

How Law Students Can and Should Use LinkedIn

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Who are we?



Search



Home



My Network



Jobs



Messaging



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Talks about #acciowa, #dmarcunited, and #communitysupport
Des Moines, Iowa, United States · [Contact info](#)

2,163 followers · 500+ connections

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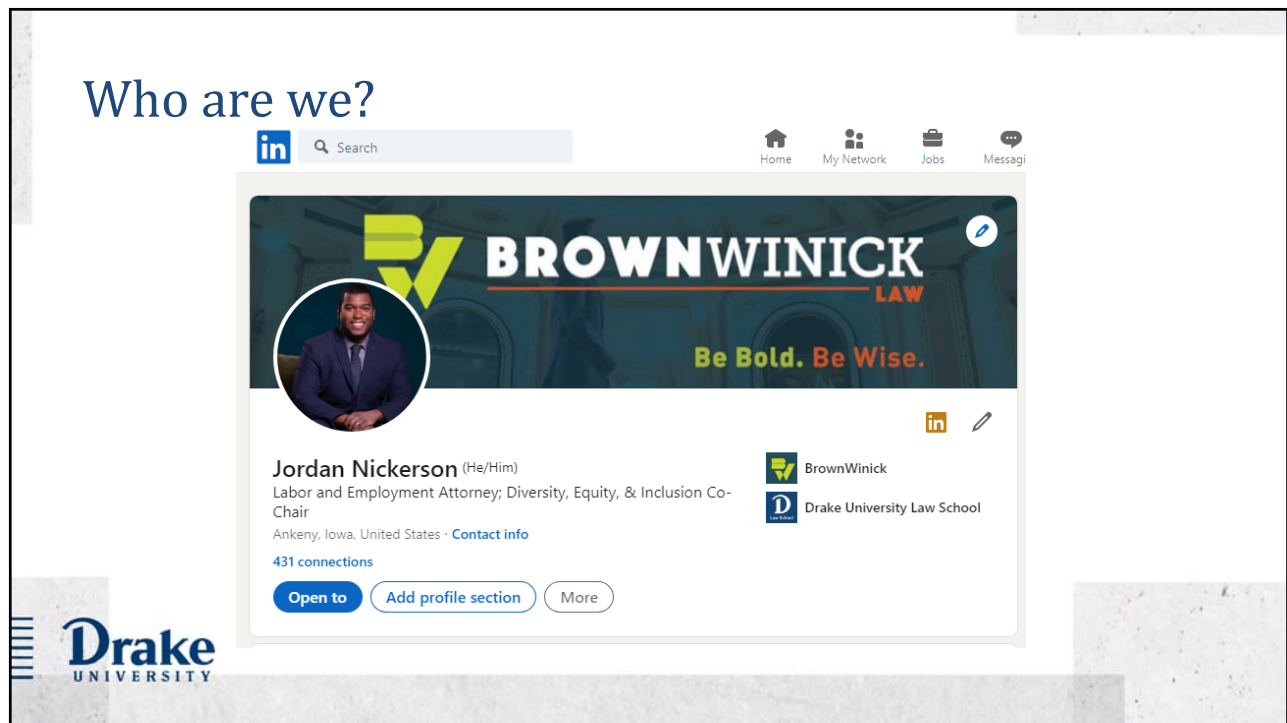
Contentful



The University of Iowa Tippie
College of Business



Who are we?



How has LinkedIn added value to my life?

- Got me a job!
- Networking
- New donors and supporters for my non-profits
- When I see people in person, they comment on things I have posted – people feel more connected to me
- People reach out for help with their job search, non-profit, etc.

Common Hang-Ups

I don't have a professional headshot
I have content, but I am not clear on my message
People will think I am full of myself
My network will judge my content
I don't have anything unique to say
What impact could this really have anyway?



The hang-ups are just excuses!

- Taking a headshot is easy! Grab a friend at the law school and take one on your phone – then edit it! (TIP: do make sure you have a good photo though – no photo is even worse)
- Most of the hang-ups are just gremlins talking – those nasty voices that tell you to play small, worry about being called out and question yourself
- Consider this instead – what if everyone sees you succeed?



