9 Tips for Better LinkedIn Profiles for Lawyers

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Can I find you on LinkedIn?

In today's social-focused world, a strong LinkedIn presence is one of the most powerful tools available for lawyers, thanks to the platform's unique concentration of professionals prepared for networking. And, with more and more colleagues and potential clients turning to LinkedIn as a source of information on lawyers and firms—as at 2025, according to Statista, there are over 44 million LinkedIn users in the UK (around 60% of the population). Meanwhile, according to the *Legal Trends Report*, only 50% of legal professionals are using social media to market their practice.

Think of it this way: The more you network, the more likely you are to receive referrals. LinkedIn helps you create an environment of thriving professional connections, with minimal financial investment.

Additionally, maintaining a strong LinkedIn profile enhances your online reputation management, builds social proof, and increases your law firm's search engine visibility through LinkedIn's high domain authority.

With all that in mind, look at your LinkedIn profile and try out the profile tips below—with a little effort, you can positively position your firm's brand in the legal community, increase your visibility, expand your personal reach and help with your law firm's legal marketing strategy to drive leads and build long-term professional credibility.

A Guide to Online Marketing for Law Firms: Discover the best and most cost-effective law firm digital marketing strategies to attract and retain more clients online

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1. Update your images

Visuals are your first impression online, and they set the tone for how potential clients and professional connections view you—so it's essential that your LinkedIn profile picture and background picture convey a polished, professional feel.

- **Look professional.** Your profile photo should show you in professional attire, with a clean-looking background and a friendly appearance.
- **Keep it simple.** Don't over-process your photos with filters; simplicity is ideal.

- **Use your background to your advantage.** Your background photocan offer more personality, but the subject matter should still fit with your professional persona. Don't just show off a hobby! You could, alternatively, use branded imagery, such as your firm's logo or a professionally designed banner with your practice areas listed, to strengthen brand association.

Tip: Social media platforms constantly change their sites. Be sure to periodically check to see if their image specifications or profile layouts have changed.

2. Write a compelling headline

After your photo, your profile's headline is the second thing people see when searching your name on LinkedIn. Your current title will automatically be your headline ... but you can do better.

Write a brief yet professional statement, leaving your audience wanting to know more. The headline's goal is to entice someone to click on your name, so consider statements that tell someone what's in it for them.

Try including targeted keywords in your headline, too, to enhance your profile's discoverability in Linkedin's search results and other search engines like Google and Bing and increase your lead generation potential.

For example, Roche Legal has set their headline to "Multi-award winning firm of solicitors" followed by areas of law she practises, including Tax & Trusts and Wills. Move on to their profile, and there's a clear list of reasons to choose Roche Legal. What sets them apart? They demystify legal jargon and deal with issues in a practical and reassuring way.

3. Stay relevant (in your profile)

If you've changed your practice focus or had a varied professional history before you focused on law, curate your profile to list only experiences relevant to your current practice.

- Choose career highlights that lead to your current practice.
- Ensure everything in your professional history reflects your current experience and goals.
- Remember to refresh your skills and endorsements regularly to match your updated career focus and help establish authority in your niche areas of law.

4. Invest time in your summary

A properly written summary showcases that you are a confident legal professional and improves your searchability to colleagues and potential clients. Since you're creating a high-level round-up of yourself as a lawyer, consider highlighting your achievements, values, passions, and what sets you apart.

Keep your summary clear and concise—only the first 200 or so characters of your summary will appear to someone viewing your profile on a desktop or laptop computer (to see the rest, they need to click "See more"). Think of this as your elevator pitch—include pertinent milestones, minimise buzzwords, and be sincere.

Use SEO techniques such as integrating keywords naturally into your summary to help your LinkedIn profile appear in external Google searches as well.

Not a short-form copywriter? If you're not confident in writing your summary, consider hiring a writer with biography experience or a legal marketing agency to draft one for you.

5. Keep professional experience concise (yet meaningful)

Successfully summarising your experience is a balancing act: You want to keep things brief and readable, but you also want to provide enough details to showcase your professional growth.

