



Legal Netlink  
**Alliance**



# **SOCIAL MEDIA TIPS & TRICKS FOR BUSY LAWYERS TO ACHIEVE A STRONG PRESENCE**

**MALTA -  
FEBRUARY  
2024  
Diana Voicu**



# TODAY'S AGENDA

1

**FOCUS** on LinkedIn - **WHY** be more active as a **LAWYER**?

2

**WHERE** do I start?

3

**WHAT** is my **CONTENT** strategy?

4

I can only spare **5 MINUTES** - what can I do?

5

Resources for busy lawyers

1

# WHY FOCUS ON LINKEDIN



- **Grow your PERSONAL BRAND - good for you, good for your firm**

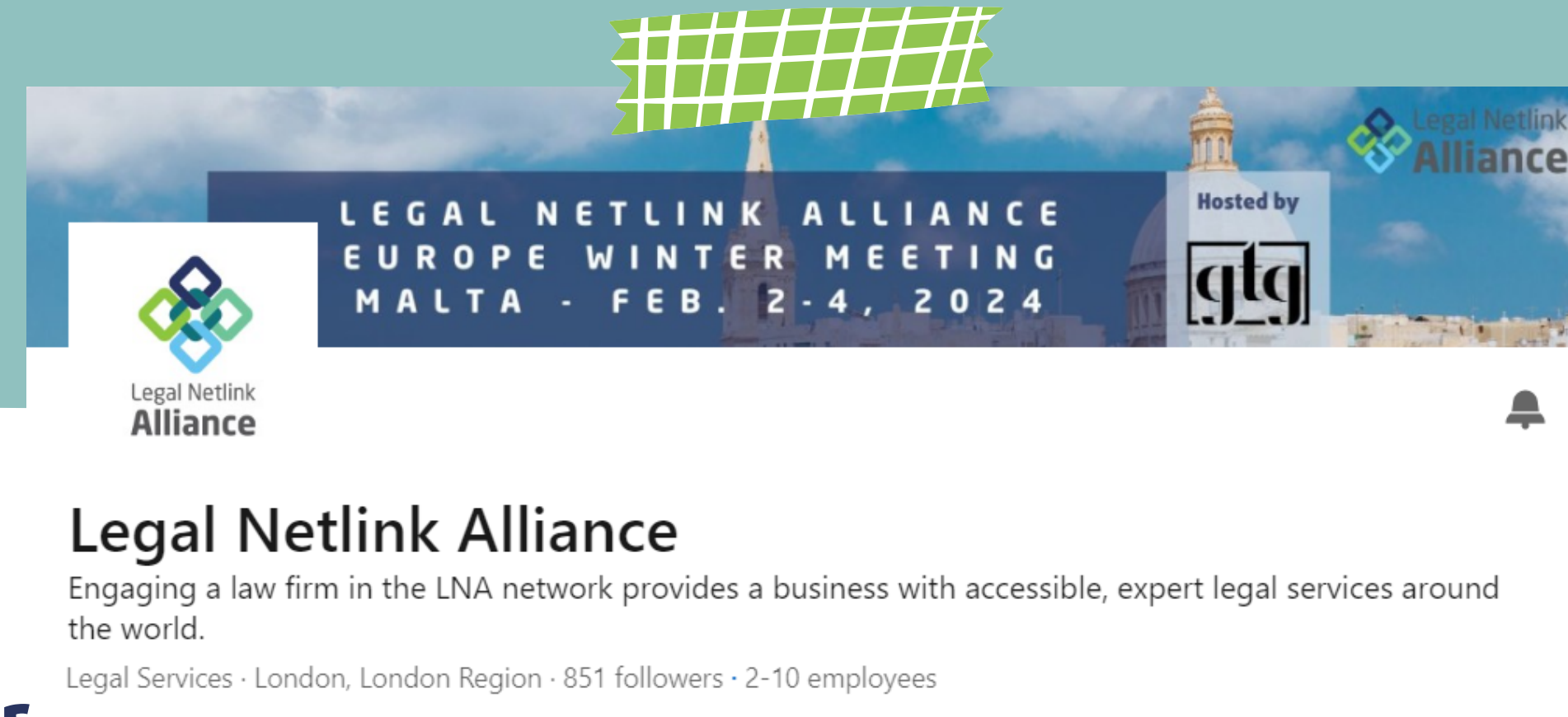
- **Attract more potential clients**

- **Network with colleagues**



# LINKEDIN TODAY

- In 2022, LinkedIn **engagement** increased by 22%
- LinkedIn is the top platform for lead generation
- Content with images see twice the engagement
- 60% of users are 25-34 years



