



June 2012

IN THIS ISSUE

Welcome to our June issue.

It's hard to believe, but distribution for our monthly e-newsletter now exceeds 6,600 law firm leaders from all 50 states and 27 foreign countries. The Internet is unbelievable!

Based on reader feedback, we've decided to "theme" this newsletter and focus on a specific topic each month. Our topic for June is – drum-roll, please – **Social Media!**



Welcome

This month's **MPF White Paper**, presented by Jaffe PR, provides a comprehensive outline of online social media policies. We've also featured three new articles (including one by yours truly) about this rapidly changing area of both concern and opportunity for law firms. Scroll down for details.



MPF Fall Leadership Conference

October 12, 2012
Chicago, Illinois

We're pleased to announce that registration is now open for **The MPF 2012 Fall Leadership Conference** to be held on Friday, October 12th, in Chicago. Although we're still lining up our faculty, you can register now if you want to take advantage of the early bird discount.



MPF White Paper Social Media Policy

Finally, we hope you'll check out the **MPF LinkedIn Group**, an online community designed especially for you and your peers. Unlike other LinkedIn groups, membership is by invitation only and restricted to managing partners, qualified firm leaders and MPF faculty. It's a place where you can ask questions, share resources and find a high-level online community of other law firm leaders. Scroll down for details.



Book of the Month *The Social Media Handbook* by Nancy Flynn

We hope to see you on LinkedIn...and please forward this newsletter to other leaders at your firm.



Featured Articles and Resources

Three
Timely Articles on

Social Media

→ **MPF Flash Survey**
Are You LinkedIn?



→ **MPF LinkedIn Group**
Join Your Peers
Online Today!

John Remsen, Jr.
President and CEO

FALL LEADERSHIP CONFERENCE



The MPF 2012 Fall Leadership Conference

October 12, 2012 ♦ Chicago, Illinois

We're pleased to announce that The MPF Fall Leadership Conference will be held on Friday, October 12th, at The University Club of Chicago. We're still finalizing the program, but registration is now open if you want to sign up early to take advantage of the early bird registration fee.

More than 60 managing partners attended the Spring Conference here in Atlanta on April 26th. [Click here](#) to download a PDF of the audience polling results, which provides some great benchmarking data for managing partners of mid-size law firms.

→ [Click Here to Learn More](#) | [Back to Top](#)

WHITE PAPER - Social Media Policy

Social Media Policy

presented by Jaffe PR

It's a wild world out there and – whether you realize it or not – clients, prospective clients, referral sources, opposing counsel, judges, the press, recruits and many others are looking online and finding information about your firm, your lawyers and your staff. That means that law firms would be wise to have up-to-date social media policies and procedures in place. Going a step further, many firms now provide

training, as well. This month's White Paper, presented by Jaffe PR, outlines a comprehensive set of Web 2.0 guidelines that will be very helpful to you and your firm.

[→ Click Here to Download](#) | [Back to Top](#)

BOOK OF THE MONTH

The Social Media Handbook: Policies and Best Practices to Successfully Manage Your Organization's Social Media Presence, Posts and Potential

by Nancy Flynn

If you're struggling with how to set up social media policies and procedures in your law firm, and want to make sure you have all your i's dotted and t's crossed, this book is for you! For many businesses - both large and small - ***The Social Media Handbook*** (\$46, Pfeiffer) serves as the go-to guide for creating policies, and it can help you protect your firm and your people in this highly connected world. It's well written in a format that is easy to digest whether you read it cover to cover or jump around and use it as a resource.

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FEATURED ARTICLES & RESOURCES

As always, we've posted a few new articles and resources to the MPF Website. We group articles and other resources into six main subject areas: planning, leadership, compensation, growth, marketing, and profitability. Take a look, and forward what you like to others at your firm.

Managing Partners and LinkedIn: Are We There Yet?

by John Remsen, Jr.

LinkedIn has clearly emerged as the #1 online networking forum for professionals, and more than 1.5 million lawyers are already there. While the vast majority of managing partners have a profile page on LinkedIn, a recent MPF survey suggests they aren't all that active – yet. Will that change over time? We think so.

[Click here for the full story.](#)

LinkedIn for Lawyers: Basics, Power Tips and Caveats

by Amy Campbell

Amy has put together a fantastic guide to help lawyers get the most from LinkedIn. In her 12-page article, she provides ten tips to help you expand your professional network, raise your visibility among clients and referral sources, and create your own personal brand. This is a great article to circulate among all the lawyers and staff at your firm. [Click here for the full story.](#)

The Chain: LinkedIn is More than Social Media for Lawyers

by Dennis Kennedy

In this article from the *ABA Journal*, Dennis succinctly presents his reasons why every lawyer in private practice should have a LinkedIn profile. For starters, it's likely to be among the top three results when someone "googles" your name on the Internet. But that's just the beginning. Dennis is co-author of *LinkedIn in One Hour for Lawyers*. [Click here for the full story.](#)

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MPF FLASH SURVEY - June 2012

Are You LinkedIn?

At the MPF Spring Conference, we asked 60 managing partners if they had a LinkedIn profile. 72% said yes, with more than half describing their use of LinkedIn as "frequent" or "occasional."

Consistent with this month's theme and the launch of the MPF LinkedIn Group, we want to know if you're on LinkedIn and, if so, how you're using it. Please tell us.

[↩](#) [Click Here to Answer](#) | [Back to Top](#)

MPF LINKEDIN GROUP

Join the MPF LinkedIn Group

Finally, we're pleased to invite you to join the MPF LinkedIn Group, an online forum designed especially for managing partners of smaller and mid-size law firms. Here, you can engage in free dialogue and interchange among your peers and, unlike many other LinkedIn groups

on law firm leadership, ours is for managing partners and MPF faculty only. We currently have 85 members. Come check it out.

[→ Click Here for MPF LinkedIn Group](#) | [Back to Top](#)

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