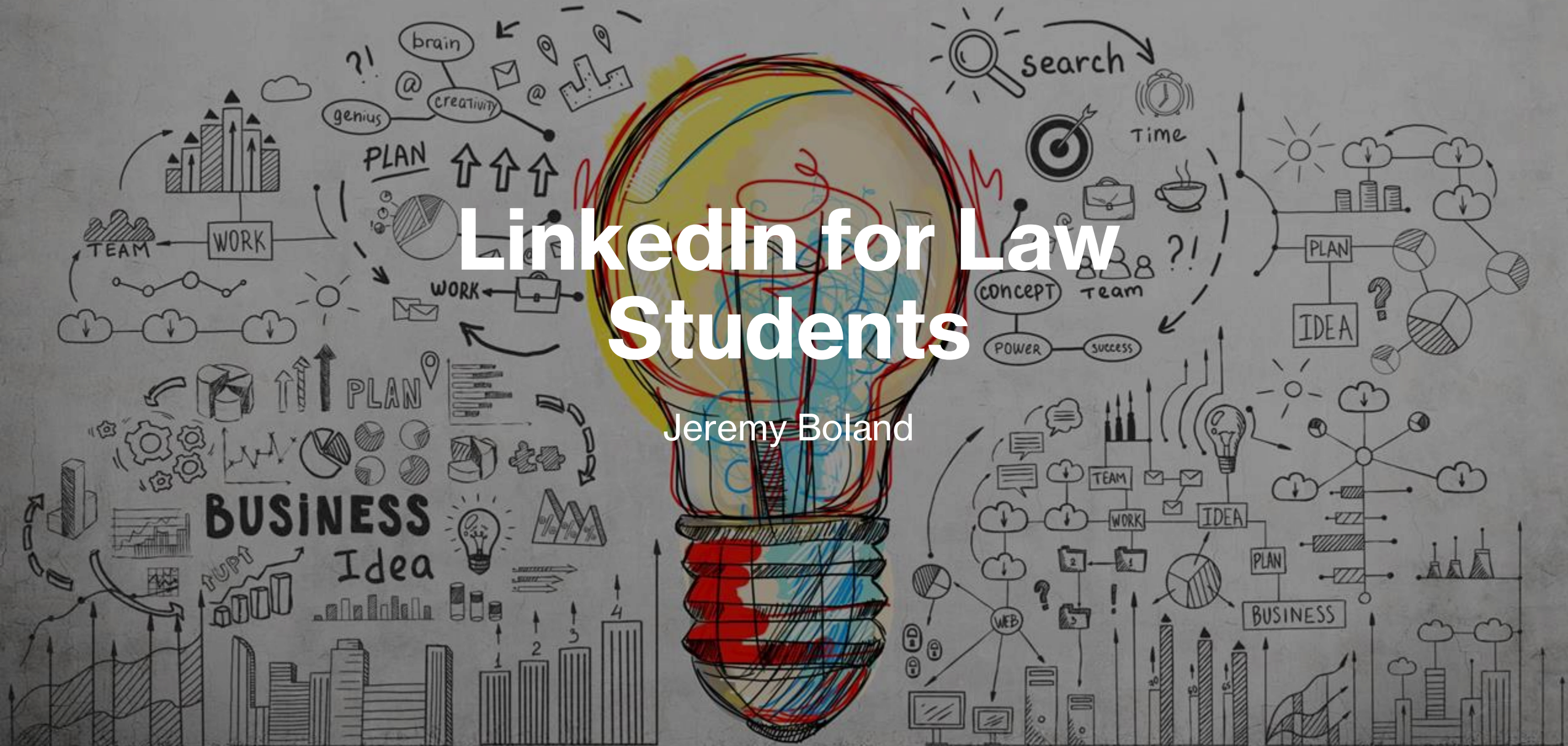