**1 BILLION MEMBERS  
IN 200 COUNTRIES**

2

## WHERE DO I START?

STEP 1  
Formulate your  
own  
communication  
objective

STEP 2 Make  
sure your  
headline  
reflects that  
objective

STEP 3 Follow  
relevant people  
and pages (you  
get noticed  
when you  
engage with  
users)



2

# STEP 1 - OBJECTIVE?

PLEASE use  
the occasion  
to create  
your own  
objectives

**LAWYER OBJECTIVES are linked to LAW FIRM business objectives**

Some examples of OBJECTIVES for LAWYERS on LinkedIn:

- expand network to reach further into the potential clients and partners pool (active connections/followers)
- establish thought leadership in practice areas of strength
- increase referrals from current and past clients



**Victoria Penkova** · 1st

Managing Partner at Penkova & Partners Law Firm

Bulgaria · [Contact info](#)

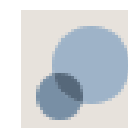
[500+ connections](#)



Gonçalo Areia, Michael J. Allen, and 47 other mutual connections



Penkova & Partners Law Firm



Sofia University "St.Kliment  
Ohridski", Faculty of Law



**Become the go-to profile/lawyer in matters of construction, real estate and major infrastructure projects in Bulgaria.  
Double followers in 12 months.**

**EXAMPLE**

Around your table, please share with your friends what your **OBJECTIVE** is if you have already set one for yourself.

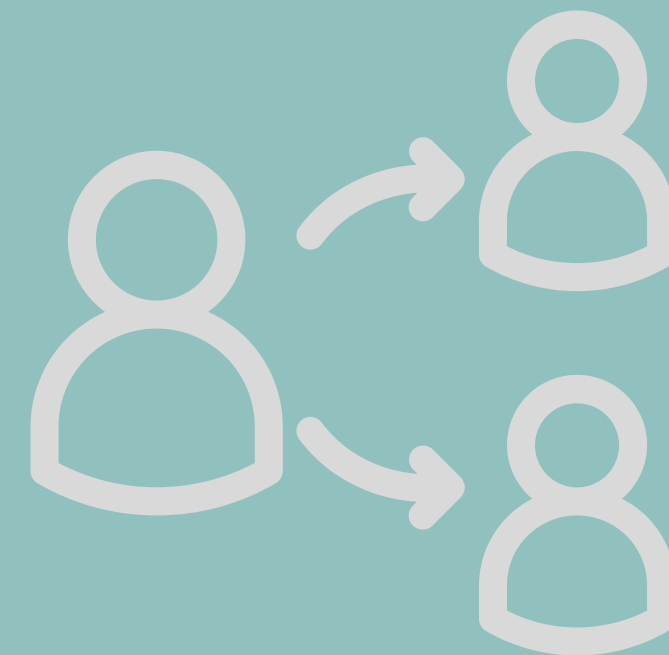
Write down your objective now if it is the first time you focus on this aspect. Share it.

5 minutes



5

**LET'S GET SOME SHARING GOING**







2

## STEP 2 - HEADLINE

PLEASE open  
your  
LINKEDIN  
profile

### HEADLINES act like an ELEVATOR PITCH

- show how **THEY** benefit from working with you
- Not just **LAWYER** - problem solver
- separate topics with |
- you have 220 characters for it

The LinkedIn headline is that section under your name in your LinkedIn profile. It stretches across the top of your page, and appears everywhere – in the “People You May Know” section, LinkedIn searches, LinkedIn job applications, posts, messages, recommendations, and even invitations to connect.

Reactions to  
an LNA post  
about MALTA



People scroll through their feed or check reactions to their posts or a post of somebody they follow.

They stumble upon your name + profile picture.

But they need a reason to VISIT your profile.

Once they visited your profile, you can gain a connection or a follower.

