

TBD

Q3 2024 RESULTS

THE TOP LEGAL Linkedin FLUENCERS



AN INTRODUCTION TO THIS REPORT

This is the quarter in which things changed. Previously, the law's early adopters of posting on LinkedIn had gone largely under the radar. Perhaps people were holding their breath before they judged?

So it was unsurprising – but still disappointing – to start getting emails from lawyers – chiefly women, trainees and those with disabilities and from minority backgrounds – stating that they'd been asked to have less of a voice on the platform by one or more people at their firm.

In a word: No.

For too long, we have hidden away these voices. And if there's one legacy from the pandemic that we should hold onto, it's that there's more than one, broadly phallocratic way of doing business development.

It's no coincidence that those Partners who ask these individuals not to use the platform don't themselves use it.

The change we need to see (now that the mavericks and Marketing have adopted it) is that Management does so too. Some firms already do, of course: Jo Farmer, Lewis Silkin's excellent co-Managing Partner, is profiled in this report. We've never met except online and it's clear that she's spotted something that works for her, her people, her firm, her clients. Likewise, Linklaters' top management also uses LinkedIn regularly, unlike many of its direct peers. Where Linklaters treads, others normally follow.

Let the stampede begin.



Simon Marshall
CEO, TBD Marketing



THEMES FROM THE QUARTER

It's hard to say what the key theme was of the quarter, beyond an attempt to muzzle some of the UK's most popular legal voices. Maybe it was the admission that most firms are still not getting their own social media strategies right and need more help from their influencers in order to appear ahead of the competition? Maybe the key theme was that the top 200 firms now contain

voices that outperform the Indies list? Maybe it was that this report seemed to spur some people to open up and post more, and that this in turn means the top ten LinkedIn influencers have more power than ever? Or maybe it's just that Sophie Wardell rightly took her place as the influencer with the most comments on her posts? (An incredible 7,724 comments, since you ask).

THE METHODOLOGY

The methodology is the same as last quarter. We find the top voices on Legal LinkedIn and we count all their likes and comments. There's no value judgement in it.

We add the likes to four times the comments – just like LinkedIn's algorithm does – to give each post a power score.

We add up each person's posts scores to give an overall total power score. Simple but effective.

Let's look at Jen Shipley's score:
50,657 likes this quarter + (4*5,560 comments this quarter) =
72,897 as her overall Q3 Power Score.

THE MAIN LIST: KEY STATS

TOTAL POSTS

4,190

for the top 100

TOTAL POSTS WE ANALYSED

16,808

for everyone

TOTAL LIKES

428,690

TOTAL COMMENTS

64,869

Over

200

REQUESTS TO JOIN

Over

200

NOMINATIONS

THE MAIN LIST: KEY FINDINGS

MOST OVERALL COMMENTS
SOPHIE WARDELL - 7,724



MOST OVERALL LIKES
JEN SHIPLEY - 50,657




HIGHEST AVERAGE LIKES PER POST
JUSTIN FARRANCE - 2,664



HIGHEST AVERAGE COMMENTS PER POST
SOPHIE WARDELL - 92



15 INDIVIDUALS



GOT A POWER SCORE OF OVER 10,000
(11 MAIN LIST, THREE INDIES, ONE BARRISTER, NO LEADERS)

FIRMS WITH THE MOST PEOPLE IN THE TOP 100
(ALL OF THESE HAD FOUR PEOPLE RANKED IN THE TOP 100)



THE MAIN LIST: NEW ADDITIONS

Hello and welcome to the top 100 to the following people, who previously ranked outside or we've simply discovered this quarter:



SALMA MAQSOOD



YUANKAI LIN



LEAH BURROWS



CHARLIE MOORE



CHERRY BEAGLES



OLUWAPELUMI AMANDA ADEOLA



THORRUN GOVIND



STEVEN COX



CHRISTINA CATHEY SCHUETZ



DAVID SMITH (AT JMW)



CHRIS ECCLES

Q&A: SALMA MAQSOOD

WHEN DID YOU DECIDE TO START TO USE LINKEDIN TO SHARE POSTS, AND WHY?

When I started my career in law, I didn't see any lawyers that looked like me, no Muslim lawyers, no visible lawyers that wore the hijab, no global majority lawyers. When I returned to Bristol five years ago, despite it being a diverse city, I didn't see this reflected in the legal profession. I wanted to change this narrative and be that person to others, that visible role model that I never had. My daughters were young, so it was difficult to attend networking events in the evening and I really wanted to make a difference and promote diversity in the legal profession – I decided to try LinkedIn from the comfort of my home and have not looked back since. Representation matters and LinkedIn provides a powerful platform where this can be showcased to make a real impact!

DID YOU HAVE ANY FEARS ABOUT BEING AUTHENTIC AND SHARING YOUR OPINIONS IN YOUR POSTS AT FIRST?

