

Zen & The Art of Legal Networking

INSIGHTS & COMMENTARY ON RELATIONSHIP BUILDING WITHIN THE INTERNATIONAL LAWYERS NETWORK

PUBLISHED BY

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Zen & The Art of Legal Networking

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LinkedIn Tutorials - You're Connected...Now What?

So you've got your profile almost complete and you've started to connect with people in your network...now what?

There's so much more you can do with LinkedIn, but we're going to start with what I think is the most important - engaging. There are a few ways you can do this, including answering questions and joining and participating in groups, but today, we're just going to focus on how you can engage with people through your home page and profile.

I recently suggested to some of our lawyers at our Annual Conference that they set LinkedIn to open when they log into their web browser, so that they can spend five minutes a day connecting to someone. A number of them thought this wasn't reasonable, but even five minutes a week can make a difference.

Let's say you DO want to make LinkedIn one of the pages that opens when you open your browser. Depending on which browser you're using (I use Google Chrome) you can open multiple pages when you start your browser - so you don't have to set LinkedIn as your home page.

Generally, to do this, you'd to to "Options" in your browser menu. In Chrome, it will say "On startup" and then offer you three options:

1. Open the home page.
2. Reopen the pages that were open last.
3. Open the following pages.



I chose "Open the following pages" and included www.linkedin.com as one of those. So when I open Chrome in the morning, I get a number of pages opening, including the home page:

The screenshot shows the LinkedIn home page for a user named Lindsay Griffiths. At the top, there is a navigation bar with links for Home, Profile, Contacts, Groups, Jobs, Inbox (with a notification badge of 18), Companies, News, and More. A search bar is also present. Below the navigation bar, there is a promotional banner for "Cloud Hosted VDI - Easy, Flexible, & Cost Effective. Try a cloud hosted desktop free!". The main content area features a "Share an update" form with an "Attach a link" button and a "Share" button. Below the form, there are several update tiles. One tile shows a notification: "Kyle A. Ferachi is now connected to Mark Shoffner, Martin J Simone Jr and Ray Serpas". Another tile shows a link posted by Phyllis Weiss Haserot from the Legal Marketing Association. A third tile shows a notification for Christopher Siegle. On the right side, there is a "People You May Know" section with three suggested connections: Mohammed Osman, Pauline Assael, and Ivita Samlaja. Below this is a "Who's Viewed Your Profile?" section showing that 7 people have viewed the profile in the past 7 days. At the bottom right, there is a Vistaprint advertisement for "250 FREE Business Cards" with a "Order Now" button.

Status Updates

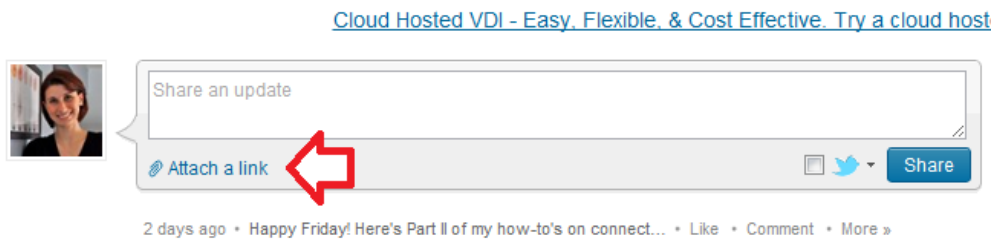
One of the ways that you can engage is by sharing something of yourself that might be of interest to others. You'll see that near the top of your home page is a text box:

This screenshot is identical to the one above, but with a red arrow pointing to the "Share an update" text box in the update form. The arrow starts from the bottom right and points upwards and to the left towards the text input field. The rest of the page content, including the navigation bar, update tiles, and sidebars, remains the same.