When writing your experience section, keep these things in mind:

- Avoid large paragraphs—keep descriptions concise and readable.
- Summarise your positions by outlining your responsibilities and quantifying results from your time in each position.
- Don't copy and paste descriptions, even for similar positions. Highlight what you achieved and learned in each position.
- Include links to firm pages, especially for your current firm. This entry should also include up-to-date information on how to contact you for service inquiries.
- Where possible, showcase measurable achievements such as "successfully negotiated 90% of client settlements out of court" or "grew estate planning client base by 35% year-over-year."

6. Import professional contacts from your email

This is a fast and easy way to find connections you have already made. Once you give permission, LinkedIn will search your email account for addresses associated with LinkedIn accounts , and you have the option of importing each contact at that time. To ensure professionalism, be sure to avoid adding client contacts.

Regularly prune and update your connections list to ensure your network remains strong, engaged, and reflective of your current professional environment.

7. Join relevant groups and law societies

Because they bring together users within specific communities, LinkedIn groups can be great networking opportunities. They can also provide sources for peer knowledge can keep you up-to-date on legal trends and can position you as an authority and expose your services to highly relevant audiences.

Since groups are specialised communities, try to give as much as you take; you'll get more from interacting with your fellow group members, no matter the topic of discussion.

8. Publish your blog posts and other published articles to your profile

When you publish articles or blog posts to your LinkedIn profile, you take advantage of many benefits. Since articles appear on your profile, they can:

- Add a dimension of expertise to your account
- Shine another spotlight on your expertise, and
- Show professional focus.

Posts published on LinkedIn can easily be shared by your connections, too, which can help you attract the attention of potential clients or professional opportunities like speaking engagements.

Use artificial intelligence to help boost your social media efficiency. From our *Legal Trends Report* 19% of mid-sized law firms are using AI for online marketing, including with social media advertising.

To take things a step further and to save you time, you could also repurpose client FAQs into educational posts on LinkedIn to increase your law firm's content engagement. Again, it's worth sharing, engaging and contributing more than you self-promote.

9. Install the LinkedIn app on your phone

It's all about mobility, and with the LinkedIn app, you can respond to InMail (LinkedIn's version of email) and reply to comments promptly, all while you're on the go. You never know what kind of connection will come from a LinkedIn conversation, so take the app with you, and don't be afraid to ask for a connection.

Turn on notifications for trending topics and legal news relevant to your practice areas to engage quickly and demonstrate thought leadership.

Bonus tip: No lawyer themselves will be able to make as large an impact as a firm-wide strategy of the firm, practice areas, and lawyers all working towards the same goal with their LinkedIn efforts. All of this can work well together as an approach known as sharing in convoy, a term originally coined by lawyers Jon Bloor and Brian Inkster. Within LinkedIn, you could have your firm account, departmental accounts known as showcase pages, and lawyer accounts, all sharing and re-sharing your posts for maximum amplification across your networks.

By coordinating LinkedIn activity at the firm level, you can significantly enhance the reach and visibility of your content. Sharing in convoy ensures that posts are exposed to multiple networks simultaneously, creating a ripple effect that increases impressions, engagement rates, and brand trust. It also builds internal morale, strengthens cross-departmental collaboration, and ensures a consistent, unified voice across your LinkedIn presence. This coordinated effort can help position your firm as a thought leader in multiple practice areas, attract top legal talent, and generate more qualified client enquiries through a strong, recognisable online brand.

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FAQs on LinkedIn for Lawyers

How often should lawyers update their LinkedIn profiles?

Aim to update your LinkedIn profile at least once every quarter or whenever you achieve a significant career milestone (such as speaking engagements, publications, awards, or major case wins).

Should lawyers accept connection requests from people they don't know?

Generally, it's best to accept connection requests from individuals in the legal profession, adjacent industries, or potential clients, provided you assess the legitimacy of the request carefully.

How can law firms leverage LinkedIn for lead generation?

Firms can use targeted LinkedIn advertising, sponsored posts, lead magnets like free guides, and consistent posting of thought leadership content to generate leads effectively.

What type of content performs best for lawyers on LinkedIn?

Practical tips, educational articles, client success stories, legal updates, and video content explaining complex legal concepts tend to perform well and encourage engagement.

How important are LinkedIn endorsements and recommendations for lawyers?

Relatively important—positive endorsements and recommendations act as social proof.

About Clio

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