

Business & Careers

Growing business through LinkedIn



Luigi Benetton
Hi-Tech

Jana Schilder remembers invoices for tens of thousands of dollars when a firm she once worked for acquired listings in legal directories. The firm “made a priori decisions on which lawyers would get listed,” recalls the managing director of First Principles Communication, noting that not all the lawyers made the cut.

Online directories disrupted that business model. The biggest disruptor may be the strictly

business-branded social network LinkedIn. As evidence, a 2012 American Bar Association report states that 70 per cent of corporate counsel use LinkedIn and half of them, or 38 per cent of all corporate counsel, use it when choosing and hiring attorneys.

This is the first article in a two-part series, exploring how Canadian lawyers can best use LinkedIn.

The LinkedIn profile

The price of entry into LinkedIn is the creation of a professional profile. “It’s free, you can reach the whole world,” Schilder says, “but you have to do the work.”

James Speakman claims to have been active on LinkedIn for only the past few months. “Before,

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Jana Schilder
First Principles Communication

my profile was like a C.V., very static,” he admits. A firm-wide LinkedIn initiative at Clark Wilson, where he serves as managing partner, spurred him to improve his profile. Speakman added accomplishments which he wrote

as tangible benefits that readers can identify with, “Rather than just saying I’m a lawyer, I went to school, I worked at this place, I worked at that place. That doesn’t tell anybody anything.”

“Our internal LinkedIn campaign is the first of its kind,” writes Lin Kishore, Clark Wilson’s director of client relations, of the “Great Clark Wilson LinkedIn Campaign.”

“It’s essentially a three-month... firm-wide educational initiative to teach lawyers and staff how they can provide more value to our clients and colleagues through LinkedIn.” The campaign gained traction through daily fun facts and weekly LinkedIn trivia contests.

The right keywords in Matt Flynn’s LinkedIn profile led to an

unexpected e-mail inquiry about his services. The caller noted that Flynn, a technology lawyer and partner at McCarthy Tétrault, is called in Alberta and Ontario and had also worked in California. “I was able to connect all those dots,” he recalls. “He checked through his California network to get a clear picture of me, and he reached out.”

Mark Hayes adds documents to his profile using SlideShare.

“I think there have been something like 10,000 views of my papers, presentations, documents I’ve posted,” says the managing director at Hayes eLaw, adding “It’s hard to quantify how that translates into business, but it gives you some credibility.”

LinkedIn profiles can go beyond **Tip, Page 25**

ANNOUNCEMENTS



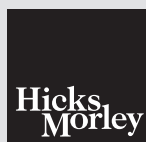
TWO OF A KIND

Meet our new partners – Elisha Jamieson-Davies and Gregory Power.

Both continue to develop their thriving practices, Greg in all areas of labour and employment law with a special focus on federally regulated organizations and Elisha as a litigator with a niche in class action litigation on behalf of employers. Both articulated with the firm and were hired as associates in 2006.

Find out more at hicksmorley.com

With over 115 lawyers in five cities across Ontario, Hicks Morley is Canada’s leading human resources law firm, representing public and private sector employers on human resources law and advocacy issues.



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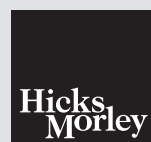


CONGRATULATIONS

We congratulate the Honourable Mr. Justice William LeMay on his appointment as a judge of the Ontario Superior Court of Justice.

Will graduated from the University of Toronto with a Bachelor of Laws degree in 1996 and was called to the Ontario Bar in 1998. Will has practised his entire career as a labour and employment lawyer with Hicks Morley where he has also built and led the firm’s workplace safety and insurance practice. We are grateful to Will for his many contributions and wish him well as he enters his new profession as a jurist. Find out more at hicksmorley.com

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Tip: Spend time every day on networking site

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“just the facts” explanations. “I had a fertility law client,” Schilder recalls. “That practice lends itself to examples. Surrogacy law is a very specific thing, an emotionally charged area of law.” Her client mentions benefits and anecdotes in the profile summary. “Clients still talk to the lawyer years later and send pictures of their families.”