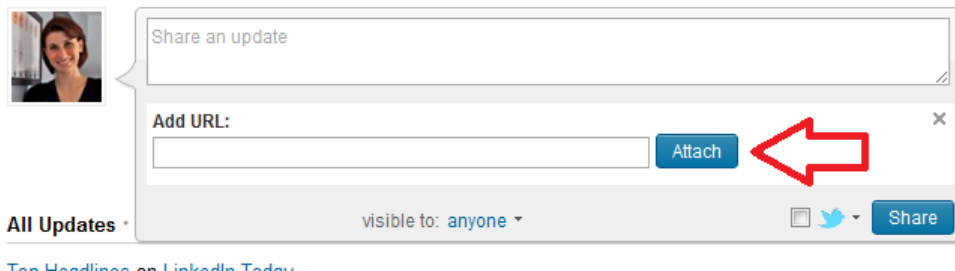
In this box, there's a lot you can share:

- A question you might have that you think your connections could answer for you.
- What you're working on (without giving away anything confidential, of course!).
- A firm or client accolade.
- An article that you're reading (with a link).
- A recent blog post or article you've written that you think would be of interest to your network.

When you're posting a link to your status updates, there's a little shortcut you can take that will make it much nicer for your network. Rather than including the link directly in the update, there's a link right underneath the text box that says "Attach a link."



Click this, and it will open up another text box where you can include your link:



Copy and paste the URL into the box and click "Attach." This will include the link without you having to see the URL itself - it's just a neater way to show your links to your connections. You can also click on "anyone" to change whether you'd like this update to be visible to anyone on LinkedIn or just the people you're connected to ("Anyone" is the default). Below, you can see how it looks when you link directly in the update:

Legal Marketing: Involving associates in your firm's blog <http://dld.bz/TqcN>


And here is how it looks when you attach the link.




As you can see, it's also more visually striking, since it will include an image from the post or article, if there is one. Since more and more posts are using images these days (I always include one), this will be more eye-catching to your connections and make them more likely to engage with you.

Connection Updates


Another, and arguably more important, way to engage is by reviewing the updates that your connections have posted:




Lee Gray is now connected to [Jennifer Kummer](#) and [Geraldine Brimmer](#)
Send a message • 1 minute ago




Nancy Myrland and Sonny Cohen (2012 Legal Marketing Association (LMA) Annual Conference | March 14-16 2012 | Dallas, TX) commented on:
[LMA Annual Conference Group - Discussion matters](#)
Like or Comment • 3 comments • 2 minutes ago




Rafal Rapala is now connected to [Niels Fuglsang Hansen](#)
Send a message • 3 minutes ago




Amanda Simmons is now connected to [Randy Bailey](#)
Send a message • 8 minutes ago



Bill Anaya is now connected to [Theresa Rodgers](#)
Send a message • 10 minutes ago



Rudy Parga is now connected to [Bill McNutt](#)
Send a message • 10 minutes ago



Rick Moscone joined 7 groups: [Renewable Energy Finance](#), [Cleantech Venture Capital](#), [Bay Street Connections](#), [Mining and Markets](#) and [Deal Flow Source](#)
Like or Comment • Find a group for you • 11 minutes ago

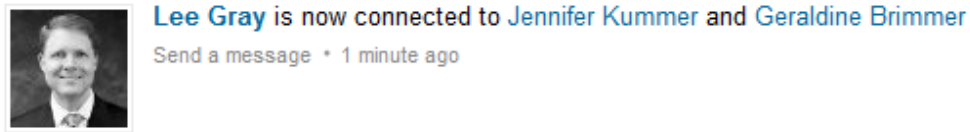
There are several different kinds of updates - including (but not limited to) when someone:

- Gets a new connection.
- Joins a group.
- Likes or comments on an article or status update.
- Posts something to their own updates.
- Makes a change to their profile information.
- Posts a link or comment to a group that you share.
- Is attending an event that is listed on LinkedIn.
- Recommendations.
- Reading Recommendations.
- Industries or companies they're following.
- Is using TriplIt and they have an upcoming trip.