Why have a LinkedIn?

- Not having a presence on LinkedIn makes a strong statement
- In this day and age, opting out of it is easily translated as simply opting out
- There are very few people who can commit to the kind of in person stamina it takes to make up for the lost time of not having LinkedIn – IT SAVES YOU TIME!



LinkedIn Enhances Your Resume

- Traditional resumes are a list of bullet points, dots on a map talking about your skills with strong adjectives
- These don't articulate HOW you exist in the world
- Now, more than ever, technology is replacing human interaction so creating a personal brand and differentiating you from the masses is IMPORTANT



Why is it important? It's all about your brand!

- You have a personal brand, whether you've been intentional about it or not
- Personal brand = reputation = important asset!
- Great news - You have control over it!
- Importance of being intentional with your personal brand
- Your brand exists everywhere you are



What Should I Share?

- I am a big believer in being genuine and authentic on LinkedIn, but does that mean you need to get personal? NO!
- You do not have to bare your soul to be seen as authentic
- Post things that you actually care about
- This is a place to build your reputation but eventually, these people will see you in person and the images better line up



Types of Posts – Emily's favorites

1. Sharing your community work – blog posts, link to journal article, photos of you volunteering in the community
2. Industry News and Research Posts
3. Promote/Post about an event
4. Spotlight Others
5. Sharing someone else's post

*LinkedIn is not really the place for cat photos, coffee with friends' posts, or even kid photos – try Instagram 😊



Types of Posts – Jordan's favorites

1. Personal and Professional Passions
 - A.K.A. How can we collaborate? Help me help you and vice versa.
2. Substantive Legal Updates
3. Thoughts/Tips about Your Practice
4. Posts in Your Own Tone
 - Again, authenticity is key!



2022 LinkedIn Statistics

- 49 million people use LinkedIn to search for jobs each week.
- 6 people are hired through LinkedIn every minute
- 77 job applications are submitted on LinkedIn every second.
- LinkedIn posts with images get 2x higher engagement.
- Almost 60% of LinkedIn's users are between 25-34 years old.



I am in law school – I am so busy!

- I was in law school once too and I get it – you are busy and stressed!
- LinkedIn is just another tool for you – it does not have to be another stressor. It can SAVE YOU TIME if you use it right.
- Quality over quantity – you don't have to post every single day to create a positive personal brand
- You do need to be intentional about your content



Start Today!

- Did you watch this entire presentation and think “oh yeah, I will get to this later this week?”
- Start NOW, Start TODAY
- It’s an easy win
- Start showing the world who you are and why the heck you matter
- And feel free to start by connecting with me 😊



Giving Credit Where Credit is Due

Showing Up Social – Brand Launch E-Book

Written by my good friends Whitney Warne and Emily Steele

You can purchase it online – the focus is on Facebook and Instagram but many of the ideas can translate into LinkedIn.



Why Law Students May use LinkedIn

Per Emily's and Jordan's comments, create your brand



Develop your network – you'll be surprised how quickly it grows



Why Law Students May use LinkedIn

Sharing/promoting content

- Creating content: 80/20 rule
- Remember your brand is tied to when and how you communicate – be intentional and professional and sometimes, patient



Find your first job.....or a job in the future

- Employer research
- Follow the employer and individuals you've met
- Stay in touch without having to try too hard