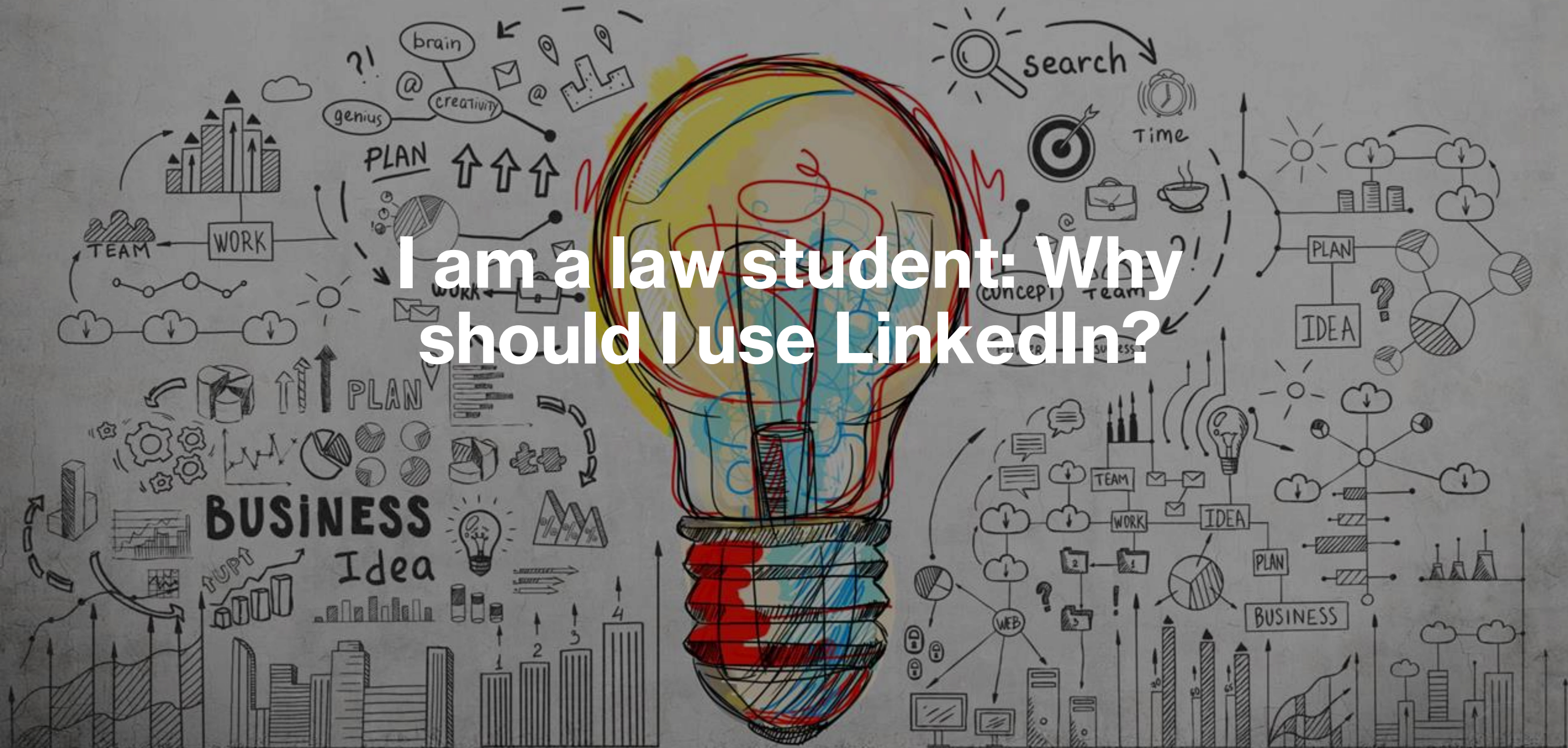