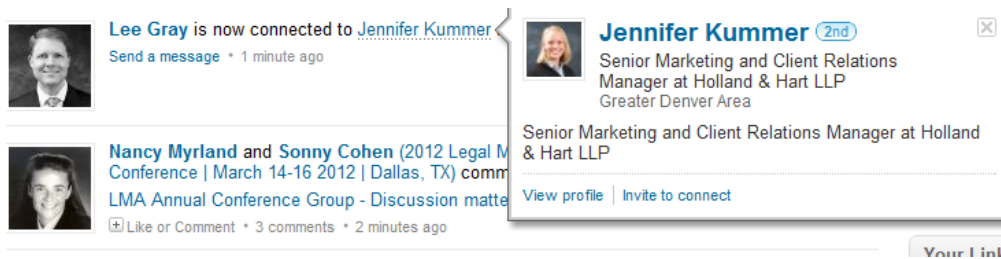
All of these updates offer you the opportunity to engage. Let's look at how:

Gets a new connection...

When someone gets a new connection, it appears in your updates as:



Since you're connected to the person who is appearing in your updates stream, it's logical to conclude that you might be interested in connecting to the people that are becoming a part of *their* network. To find out, mouseover the names of those they're connecting to, and up will pop a little bit of information about them:



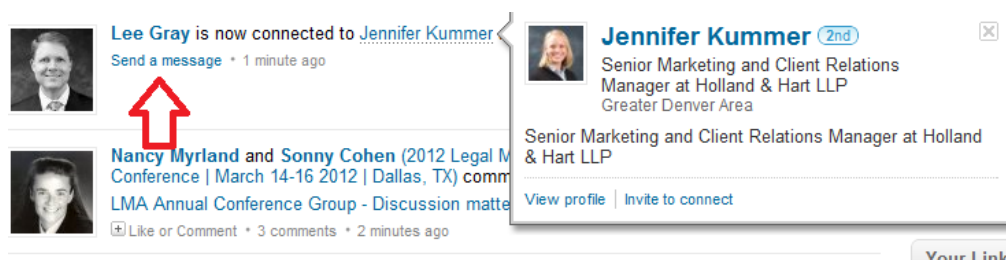
Here, I can see that Jennifer is a marketing professional at one of our member firms, and it would be of interest for me to connect with her. If I still wasn't sure based on this limited information, I could click on "View profile" to learn more about her. Or, I can click "Invite to connect," which will take me to the invitation page where I can personalize an invitation for her.

If the person is someone you don't know but think you should connect with, you may wish to have your mutual connection introduce you. In that case, click on "View profile." Under the yellow button on their profile page that says "Add Name to your Network," you'll see a link for "Get introduced through a connection." As we talked about in the last post, you can then send a note to your connection and the prospective connection.



When reviewing someone's new connections, you may also see that you're both connected to the same person. You can use that as an opportunity to reach out to the connection as well.

Below the update, you'll see a link that says "Send a message:"

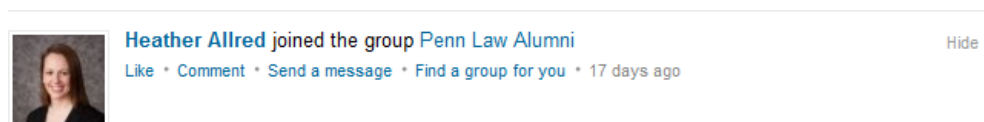


The screenshot shows a LinkedIn activity feed. At the top, a notification states "Lee Gray is now connected to Jennifer Kummer" with a "Send a message" link and a timestamp of "1 minute ago". A red arrow points to this "Send a message" link. Below this is another notification for "Nancy Myrland and Sonny Cohen (2012 Legal M... Conference | March 14-16 2012 | Dallas, TX) comm... LMA Annual Conference Group - Discussion matte...". Below the notifications is a profile card for "Jennifer Kummer (2nd)", a "Senior Marketing and Client Relations Manager at Holland & Hart LLP Greater Denver Area". The card includes a "View profile" link and an "Invite to connect" link. At the bottom right of the card, there is a "Your Link" button.

Click this link, and a window will pop up allowing you to send a message to your connection. You could say something like "Hi Lee, I hope you're doing well! I see we both know Jennifer. I worked with her at XYZ company - how do you two know each other?" This opens a dialogue with your connection, and adds one more link between you - remember (and I say this A LOT) **People do business with people they know, like and trust**. This is how you can get to be one of those people.

Joins a Group...