## Reactions



**Yago Caretti Giangaspro** · 1st  
Civil Lawyer presso 2legal



**Michael J. Allen** · 1st  
Attorney at Carruthers & Roth, PA



**George Lobé** · 1st  
civil law attorney at Lamsma Veldstra & Lobe advocaten



**Lisette Oosterveen** · 1st  
Advocaat | Attorney-at-law at Wintertaling | Corporate | M&A



**Federica Canducci** · 1st  
Dottoressa in Giurisprudenza presso Alma Mater Studiorum -  
Università di Bologna | Studente LLM al King's College di Londra



**Camillo Vespasiani** · 1st  
Avvocato at 2legal | Civil, International, Commercial law, Privacy

**Incorporate ANY or a combination of the following:**

**Job title**

**Expertise and the value you provide**

**Hard skills**

**Certifications**

**Affiliations**

**Location**

**Big achievements**

**Personal values**



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**STEP 2 -  
HEADLINE**

# STEP 2 - HEADLINE



**Nick Gould** · 2nd

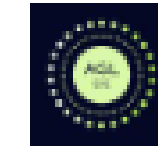
Long-time corporate lawyer advising companies and individual shareholders/ directors using commonsense and legal skills; involved in the Post Office Scandal.

Talks about #postoffice, #directorsduties, #corporategovernance, and #familyownedcompanies

West End, England, United Kingdom · [Contact info](#)

1,883 followers · 500+ connections

 Followed by Neil Hay



Aria Grace Law

EXAMPLE



EXAMPLE



## Ian Gauci · 1st

Managing Partner GTG: Legal Futures, AI, Fintech, Gaming, TMT, Cybersecurity, Data Protection, Policy & Regulatory, Advisor, Author, Lecturer & Speaker.

Attard, Malta · [Contact info](#)

11,055 followers · [500+ connections](#)



GTG



University of Malta



Gonçalo Areia, Wilfred Veldstra, and 23 other mutual connections

# STEP 2 - HEADLINE

Using pen and paper, try out a new version of your headline.

Start by introducing at least 2 new elements: hard skills or affiliations or personal values.

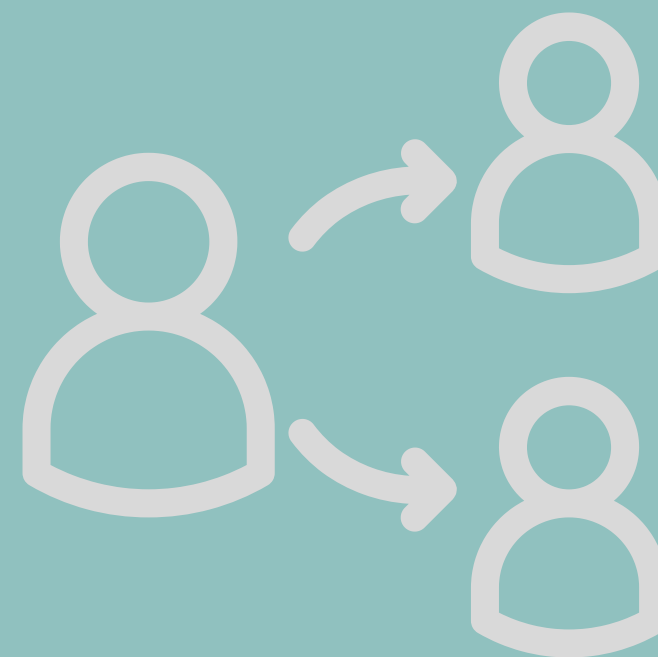
Share with your friends around the table.

5 minutes



5

**LET'S GET TRY OUT  
SOME NEW  
HEADLINES AND  
SHARE**





2

## **STEP 3 - FOLLOW OTHERS**

Pressing the  
FOLLOW  
button gets  
their post in  
your FEED

### **WHO DO WE FOLLOW?**

- people/pages who inspire or set trends in our areas of interest (including professional/business associations)
- clients (existing and potential)
- influencers that are likely followed by your potential clients
- professionals you work with: lawyers, accountants etc (they probably target the same audience)
- Legal Netlink Alliance: our profile, other law firms, lawyers

2

## STEP 3 - FOLLOW OTHERS

Pressing the FOLLOW button gets their post in your FEED

### WHY DO WE FOLLOW?

- to stay connected, know about them etc
- **TO GET VISIBLE by ENGAGING with them and their audience**

**COMMENT** on posts:  
Not just polite. Your comment should add value or raise a question.

**SHARE** relevant posts:  
Easiest way to create content on your profile. **ALWAYS** share with your thoughts, add value to the original post.