LinkedIn for Law Students

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I am a law student: Why should I use LinkedIn?



It's all about networking

- LinkedIn is a networking platform.
- LinkedIn is a way for people to connect with people, and for people to connect with the connections of other people.
- LinkedIn shows these connections.
- LinkedIn allows you to tap into the networks of your network.

Your career goals matter

- What are my career goals?
- Who might be able to help me reach my career goals?

Your networking goals matter

- What sort of networker are you?
- Will you be a passive consumer or a proactive contributor? (Either is fine!)
- What sort of frequency of engagement can you commit to?
- Exactly what sort of engagement are you likely to be comfortable with?

LinkedIn matters (for now)

- Lawyers use LinkedIn.
- Agency recruiters use LinkedIn.
- In-house recruiters use LinkedIn.
- Lawyers, agency recruiters and in-house recruiters WILL look at your LinkedIn profile.
- However, because personal relationships also matter, a correction may be coming.
- Therefore, always seek to foster meaningful relationships with select connections over time and consider the best way you can add value.



How do I create a profile and
what is my personal brand?

What does LinkedIn look like?

- **Profile photo** (smiling, professional) and **Background image** (your personal style)
- **Heading** (Think of it as a brief description of the kinds of jobs you're applying for)
- **Connections** (500+ is probably ideal, but curate your connections thoughtfully)
- **About** (Your experience in one sentence, your strengths, some career highlights, your goals)
- **Activity** (Repost with comments and include @ and a reference to any personal connection, endorse someone's skills, comment on someone's publication, activity in Groups)
- **Experience** (One of LinkedIn's limitations is that this section forces you to outline your experience sequentially, so keep it simple!)
- **Education** (List full name of institution and degree and use the correct logo; list years attended or expected graduation year)
- **Licenses & certifications** (List professional certifications and licences such as your Admission to Practise, which you should also list in the About section)
- **Volunteering** (Some people put this under Experience, but LinkedIn has a separate section; either way, employers care about your volunteering experience)
- **Skills** (There is a big list of Skills, and you can link them to specific roles in the Experience section; Skills can be important in an algorithmic and advanced search context)
- **Recommendations** (Reviews of and from people in your network; keep it professional)
- **Publications** (Link articles you have written or contributed to)
- **Interests** (Top Voices, Companies, Groups, Newsletters, Schools)

What is your personal brand?

- What is your story? (Who are you?)
- What is your trajectory? (Where are you going?)
- What matters to your audience? (What are the employers you're interested in looking for?)
- What do you bring to the table? (What matters to you and what value can you add?)



How do employers and
recruiters use LinkedIn to
identify talent?