Absolutely! My authentic posts started about two or three years ago, when I stopped trying to 'fit in'. I was exhausted from the effort! I embraced who I am: a Muslim, hijab-wearing lawyer. This brought with it a sense of empowerment which reflected in both my career and LinkedIn posts.

WHY DO YOU THINK YOUR POSTS ENCOURAGE YOUR FOLLOWERS TO COMMENT AND ENGAGE?

I only post when I have something to say, often inspired by a recent life-event. I speak/write as I see it and am now not afraid at calling things out. From the

feedback I receive, I'm told my posts are relatable, they help inspire those from diverse backgrounds to join the profession. I've also been told they provide an alternative perspective around diversity and inclusion and what this means in practical terms – for example, providing halaal food at events does not automatically mean vegetarian/vegan but providing, for example, the same meal using halal meat, no alcohol (not even in the preparation) and being careful so as to avoid cross-contamination.

WHAT WOULD YOU SAY TO OTHERS THAT ARE THINKING OF ADDING THEIR VOICE ON THIS PLATFORM?

If you are new to the platform, perhaps start out liking and commenting on posts, sharing posts with your thoughts/views added. Once you have a feel for the platform, it becomes easier to post. Most importantly, stay true to yourself and your values – LinkedIn might be a professional platform, but if you use it right, it really allows your personality to shine through!

WHAT'S THE MOST SURPRISING RESULT THAT YOU'VE PRODUCED DUE TO YOUR POSTING ON LINKEDIN? OR HAVE YOU HAD ANY BREAKTHROUGH RESULTS?

I switched the visibility of my posts to "everyone" around two years ago and was completely taken by surprise at the jump in engagement from the hundreds to several thousands. It was totally unexpected and quite encouraging. The best part has been the interest from organisations wanting to collaborate to improve representation/diversity in law and also in other industries. I also receive many messages from aspiring solicitors looking for

mentoring/advice on a particular point/aspect – it’s a great feeling to be able to help others up the ladder! An added bonus has been work-related enquiries leading to new clients and some good work connections.

WHICH CREATORS WOULD OTHER LEGAL SECTOR PROFESSIONALS BE WISE TO FOLLOW?

Being invested in diversifying the legal profession, I tend to watch out for creators in the DEI sector, and there are too many great ones to list. Off the top of my head, I would say Arthur Chan and Sal Naseem.

HAVE YOU FOUND REAL-LIFE NETWORKING EASIER AS A RESULT OF YOUR PROFILE ON LINKEDIN?

Absolutely! Prior to LinkedIn, the imposter syndrome would set in, I would worry about the awkward silence that might happen, fitting in with others, etc., etc. Since using LinkedIn, my confidence has grown and I enjoy networking, making new connections, and catching up with existing friends. It’s nice being recognised at events. I’m often approached with: “Are you Salma from LinkedIn?” – this is an immediate conversation starter. Recently someone approached me and said, “I feel like I know you well even though we have never met”! We had a good laugh over this and then moved on to speak about the topic at hand.

Salma Maqsood
Partner
Things



TOP 10 PEOPLE PROFILES

01

JEN SHIPLEY

Jen Shipley's success on LinkedIn is built on her unique ability to connect with others through genuine, relatable content. Known for being approachable, Jen consistently shows up for future lawyers, offering advice, encouragement and mentorship. Her openness and generosity in sharing her own personal journey create a space where others feel empowered to speak freely about their own experiences.

Jen's posts are a blend of professional insights and personal reflections, striking a chord with her audience by breaking down barriers between personal and professional life. This transparency fosters trust and engagement, allowing Jen to build a supportive community. By championing authenticity and vulnerability, she has become a beacon for those entering the legal profession, proving that success can be achieved by staying true to oneself. Jen's approachable nature and commitment to others' growth make her an inspiring presence in the LinkedIn legal community.



TOP 10 PEOPLE PROFILES

02

ILANA KATTAN

Ilana Kattan's presence on LinkedIn has been a powerful force of resilience and advocacy. For over a year, she has shown up every day—often more than once—to speak up for the victims of the October 7th massacre and demand justice. Her unwavering commitment to these victims and their families is deeply moving. Ilana uses her voice to call for the freeing of the hostages, refusing to let the world forget their suffering.

Through her posts, she raises awareness, pushes for action, and provides a platform for those who can no longer speak for themselves. Ilana's relentless dedication, rooted in compassion and a fierce sense of justice, has resonated with her audience, inspiring others to stand alongside her in this cause. Her efforts remind us of the power of persistence and the importance of using our voices for those in need.



