

REVIEW OF LINKEDIN IN ONE HOUR FOR LAWYERS, SECOND EDITION

By Sharon D. Nelson, Esq. and John W. Simek
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I loved the first edition of this book by Dennis Kennedy and Allison Shields, but I am thrilled that there is a second edition. LinkedIn, like every other social media site, has changed so much that you need an up-to-date guide to make good use of LinkedIn as a lawyer.

There are now more than 770,000 members of the legal profession using LinkedIn, so it is important to use it well. Most lawyers barely use it – they fill out their profiles (often not very fully, which makes it less useful) and that’s it.

But there’s so much more you can do. Just as one example, using advice that Dennis and Allison gave, I have begun to invite my connections to CLEs where I am speaking – that has been very useful indeed. Best of all, I can filter the people I invite by geographic area and their professions.

Dennis and Allison have done a lot of hard work in the second edition – every single image is new, much is updated and there is a new chapter on LinkedIn Ads which they see as becoming more important over time. To answer an obvious question, the book still instructs those who need basic information on how to use LinkedIn, but there are a number of advanced topics as well – and new ideas that I certain intend to put into action!

I like the authors’ approach when they ask “What are you hiring LinkedIn to do?” If you spend some time contemplating that question, you can read this excellent book and figure how to make LinkedIn work for your law firm.

You can order this essential marketing book at
<http://apps.americanbar.org/abastore/index.cfm?section=main&fm=Product.AddToCart&pid=5110773>

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