Employers

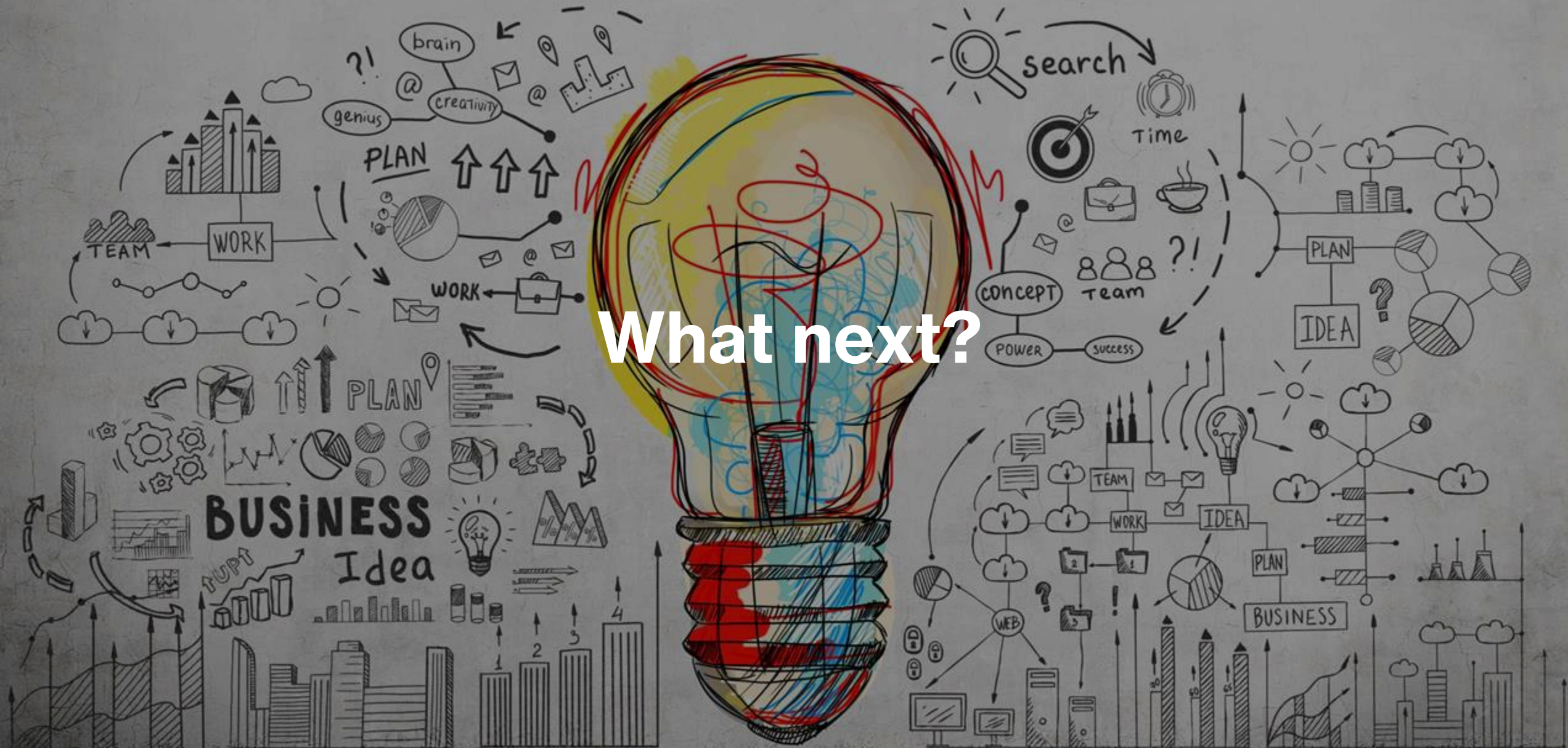
- People involved in the recruitment of lawyers across all types of legal practices WILL look at your LinkedIn profile.
- They will look at it to cross-reference what they've heard about you from someone else.
- If you've sent them your resume, they will look at it to see if there is anything that illuminates your resume (e.g., your Connections, your Activity, and your Interests will paint a deeper and potentially more interesting picture than your resume alone).

Recruiters

- Recruiters WILL look at your public LinkedIn profile, and most of them will also use LinkedIn Recruiter.
- LinkedIn Recruiter is a tool designed to enhance recruiters' workflow and experience on LinkedIn.
- LinkedIn Recruiter is used by in-house recruiters, too.


Recruiters

- LinkedIn Recruiter lets users find, connect, and manage candidates.
- Search parameters include Job titles, Locations, Companies (current, past), Skills, and Year of graduation.
- One of the most powerful search parameters is Keywords because this is where a legal recruiter will search for specific legal practice experience that aligns with a client's brief (e.g., “insolvency” AND “litigation” or “paralegal” AND “FOI”)



Getting started

- Setting up your profile (and why LinkedIn's AI tool probably isn't for you).
- Start adding connections (personalise your requests).
- Get connection recommendations from friends, teachers, and colleagues.
- Add your Interests (e.g., Companies, Groups).
- Add your Skills (but not too many!).
- Endorse other people's Skills.
- Manage your Settings & Privacy.



Should I use LinkedIn to
narrow my career interests
in, through and beyond law?

YES!

- Your career is unlikely to be linear or static, and your professional interests (including what gets you out of bed in the morning) may change over time.
- LinkedIn is not a substitute for continuing to read widely, and you would do well to remain alert to the perils of any sort of artificially curated environment that has the potential to limit intellectual curiosity.
- However, LinkedIn can be a powerful tool for discovering interesting occupations and for following new discoveries across countless fields of human endeavour.

Reflection

- What sort of a **networker** are you?
- What is your **personal brand**?
- How will you use LinkedIn to **illuminate your resume**?
- How will you use LinkedIn to **broaden your horizon of career possibilities**?
- To what degree should you use **AI** to build your LinkedIn profile?