We'll be talking more about how to join groups, what kinds of groups you want to think about joining and how to participate in them in another post, but when someone joins a group on LinkedIn, it will appear in your news stream:



The screenshot shows a LinkedIn update from "Heather Allred" who has "joined the group Penn Law Alumni". The update includes a profile picture of Heather Allred, a "Like" button, a "Comment" button, a "Send a message" button, a "Find a group for you" button, and a timestamp of "17 days ago". There is also a "Hide" button on the right side of the update.

This can be useful for you for two reasons:

1. The group itself may be of interest to you - there are TONS of groups on LinkedIn and you can't possibly know what they all might be, or have the time to browse through ones that might be of interest. So one of the best ways to find groups to join is by seeing what your connections are joining and participating in. If you think the group might be of interest to you, click on the link and check out the page. Some groups are open, so you can just join them, but others will require a group administrator to grant you access.
2. You may share a group with that connection. For example, if you're a Penn Law Alumni too, and you see that one of your connections joined that group as well, it's an opportunity to reach out and connect with them on that basis. Perhaps one of your clients went to the same law school as you did, but not at the same time - it would be fun to reminisce about the school with them, see if you had the same professors, ate in the same dining halls, etc. And connecting with someone on that level gives them the warm fuzzies about you - and this makes them more likely to think of you when they have a need for your services. (It's that "know, like and trust" thing again!)

As you can see from the message above, you can "Like" this update - "Liking" an update means that the person will be notified that you "liked" it and it will be shared with your connections. It's a very quick way to engage with someone with a minimum of effort.

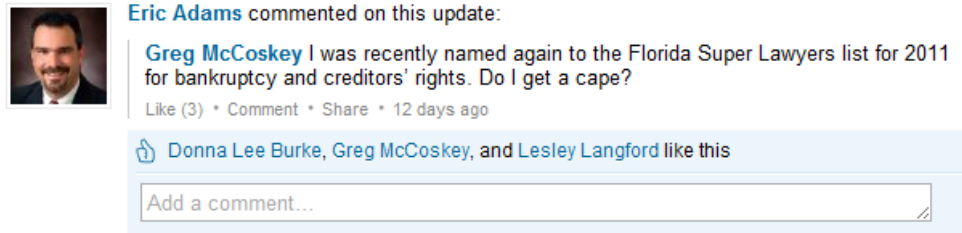
One step up from that is commenting - here, you may say something like, "Heather, I didn't realize you went to Penn Law. So did I! When did you graduate?" That shares your connection quickly, but publicly. If you'd like something more private, you can "send a message" as we did in the last section. You can also browse for a group from here using the "Find a group for you" link.

Likes or comments on an article or status update...

This is one of my favorite features of LinkedIn, because it means that other people are doing the work of sharing your content for you. And you can return the favor!

Taking a cue from Facebook, LinkedIn enables you to "Like" people's status updates or comment on them, as we mentioned above. When you "like" something, it is shared with all of your connections - similarly, when you comment on someone's update, it is shared with your connections, even if they are not connected to the original poster.

This can create an opportunity for further engagement as well. For example:



The screenshot shows a LinkedIn interface. On the left is a profile picture of Eric Adams. To the right, it says "Eric Adams commented on this update:". Below that is a quote from Greg McCoskey: "I was recently named again to the Florida Super Lawyers list for 2011 for bankruptcy and creditors' rights. Do I get a cape?". Underneath the quote are the options "Like (3) • Comment • Share • 12 days ago". Below the quote is a blue bar that says "Donna Lee Burke, Greg McCoskey, and Lesley Langford like this". At the bottom is a text input field with the placeholder "Add a comment..." and a small icon of a document with a pencil.

Perhaps you are also connected to Greg McCoskey, but you didn't see his original post. You can like his post here, since Eric Adams commented on it. Or, let's say that someone posted an article and Eric Adams commented on it. You can add your two cents to the discussion even if you're not connected to the person who originally posted it.

Also, if someone likes an article, it will show up in your news feed - that article may be of interest to you. As you can see from below the update, you then have the option to "like" that update, comment on it, or even share it - you may find that an article or post someone else commented on wouldn't have come across your desktop otherwise. And you may feel that it would be of interest to your connections, so you can click "Share" which will allow you to add your own commentary and post it to your updates.

