

Tips for Optimizing Your Social Media Profiles

Social media networks are spaces to connect with colleagues, share and absorb information, recruit and apply for jobs, and more. Before a work acquaintance, client or colleague reaches out to you, odds are they will check out your social media profiles. It is important to leverage these platforms to create and maintain connections and promote your unique professional brand.

- Upload a recent, professional headshot.
 - Your headshot should be high resolution and sized to include your entire head. It should not be blurry or grainy.
- Upload a background photo or banner, highlighting your company, school or an organization you are involved in.
- Create a clear and compelling bio that summarizes your work. On LinkedIn, take time to write meaningful descriptions of your relevant experiences in the “Experience” section.
 - Replace all third-person pronouns and use the first person.
 - Convey a professional and helpful tone, showing readers how you can help them.
- Customize your personal URL to make it easier for people to find your profile.
 - Add your personal URL to your email signature so that your colleagues and clients can connect with you on social media.
- Connect with people you know. Follow them on Twitter, friend them on Facebook or connect with them on LinkedIn to add them to your network and (re)establish a relationship.
- Add featured content on LinkedIn to showcase your posts, articles, documents, media and websites.
- Regularly post content. Even if you don’t create content yourself, frequently share resources relevant to your practice area from reputable sources. This will bring value to your audience and help to position yourself as an expert in the field.
- Interact with your connections. If your colleague was recently promoted, comment to congratulate them. If your friend from law school created a new blog, share it to your page.

For further reading:

- [Getting the Most from Your LinkedIn Profile - North Carolina Bar Association](#)
- [Do’s and Don’ts for Your Firm Facebook Page - North Carolina Bar Association](#)
- [LinkedIn Company Page for Law Firms - North Carolina Bar Association](#)
- [Law Firms, Ethics, and Use of Social Media - North Carolina Bar Association](#)
- [Ten Tips To Leverage LinkedIn - North Carolina Bar Association](#)
- [Measure Twice, Cut Once - North Carolina Bar Association](#)
- [Bring the News to You: Feedly - North Carolina Bar Association](#)

Questions? [Contact the NCBA Center for Practice Management for help!](#)

Social Media Profile Review Checklist

Social Media in General

- Who are you trying to reach?
- What is your main call to action?

LinkedIn

- Do you have a LinkedIn account?
 - Do you have a profile picture?
 - Is it recent?
 - Is it professional?
 - Is it mostly of your face?
- Do you have a personal LinkedIn URL?
- Does your headline include your official title?
- Have you filled out your summary?
- Are you linked to your employers networks?
- Do you post to LinkedIn?
- Have you added organizations you belong to?
 - Have you added the NCBA under Organizations?
- Have you added your education?
- Are there other sections you should fill out?
 - Do you speak another language?
 - Do you volunteer or advocate?
 - Have you received any honors or awards?
 - Are there courses, test scores, or a GPA you would like to highlight?
 - Do you own any patents?

Facebook

- Do you have a personal Facebook account?
- Do you have a Facebook business page?
 - What category did you select for your page?
 - How often do you post on the page?
 - Are your map/hours accurate?
 - Does your page have a picture and cover photo?
 - Have you set up your Facebook URL?

Twitter

- Do you have a Twitter account?
 - Do you have a profile photo and cover photo?
 - Have you filled out your bio?
 - How often do you tweet?