Legal Netlink Alliance

851 followers

15h • 🌐

Excited to welcome the 50 delegates at the Legal Netlink Alliance Europe Winter Meeting in #Malta. We are staying at the The Westin Dragonara Resort Malta. Our gracious hosts, GTG, have opened the check-in desk and prepared a nice welcome package. For most of us coming from the European or North American winters, Malta is sunny and warm. The right atmosphere for our much expected reunion! #linkingup



Yago Caretti Giangaspro and 18 others

1 comment

## What you could do:

1. Share on your profile saying what you are doing here or looking up to. Make reference to any of your strengths.
2. Tag people who are present and you want to highlight for your network to see; their network might notice, too.
3. Use location tag and relevant hashtags
4. Follow up with posts based on pictures from the event: selfies, group pictures work best.

3

# CONTENT STRATEGY

LINKED to  
YOUR  
HEADLINE  
and  
OBJECTIVE

## BASIC ELEMENTS IN YOUR STRATEGY to create content

- Frequency: 3 times/week is a minimum; TUE + THU + SAT
- Posts + articles (1 article/month on a topic where you aim at thought leadership)
- Stay on the trends: business news, legal updates. Comment them, translate for others, say your piece.
- Highlight achievements (yours, your firm's, your colleagues', your partners')
- Launch a debate/discussion to engage audience: ask a question, share a concern
- Plan ahead - monthly plan; but also act spontaneously on opportunities



3

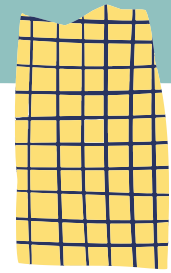
# CONTENT STRATEGY

LINKED to  
YOUR  
HEADLINE  
and  
OBJECTIVE

## LET'S APPLY:

- Write down for yourself 3 topics you want people to know your opinion about
- Choose your available time: schedule chunks of 15-20 minutes to write your posts (articles will take longer)
- Have ideas ready to fight writer's block (keep notes, use voice recording, use opinions you have already shared with others in other contexts)
- Think about topics that are interesting for your target audience
- Be bold: you are not just a lawyer but a member of society
- Don't be afraid to get personal: hobbies and other areas of interest





# CONTENT TIPS

Be concise - although longer content is also appreciated when good. It will be easier for you to start with shorter entries.

Use TAGS - people, firm, topic hashtags of your areas of practice

## 1 What other things to cover

Brief comment on relevant legal and general news

Awards and recognition

Recent relevant experiences

STORYTELLING

## 2 Ask for recommendations and then share about you working with these people



4

## ONLY 5 MINUTES TO SPARE?

Maximising  
time  
investment

### What can we do when we have 5 minutes to spare:

- **READ** what is posted by people/pages you follow - **INSPIRATION & TRENDS**
- **COMMENT** on others' posts: add value, highlight expertise, launch questions etc (minimum 12 words)
- **SHARE** others' content when it suits your **OBJECTIVES** (see before, add your thoughts, add value)

**TALK among yourselves around the table: when do you have 5 minutes?**

# 4

# BUILD A HABIT

MANAGE TIME

DISCIPLINE

## HABIT 1



Plan LinkedIn time just like you EMAIL reading or daily planning time

## HABIT 2



Download LINKEDIN app on your mobile to use when waiting or commuting

## HABIT 3



Add it to the TO DO list in precise terms, as task. Ex - 15 min on Tuesday to write a post

## HABIT 4



Use the quieter parts of your day to do this at the beginning

5

# RESOURCES FOR BUSY LAWYERS



## RESOURCE 1



Check your profile's **ANALYTICS**: viewers, followers, impressions

## RESOURCE 2



Use **VOICE RECORDING** and **VOICE-to-TEXT** apps to convert ideas into posts or articles

## RESOURCE 3



Get **TIPS & TRICKS** from online resources

## RESOURCE 4



Reuse content produced for other purposes: conference, lecture, interviews etc



## Analytics & tools

Saturday, February 3

EXAMPLE

### Analytics

1,158

Post impressions

▼13.1% past 7 days

3,308

Followers

▲0.3% past 7 days

151

Profile viewers

Past 90 days

18

Search appearances

Previous week





# Special kind requests:



“

- follow LNA website and LinkedIn page
- share LNA news with a personal message
- sends us news about you and your firm





**THANK  
YOU!**



**Diana Voicu**  
**LNA Social Media**