Eventually may attract clients (watch Ethics rules) or build a following

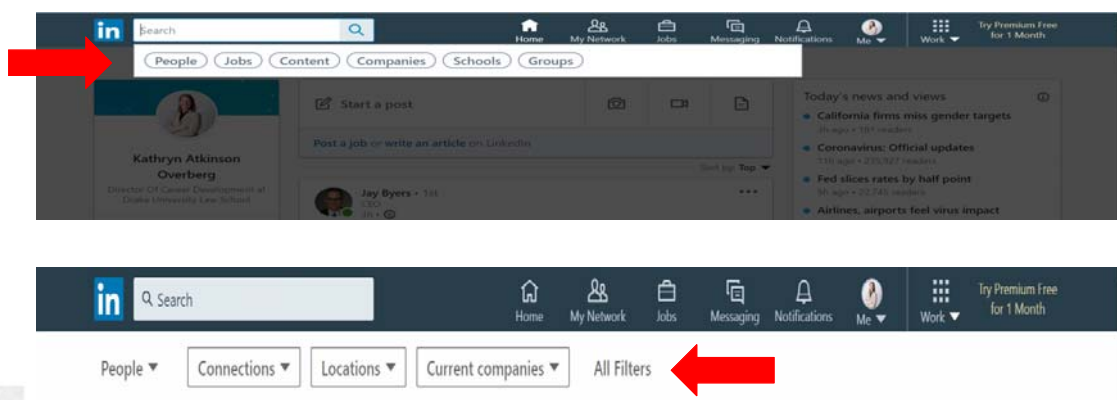


Finding Alumni to Add to Your Network

- LinkedIn can help you identify alums in any geographic area or particular employers to help network and search for jobs
- Tips on connecting
- Be up front as to why you are connecting. Be authentic.



Find the “People” Category, Then “All Filters”



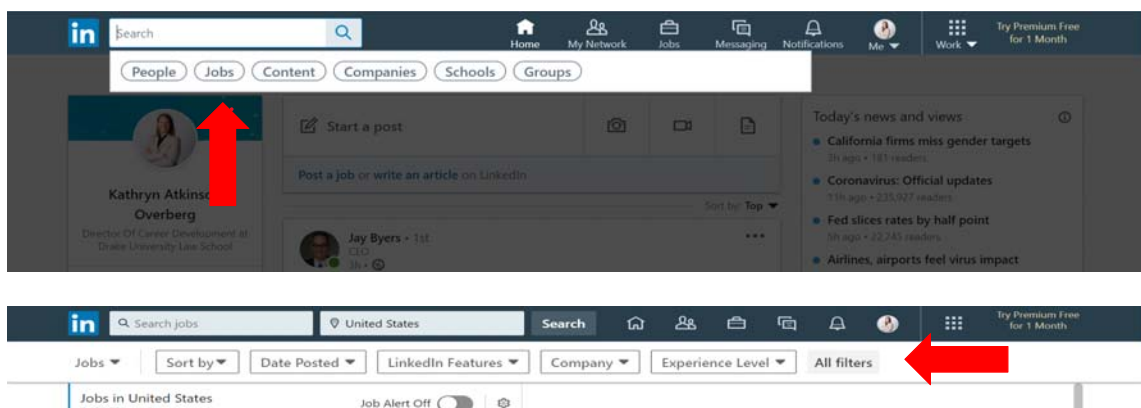
Add City and School, Then Apply

The screenshot shows the LinkedIn 'All people filters' interface. A red circle highlights the 'Apply' button in the top right corner. A red arrow points to the 'Chicago' text box under the 'Locations' section. Another red arrow points to the 'Drake University Law School' checkbox under the 'Schools' section. The 'Connections' section on the left has checkboxes for '1st', '2nd', and '3rd +'. The 'Profile language' section has checkboxes for English, Spanish, French, Portuguese, and German. The 'Locations' section lists 'United States', 'Greater New York City Area', 'Greater Chicago Area', 'Des Moines, Iowa Area', and 'San Francisco Bay Area'. The 'Schools' section lists 'Drake University Law School' (checked), 'Iowa State University', 'University of Iowa', and 'Drake University' (marked with a blue X). The 'Contact interests' section lists 'Probono consulting and volunteering' and 'Joining a nonprofit board'. The Drake University logo is visible in the bottom left corner.

