurrently by overnight courier. Applications received after this date **WILL NOT** be considered.

The Judiciary of the Ontario Court of Justice should reasonably reflect the diversity of the population it serves. Applications from members of equality-seeking groups are encouraged.



POSTE À POURVOIR AU SEIN DE LA MAGISTRATURE COUR DE JUSTICE DE L'ONTARIO LONDON

Le Comité consultatif sur les nominations à la magistrature conseille le Procureur général de l'Ontario sur les nominations de juges à la Cour de justice de l'Ontario et invite les personnes intéressées à présenter leur demande au poste de juge à London.

Bien que cette nomination porte essentiellement sur le droit criminel, elle peut aussi porter sur des instances de droit de la famille et pourrait exiger des déplacements à l'intérieur ou au-delà des limites régionales, selon les directives du juge principal régional et/ou du juge en chef.

Pour pouvoir poser sa candidature à un poste de juge à la Cour de justice de l'Ontario, il faut, comme condition minimale, avoir été membre du barreau de l'une des provinces ou de l'un des territoires du Canada **pendant au moins dix ans.**

Tous les candidats et candidates doivent poser leur candidature soit, dans le premier cas, en présentant le Formulaire de renseignements sur le candidat/la candidate à la magistrature **courant** (jan 2011), soit en envoyant une courte lettre (en 14 exemplaires) si le formulaire courant a été présenté au cours des **12 mois précédents. En cas de changements à apporter à un formulaire déjà envoyé, le candidat ou la candidate doit envoyer à nouveau 14 exemplaires du formulaire de renseignements corrigé.**

Si vous voulez poser votre candidature et que vous avez besoin d'un Formulaire de renseignements sur le candidat/la candidate à la magistrature courant, ou encore si vous souhaitez obtenir de plus amples renseignements, veuillez communiquer avec :

Comité consultatif sur les nominations à la magistrature
Téléphone : (416) 326-4060 Télécopieur : (416) 212-7316
Site Web : www.ontariocourts.on.ca/jaac/fr/

Toutes les demandes envoyées par service de messagerie, par la poste ou en main propre **doivent** être soumises à l'adresse suivante :

Comité consultatif sur les nominations à la magistrature
a/s Ministère des Services gouvernementaux - Services de distribution du courrier
77, rue Wellesley Ouest, salle M2B-88
Édifice Macdonald, Queen's Park
Toronto (Ontario) M7A 1N3

Les demandes de candidature doivent être déposées par l'entremise du formulaire prescrit courant et DACTYLOGRAPHIÉES ou CRÉÉES PAR ORDINATEUR et **reçues au plus tard à 16 h 30 le vendredi 11 février 2011. LES CANDIDATS ET CANDIDATES DOIVENT FOURNIR 14 EXEMPLAIRES DE LEUR FORMULAIRE OU DE LEUR LETTRE DE CANDIDATURE.** Une télécopie ne sera acceptée que si 14 exemplaires du formulaire ou de la lettre de candidature sont également envoyés par service de messagerie de 24 heures. On n'accordera **AUCUNE** considération aux candidatures reçues après cette date.

La magistrature provinciale doit refléter raisonnablement la diversité de la population qu'elle sert. Nous encourageons les membres de groupes de promotion de l'égalité à présenter une demande.

BUSINESS & CAREERS

An idea a day



In 2011 a new blog, attorneyatwork.com, promises "one really good idea every day," according to the site. A group of legal gurus will contribute to the blog. About half of the contributors are Canadian, including: PracticePro Director Dan Pinnington and Jordan Furlong, a legal consultant and *The Lawyers Weekly* columnist, Heenan Blaikie Partner Simon Chester, and Stem Legal Web Enterprises, Inc. Founder and Principal Steve Matthews.

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Announcements

Bevy of social media opportunities

Use LinkedIn to research your target audience

Using the search feature, begin searching for people using the names of the companies that you wish to serve as the keyword. It will show you the list of people at those companies that have a profile. Then narrow the search under people by adding the word "counsel" or "general counsel" and it will provide you with those profiles. This is a great way for you to identify the people you need to build relationships with. Find out what groups they belong to and join them and begin to offer valuable and appropriate content to get noticed.

If you know someone who knows them, ask them to make an introduction for you. Or you can directly approach them and introduce yourself. This is a widely accepted practice on LinkedIn, so don't be shy.

Finally, add your LinkedIn address on your law firm profile and in your email signature to provide even greater exposure. A general guideline my clients follow is to spend about 10 minutes a day on LinkedIn building your profile, adding connections to your network, joining and participating in groups and discussions and linking your other business development/marketing strategies all together.

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conversations or even your own groups. Talk about news, facts and events relating to your target audience.

Facebook

While I don't recommend using Facebook for professional purposes it can be quite effective in bridging the gap between friends and professional contacts. So go on Facebook and create a profile. Then search for law school friends and other professionals you met at school. Add them to your 'friends' network and at some point if there is an opportunity, you can move them over to your LinkedIn network. Be careful with Facebook in that you don't want embarrassing content on there. And only allow access to your profile to friends that are a part of your network.



Twitter

You see more and more lawyers using twitter now. This is a very effective way of staying top of mind with your current clients and people you wish to become clients.



Create an account and post when something would be of interest to your clients. Think of it as a "micro"newsletter in real time.

Hopefully by now you can see the many opportunities that social media offers you in raising your profile and attracting new clients. So what are you waiting for? Start right now to create your online profile and build your network of contacts. ■

Gary Mitchell is the chief client development Coach at GEM Communications.

We want to hear from you!
Email us at: tlw@lexisnexis.ca

Toronto

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WELCOME TO OUR NEWEST PARTNER

We are pleased to welcome Bill Richardson as a Partner to the Baker & McKenzie Toronto Office.

With 25 years of experience in IP Litigation, Bill joins the more than 450 lawyers in our Global IP Practice who provide practical advice to identify, manage and protect your IP assets.

Recognized as a leader in IP Litigation by Chambers Global: "World's Leading Lawyers for Business" (where he is noted for his "invaluable trial experience"), Mr. Richardson is similarly acknowledged by Legal Media Group's "Guide to the World's Leading Lawyers", IAM's "World's Leading Life Sciences Patent Litigators" and "World's Leading IP Strategists", "L'Expert", and "The Best Lawyers in Canada".



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