

## LinkedIn

### Profile

- Photo should be professional
- Put only your name in the name fields – no titles or honors i.e.: Jr., J.D., Esq., etc.
- Use keywords in your headline (120 characters) and summary/profile
- Connect with at least 500 people – build your network by connecting with sales targets and with people in the groups you join
- Include contact information – treat this area like a business card
- Use keywords in your skills and expertise
- Like, share and comment on your company’s posts to share them with your network
- Link to your LinkedIn profile in your email signature
- Join groups with higher numbers, active discussions and reach your target audience. Familiarize yourself with the content normally posted in the group or read the group rules before posting marketing materials. Suggestions:
  - Legal IT Network
  - Association of Corporate Counsel
  - Corporate Counsel
  - Corporate Lawyer Network
  - E-LEGAL In-House
- Comment on and share other people’s posts to groups.
- Keep comments and posts professional.

- Plan to post something at least once per week to gain followers and achieve audience engagement.
- Use the LinkedIn “wizard” when adding to your profile; it will point out areas within your profile that you can contribute to, including past jobs, articles written and skills.
- Consider joining at a paying level; this will give you the ability to see more information, have more in-depth search results and contact any person that you like.

## Twitter

- Use a professional photo.
- Make your ‘handle’ as close to your real name as possible.
- Consider having two accounts – one professional, one personal.
- Use keywords in your description.
- Link to your company’s website or your LinkedIn profile.
- Location: Use the closest big city.
- Follow people who are in your professional network.
- Follow people who retweet your tweets and who mention you.
- Retweet your company’s posts.
- Retweet interesting and relevant posts, but think twice before retweeting competitor’s tweets.
- On Twitter, the more frequently you post, the faster you gain followers and “Klout” – which is a measure of your Twitter relevance.
- Keep tweets and retweets professional.