Some people are concerned about posting other people's content to their feeds because they feel that it takes away their competitive advantage - but I'm telling you that it's just the opposite. When you share information that is relevant and interesting to your audience, regardless of the source, you become a thought leader that people look to for valuable information. They focus less on who is authoring the articles, and more on you as a valuable resource. So share away!

Posts something to their own updates...

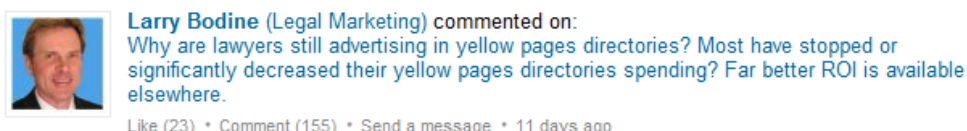
When someone posts to their own updates, you can similarly "like" it, comment or share it - the difference between this and the last activity is that you're interacting directly with the person who is posting the content. This is a great opportunity to congratulate someone on an accolade, tell them your thoughts on a blog post or article they've written or shared, or ask them a question. Again, you're reaching out to connect with them.

Makes a change to their profile information...

Often, when someone makes a change to their profile information, it's a job change - this is a great time to congratulate them. Any change will show up as a profile update in your news stream (unless the person has turned off these notifications in their settings), so you may want to delve deeper when someone updates their areas of expertise or experience - they may have skills that you can use!

Posts a link or comment to a group that you share...

When you share a group with someone (and, I suspect, even when you don't, since I'm seeing updates from groups I'm not a member of in my news feed!), you will see any updates they post in your news feed.



The screenshot shows a LinkedIn interface. On the left is a profile picture of Larry Bodine. To the right, it says "Larry Bodine (Legal Marketing) commented on:". Below that is a quote: "Why are lawyers still advertising in yellow pages directories? Most have stopped or significantly decreased their yellow pages directories spending? Far better ROI is available elsewhere.". Underneath the quote are the options "Like (23) • Comment (155) • Send a message • 11 days ago".

For example, if someone comments on a discussion in one of the groups that you share, that will appear in your news feed. You'll have to click on the link to see what their comment is, but that also encourages you to engage directly in the group. Engaging within a group offers you exposure to people that you're not directly connected to, but with whom you share an interest.

You'll also see when someone you're connected to posts within a group you share:



Robert E. McKenzie (International Lawyers Network) posted a link:



[Indian Americans seek relief from US tax rules for foreign accounts](#)

[timesofindia.indiatimes.com](#)

Major Indian American civic and professional organizations in the United States with a substantial membership have joined together to campaign with the US administration seeking relief on penalties stipulated by US tax rules on...

Unlike • Comment • Share • 10 days ago

Show (2) more updates from Robert E.

The link, question or comment that the person is posting may be of interest to you, and it offers you the opportunity to engage on the subject.

Is attending an event that is listed on LinkedIn...

Events are another favorite feature of mine - when you RSVP to an event (and we'll talk more about that in a minute), you can see who else is attending with you. As I've said before, the goal of social networking is taking these relationships offline - that means meeting in person. There may be people that you've met already in your list of LinkedIn connections, who you can arrange to meet with in advance of a conference or event you're both attending. Or there may be people attending that you've only connected to online, and you can plan to meet in person.

LinkedIn Events are a relatively new addition to LinkedIn, but they're being used more and more, particularly for large conferences. There are two ways you might come across one - you may see that a connection of yours has RSVP'd for an event that you also happen to be attending:



Sam Mawn-Mahlau will be attending [International Lawyers Networks 2011 European Regional Meeting on September 22, 2011](#) [RSVP](#)

Hide

Like • Comment • [Send a message](#) • 1 hour ago

Here, you can see that Sam has RSVP'd that he'll be attending our 2011 European Regional Meeting. I can also RSVP by clicking the link, which takes me to the events page.