Gone are the days of job-seekers having to provide three references with their résumés. Unlike most testimonials, LinkedIn recommendations carry links to the profiles of the people who give them. Those links help people who browse LinkedIn profiles make discreet enquiries without a profile-holder’s knowledge.

LinkedIn allows members to create custom urls for their profiles. For instance, instead of having a long string of gibberish as his LinkedIn profile

url, the author of this column set up <http://www.linkedin.com/in/luigibenetton> which is used in places like the e-mail signature.

LinkedIn broadcasts changes to your profile when you make them, so profiles ought to be kept current. “If you update your profile to say you’re a partner, but you’ve been a partner for the last three years and you haven’t gotten around to updating your profile, you’ll get messages congratulating you on making partner,” says David Tait, partner at McCarthy Tétrault.

You can put specific calls to action in the summary, like the following from Omar Ha-Redeye, a legal advisor with Fleet Street Law: “I write for a number of websites and regularly speak to the media. I am an avid networker, but if you’re a reader or journalist looking to connect please indicate this in the invite.”

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Hayes eLaw

Company page

LinkedIn company pages augment firm websites in several ways. For instance, firms can

add careers pages to list job openings and perform ongoing recruiting activities. People follow company pages like they follow blogs, and companies that regularly add content (press releases, blog posts, etc.) to their pages give visitors a reason to return, and perhaps click through to firm websites.

Company pages can also be used for discussions. “There’s no official mechanism to this,” says Stuart Rudner. “All you do is post updates on your LinkedIn firm page during a preset time to address a certain topic. People post questions in the comments and we respond with our answers in the comments.”

Aside from the educational (goodwill) and promotional benefits, these Q & A sessions may improve the SEO of the company page for employment law boutique Rudner MacDonald, since the questions and

answers that end up in the discussion contain keywords that people would use when searching for employment lawyers.

A daily LinkedIn routine

To keep social media efforts from encroaching on billable hours, Schilder recommends lawyers spend 15 minutes a day on LinkedIn to do each of the following: comment on a few posts, make one or two new connections and post one interesting thing that has crossed their desks.

“You contribute to get the ball rolling,” she explains.

Rudner’s routine includes the LinkedIn Connected smartphone app, one of several published to help members use the network. “I check it just about every morning to see who’s done what,” he says. “It’s so easy to send a note to people to congratulate them on a new job or wish them a happy birthday.”



TWO JUDICIAL VACANCIES ONTARIO COURT OF JUSTICE BRAMPTON

The Judicial Appointments Advisory Committee advises the Attorney General of Ontario on the appointment of Judges to the Ontario Court of Justice, and invites applications for two judicial positions in Brampton.

These appointments, while primarily family law positions, may also involve presiding over criminal law matters. These positions also involve travel within the region as assigned by the Regional Senior Justice and/or the Chief Justice.

The minimum requirement to apply to be a Judge in the Ontario Court of Justice is **ten years completed** membership as a barrister and solicitor at the Bar of one of the Provinces or Territories of Canada.

All candidates must apply either by submitting 14 copies of the **current (April 2014)** completed Judicial Candidate Information Form in the first instance or by a short letter (14 copies) if the current form has been submitted within the **previous 12 months**. **Should you wish to change any information in your application, you must send in 14 copies of a fully revised Judicial Candidate Information Form.**

If you wish to apply and need a current Judicial Candidate Information Form, or if you would like further information, please contact:

Judicial Appointments Advisory Committee
Tel: (416) 326-4060. Fax: (416) 212-7316
Website: www.ontariocourts.ca/ocj/jaac/

All applications, either sent by courier, mail or hand delivery, **must** be sent to:

Judicial Appointments Advisory Committee
c/o Ministry of Government Services Mail Delivery
77 Wellesley Street West, Room M2B-88
Macdonald Block, Queen’s Park
Toronto, Ontario, M7A 1N3

Applications must be on the current prescribed form and must be **TYPEWRITTEN or COMPUTER GENERATED and RECEIVED BY 4:30 p.m. on Friday, February 6, 2015. CANDIDATES ARE REQUIRED TO PROVIDE 14 COPIES OF THEIR APPLICATION FORM OR LETTER.** A Fax copy will be accepted only if 14 copies of the application or letter are sent concurrently by overnight courier. Applications received after this date **WILL NOT** be considered.

The Judiciary of the Ontario Court of Justice should reasonably reflect the diversity of the population it serves. Applications from members of equality-seeking groups are encouraged.



DEUX POSTES À POURVOIR AU SEIN DE LA MAGISTRATURE COUR DE JUSTICE DE L’ONTARIO BRAMPTON

Le Comité consultatif sur les nominations à la magistrature conseille le Procureur général de l’Ontario sur les nominations de juges à la Cour de justice de l’Ontario et invite les personnes intéressées à présenter leur demande aux deux postes de juge à Brampton.

Bien qu’elles concernent principalement le droit familial, ces nominations peuvent également comporter des affaires de droit criminel. Ces postes requièrent également des déplacements dans la région, selon les assignations du juge principal régional ou du juge en chef.

Pour pouvoir poser sa candidature à un poste de juge à la Cour de justice de l’Ontario, il faut, comme condition minimale, avoir été inscrit comme avocat-plaidant et procureur au barreau de l’une des provinces ou de l’un des territoires du Canada **pendant au moins dix ans**.

Tous les candidats et candidates doivent poser leur candidature soit, dans le premier cas, en présentant le Formulaire de renseignements sur le candidat/la candidate à la magistrature **courant (avril 2014)**, soit en envoyant une courte lettre (en 14 exemplaires) si le formulaire courant a été présenté au cours des **12 mois précédents**. **En cas de changements à apporter à un formulaire déjà envoyé, le candidat ou la candidate doit envoyer à nouveau 14 exemplaires du formulaire de renseignements corrigé.**

Si vous voulez poser votre candidature et que vous avez besoin d’un Formulaire de renseignements sur le candidat/la candidate à la magistrature courant, ou encore si vous souhaitez obtenir de plus amples renseignements, veuillez communiquer avec :

Comité consultatif sur les nominations à la magistrature
Téléphone : (416) 326-4060 Télécopieur : (416) 212-7316
Site Web : www.ontariocourts.ca/ocj/fr/jaac/

Toutes les demandes envoyées par service de messagerie, par la poste ou en main propre **doivent** être soumises à l’adresse suivante :

Comité consultatif sur les nominations à la magistrature
a/s Ministère des Services gouvernementaux - Services de distribution du courrier
77, rue Wellesley Ouest, salle M2B-88
Édifice Macdonald, Queen’s Park
Toronto (Ontario) M7A 1N3

Les demandes de candidature doivent être déposées par l’entremise du formulaire prescrit courant et **DACTYLOGRAPHIÉES ou CRÉÉES PAR ORDINATEUR et reçues au plus tard à 16 h 30 le vendredi 6 février 2015. LES CANDIDATS ET CANDIDATES DOIVENT FOURNIR 14 EXEMPLAIRES DE LEUR FORMULAIRE OU DE LEUR LETTRE DE CANDIDATURE.** Une télécopie ne sera acceptée que si 14 exemplaires du formulaire ou de la lettre de candidature sont également envoyés par service de messagerie de 24 heures. On n’accordera **AUCUNE** considération aux candidatures reçues après cette date.

La magistrature provinciale doit refléter raisonnablement la diversité de la population qu’elle sert. Nous encourageons les membres de groupes de promotion de l’égalité à présenter une demande.