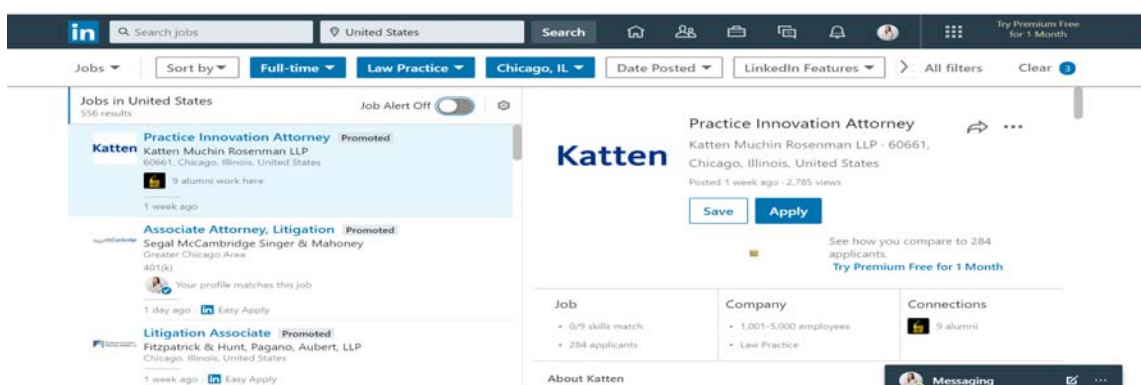
Search Profiles – Yes, it is Okay That They May Know You Looked Them Up!

The screenshot shows the LinkedIn search results page. The search filters are set to 'Greater Chicago Area' and 'Drake University Law School'. The results show 100+ results. Three profiles are visible: Jill Gastineau (Associate Patent Attorney at Bishop Diehl & Lee, Ltd.), Jonathan Kaman (Associate Attorney at Zanck, Coen, Wright & Saladin, PC), and Kelse Banks (Assistant State's Attorney (711 Fellow) at Cook County State's Attorney's Office). Each profile has a 'Message' button. A sidebar on the right shows an advertisement for 'Talent Solutions' with the text '7 ways talent acquisition will change over the next 5 years' and '7 opportunities to give your team a head start'. The Drake University logo is visible in the bottom left corner.

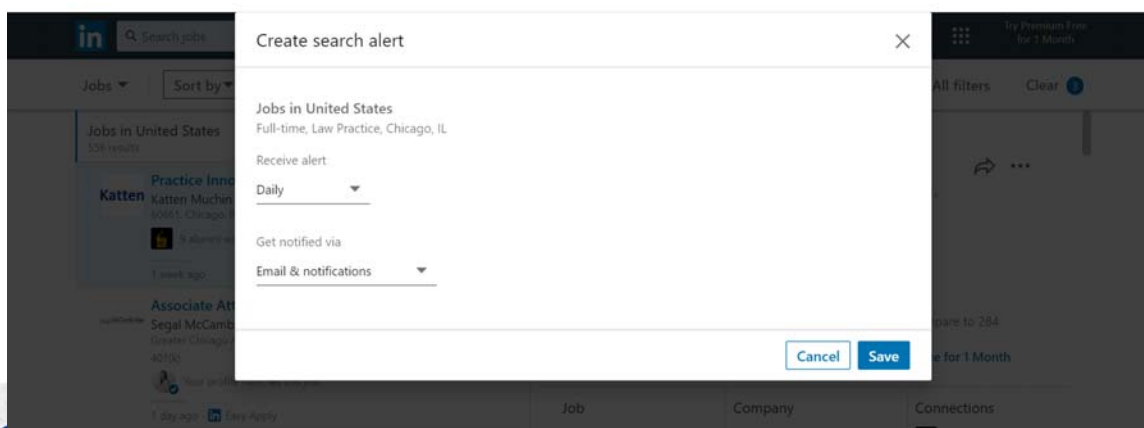
Search Jobs



Apply Through LinkedIn



Create a Job Alert



The screenshot shows a LinkedIn 'Create search alert' dialog box. The search criteria are 'Jobs in United States' and 'Full-time, Law Practice, Chicago, IL'. The 'Receive alert' frequency is set to 'Daily'. The 'Get notified via' option is set to 'Email & notifications'. There are 'Cancel' and 'Save' buttons at the bottom right of the dialog. The background shows a LinkedIn job search results page with filters and a list of job postings.

Final Tips?

Connect with Jordan, Emily, and Katie!

CDO Is Here to Help!

Katie Overberg and Carole Tillotson

Career Development Office

181 Opperman (right across from the Library)