The screenshot shows the LinkedIn event page for the 'International Lawyers Networks 2011 European Regional Meeting'. The page includes a navigation bar with 'Events Home', 'Find Events', 'My Events', and 'Add an Event'. The event details are as follows:

- Starts:** Thursday September 22, 2011, 07:30PM CEST
- Ends:** Sunday September 25, 2011, 08:00AM CEST
- Event Type:** Conference
- Location:** Admiral Hotel, København, Hovedstaden DK
- Price:** (Not specified)
- Website:** <http://www.ilntoday.com>
- Industry:** law practice
- Keywords:** (Not specified)
- Intended For:** (Not specified)
- Organization:** International Lawyers Network

The 'RSVPs' section shows 3 Attending (Lindsay Griffiths, Alan Griffiths, Sam Mawn-Mahiau) and 0 Interested. There are also advertisements for 'Lawyer Needed', 'Rank #1 on Google - SEO', and 'SMB Backup from \$229'.

On the events page, you can see the description of the event, RSVP, see who else is attending and comment on the event. For my recommendations on what to do before, during and after attending a conference, you may want to see [this post](#) - I won't go into detail on that here.

In terms of engaging, in addition to commenting on the events page, you can comment directly on the update that appears in your news stream. For example, I RSVP'd to this event, and Sam commented on my post that he'd see me there. It's a quick way to engage with someone you will be seeing in person, and gives them the chance to say to you - "hey, do you want to meet for coffee during the conference?" Or you can just start out by asking them the same thing!

The other way to find an event is to search for it. From your home page, you'll need to mouseover "More."

The screenshot shows the LinkedIn home page with the 'More' dropdown menu open. The menu items are: Answers, Learning Center, Skills beta, Upgrade My Account, My Applications, Reading List by Amazon, Events, Polls, My Travel, SlideShare Presentations, Legal Updates, Company Buzz, and Get More Applications... The 'Events' option is highlighted with a red arrow. The page also shows a search bar, navigation tabs (Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News), and a 'People You May Know' section.

When you mouseover "More," a menu appears, which includes the "Events" link - you can see it pointed to by the second red arrow above. This will take you to the Events page:

Events

Events Home Find Events My Events Add an Event

Browse Events

My Connections Most Popular

AUG 11 **Sydney Global Jazz & Blues Festival 2011**
Aug 11 to Aug 14, 2011
Entertainment Quarter, Moore Park (Sydney), NEW SOUTH WALES, AU
1 connection | 7 attending | RSVP

AUG 11 **Think Different Business Banter - Glasgow**
Aug 11 to Aug 11, 2011
Esquire's Coffee House, Glasgow, GLASGOW CITY, GB
1 connection | 9 attending | RSVP

AUG 17 **LinkedIn Rockstars: Crank Your Sales Up to 11**
Aug 17 to Aug 17, 2011
Marriott San Mateo, San Mateo, CA, US
1 connection | 4 attending | RSVP

AUG 17 **LinkedIn Rockstars: Rock Your Business**
Aug 17 to Aug 17, 2011
Marriott San Mateo, San Mateo, CA, US
1 connection | 4 attending | RSVP

AUG 21 **ILTA 2011 Annual Convention**
Aug 21 to Aug 25, 2011
Gaylord Opryland Hotel & Convention Center, Nashville, TN, US
1 connection | 61 attending | RSVP

Find an Event
Search
e.g. "Design" or "Seattle Conference"
Advanced search

My Events
International Lawyers Networks 2011 European Regional Meeting
Sep 22 to Sep 25, 2011
3 connections | 3 attending | Presenting
See all my events

Ads by LinkedIn Members
Lawyer Needed
We have the clients. Get better cases in less time.
Learn More

Rank #1 on Google - SEO
Beat your competitors on the web by ranking 1st on google!
Learn More

Add an Event
Add an event to LinkedIn for users to find, promote,

Here, you can either browse events - the default tab will show you the events that your connections are attending. This is particularly useful if you think it's likely your connections have already RSVP'd or if you're looking for events in your industry that you might not know about yet. The tab next to it will show you the most popular events - this extends outside of your network, but starts by offering you a list of the most popular events within your industry.

Events

Events Home Find Events My Events Add an Event

Browse Events

My Connections Most Popular

Most popular events in the Legal Services industry:

AUG 21 **International Legal Technology Association (ILTA) 2011 Annual Conference**
Aug 21 to Aug 25, 2011
Gaylord Opryland Resort & Convention Center, Nashville, TN, US
4 connections | 286 attending | RSVP

Natale Huha Presenting
Don Kerr Attending
Frank Spadafino Attending
Tara Cain Interested
See all RSVPs

AUG 21 **ILTA 2011 Annual Convention**
Aug 21 to Aug 25, 2011
Gaylord Opryland Hotel & Convention Center, Nashville, TN, US
1 connection | 61 attending | RSVP

SEP 9 **Gas Drilling Operations Conference**
Sep 9 to Sep 9, 2011
The Hub City Centre, Philadelphia, PA, US
0 connections | 15 attending | RSVP

OCT **CMCP 22nd Annual Business Conference**

Find an Event
Search
e.g. "Design" or "Seattle Conference"
Advanced search

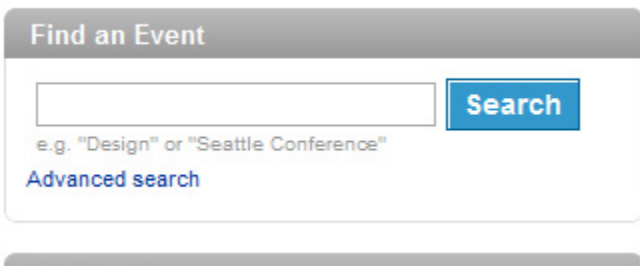
My Events
International Lawyers Networks 2011 European Regional Meeting
Sep 22 to Sep 25, 2011
3 connections | 3 attending | Presenting
See all my events

Ads by LinkedIn Members
Lawyer Needed
We have the clients. Get better cases in less time.
Learn More

Rank #1 on Google - SEO
Beat your competitors on the web by ranking 1st on google!
Learn More

Here's another way that LinkedIn is showing its value to you and doing the hard work for you - without you having to hunt for them, you're getting a list of the top events in the industry that you specified when you created your profile, as well as who in your network is attending those events.

But you can also search for an event directly if you'd like to.



In the upper right hand corner of the events page is a search box that allows you to find an event.

To RSVP, you just click your choice over on the right hand side of the events page:

Events Events Home | Find Events | My Events | Add an Event

International Lawyers Networks 2011 European Regional Meeting

Overview | **RSVPs** | Manage

Starts: Thursday September 22, 2011, 07:30PM CEST
Ends: Sunday September 25, 2011, 08:00AM CEST
Event Type: Conference
Location: Admiral Hotel, København, HØVEDSTADEN DK
Price:
Website: <http://www.lintoday.com>
Industry: law practice
Keywords:
Intended For:
Organization: International Lawyers Network

DAHL Law Firm and the ILN Administration would like to invite our members to join us for the International Lawyers Network's 2011 European Regional Meeting, being held in Copenhagen, Denmark from 22-25 September 2011.

The European Regional Meeting will provide an excellent forum for a discussion of legal issues of common interest and, of course,

RSVPs
Let your network know: [Undo](#)
Presenting **Interested** **Not Attending**

3 Attending: Lindsay Griffiths, Alan Griffiths, Sam Mawn-Mahlau
0 Interested:


URL: <http://events.linkedin.com/International-Lawyer>

Ads by LinkedIn Members [Find A Great Job Now](#)
\$100K+ Jobs Database- \$100K+ Jobs at TheLadders

As you can see, I've RSVP'd that I'm presenting at the ILN's European Regional Meeting in September. For the first button, you will have the choice of "Presenting," "Attending" or "Exhibiting." You also have the choice of responding that you're "Interested" in the event or "Not Attending."

Recommendations...

Another update you may see in your news feed is recommendations:

 **Paul Armstrong** recommends [Laura Elizabeth Coyle](#), "Laura was a very reliable member of my team who was a great asset during her time with us in Sydney"
[Like](#) • [Comment](#) • [Send a message](#) • [Read more](#) • 8 hours ago

We'll go over these in greater detail during a later post, but you can see that again, when a recommendation appears in your feed, you can "like" it, comment on it, send a message, or read the full recommendation. These appear in two different ways. Above, you can see that someone in your network is recommending someone else (who may or may not be a connection of yours).

If this is the case, whenever you like, comment or send a message, that will go to the person writing the recommendation.

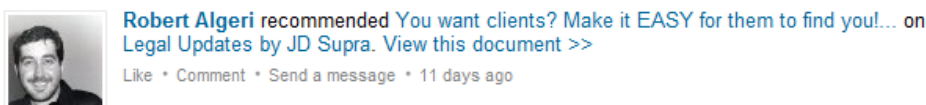
On the other side, if the person being recommended is in your network, it will appear as:



In this case, you can "like" the update, comment on it or read more. Any likes or comments will be directed at the person being recommended.

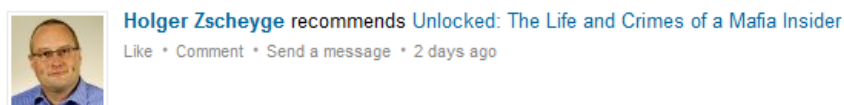
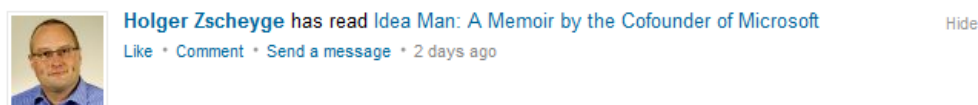
Reading Recommendations...

You will also see within your news feed recommendations for reading. These come in a few different forms, but are a good opportunity to engage. We'll talk about JD Supra, the legal news distribution company, and their LinkedIn application when we focus on applications, but for now, note that people can recommend news items uploaded through JD Supra and these recommendations may appear in your news feed:



These are particularly valuable to you because they are recommendations coming from trusted colleagues (those you've chosen to connect to through LinkedIn) who are sharing legal articles of interest to them. Again, similar to other updates, you can "Like," comment or send a message in response to these.

You may also see book recommendations if someone has the relevant application:



These are a great opportunity to engage, because you can comment that you also read a book that they've read, and share your thoughts on it, or you can comment that you're hoping to read a book that they recommend, and ask for their opinion. It's connecting on another level besides just a professional one.

Industries or companies they're following...

Following is another best practice - and don't worry, we're not talking about Twitter (yet). LinkedIn gives you the option to follow companies or industries, which allows you to get their news feeds. Why is this a best practice? Because you can and should follow your clients (you'll keep up to date on what's going on with them without having to do the work yourself) and the industries you practice in (there might be news that you can share with your clients).

We'll talk more about how to do that another time, but you'll see in your news stream that others are following companies and industries, and these might be of interest to you.



Tara Cain is now following Kornfeld Mackoff Silber LLP, Pivot Legal LLP, DuMoulin Boskovich LLP, Slater Vecchio LLP, Lindsay Kenney LLP, Roper Greyell LLP, Watson Goepel Maledy LLP, Alexander Holburn Beaudin & Lang LLP, R. JOHNSON CORP., and Arlyn Reid

2 days ago

Using Triplt and they have an upcoming trip...

Triplt has an application on LinkedIn, which we'll talk more about in my next post, which will focus on applications. When someone is using it and has an upcoming trip, it will pop up in your news feed (unfortunately, there's no one in my feed with an upcoming trip right now, so no visual assists for this one - the summer is always more quiet for professional travel!).

At any rate, it is similar to the other updates in that you're able to comment on their upcoming travel - this is useful for a couple of reasons - if someone is going to be in your city, offer to meet up with them for lunch or coffee. Or you may find they're visiting one of your favorite cities - let them know what you love most about it, and what is a "must see" while they're there.

As you may have garnered from all of the above, the Cliffs Notes version of my post is - Find any excuse to engage - it doesn't have to be a professional reason!

And although this seems like it may take a lot of time because of the sheer number of options you have, it will become second nature to open your browser, scan through the 15 updates that are in your news feed, and "like" or comment on one or two of them that strike your interest. Engaging with your connections really doesn't take up much time, and it is essential to deepening the relationships you've started by connecting with them!

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