TOP 10 PEOPLE PROFILES

03

SOPHIE WARDELL

Sophie Wardell has carved out a unique space on LinkedIn, where her strengths in building a vibrant and engaged community truly shine. Known for fostering friendly, positive debate, Sophie encourages open contributions from her audience, creating a welcoming environment where diverse opinions are valued. Her posts spark thoughtful discussions, yet always maintain a tone of respect and collaboration. Through her warmth and inclusivity, Sophie has cultivated a community that not only engages with her content but also connects with each other, reinforcing the idea that LinkedIn can be a platform for meaningful dialogue.

Her leadership lies in her ability to bring people together, making her posts a hub for sharing ideas, offering support, and growing together. Sophie's consistent positivity and encouragement uplift her community, demonstrating her exceptional talent in creating a space where professional growth is intertwined with camaraderie and respect.



TOP 10 PEOPLE PROFILES

04

JUSTIN FARRANCE

Justin Farrance's influence on LinkedIn remains strong, even after taking some time away from the platform this quarter. Despite his absence, Justin continues to dominate the rankings, a testament to the lasting impact of his positive and thought-provoking contributions. Known for his insightful posts that challenge the status quo while uplifting his community, Justin consistently sparks conversations that resonate with a wide audience. His ability to strike a balance between being a thought leader and remaining approachable has cemented his presence on LinkedIn as a go-to voice for innovation and positivity in the legal industry.

Justin's content not only inspires but also encourages others to think critically and engage meaningfully. His ongoing success on LinkedIn, despite periods of reduced activity, underscores his authentic connection with his audience and the enduring value of his contributions to the platform.



TOP 10 PEOPLE PROFILES

05

MARK STEPHENS CBE

Mark Stephens CBE stands out on LinkedIn not just for his seniority and stature, but for his unapologetic approach to the platform. He couldn't care less what anyone thinks of his strategy – or lack thereof – and that's precisely why his presence resonates so powerfully. Mark has earned his freedom to do what he wants, and he exercises it boldly. In a room full of marketers, he famously held aloft a hard copy of the Q2 Legal LinkedIn Influencers report, declaring it beautifully accurate of his content marketing strategy – because he doesn't have one.

His posts are authentic, unfiltered, and reflect the confidence of someone who's achieved enough success to play by his own rules. Mark's approach embodies a refreshing defiance of convention, making his content both engaging and unpredictable. It's this nonchalant attitude, combined with his vast experience, that keeps people tuning in, knowing they'll get insight that's as sharp as it is unorthodox.



TOP 10 PEOPLE PROFILES

06

JOEL SHEN

Joel Shen has masterfully positioned himself as “Mr. Indonesia” on LinkedIn, consistently standing out for his insightful posts covering a wide range of topics from politics and the economy to local art and culture. His dedication to sharing the nuances of Indonesia on a regular basis has made him the go-to voice for anyone seeking to understand the country’s evolving landscape.

Joel’s content reflects his deep understanding and passion for Indonesia, offering his audience a rich blend of thought-provoking analysis and cultural appreciation. Whether he's breaking down economic trends or spotlighting local artists, Joel’s consistency and depth have earned him a unique position in his community, where his expertise and perspectives are both trusted and valued. Through his unwavering focus, Joel has built an authoritative presence, bringing Indonesia to life for his network, one post at a time.



TOP 10 PEOPLE PROFILES

07

JON GREGSON

Jon Gregson has carved a distinctive niche on LinkedIn, using a rare combination of wit and sharp insight to spotlight his expertise in employment law. His posts are a breath of fresh air, blending legal acumen with humour, making complex topics both accessible and engaging. Jon's clever commentary and ability to inject levity into his content set him apart in a field often known for its seriousness. This unique style not only showcases his deep understanding of employment law but also resonates with his audience, keeping them informed while entertained. His consistent, thoughtful posts draw attention to key legal issues in a way that's approachable and memorable.

By balancing humour with sharp legal insight, Jon has built a strong personal brand that reflects both his expertise and his personality, making him a standout voice in the employment law space on LinkedIn. If Robert Redford was an employment lawyer, he'd be Jon Gregson.



TOP 10 PEOPLE PROFILES

08

EMMA GEALE

Emma Geale has cultivated a vibrant presence on LinkedIn, seamlessly blending her expertise in private client law with her passion for networking and travel. Known for her deep understanding of tax law, Emma regularly shares insightful posts that simplify complex legal matters for her audience. What sets Emma apart, however, is her ability to connect on a personal level. Her love for travel and her loyal dog frequently feature in her content, bringing warmth and relatability to her professional narrative.

Emma's posts not only highlight key issues in tax and private client law but also showcase her commitment to fostering relationships within the legal community. Her enthusiasm for networking shines through, whether she's attending events, engaging with peers, or offering thoughtful reflections on her experiences. By combining legal acumen with personal touches, Emma has built a strong personal brand that reflects both her professional expertise and her genuine passion for connecting with others.



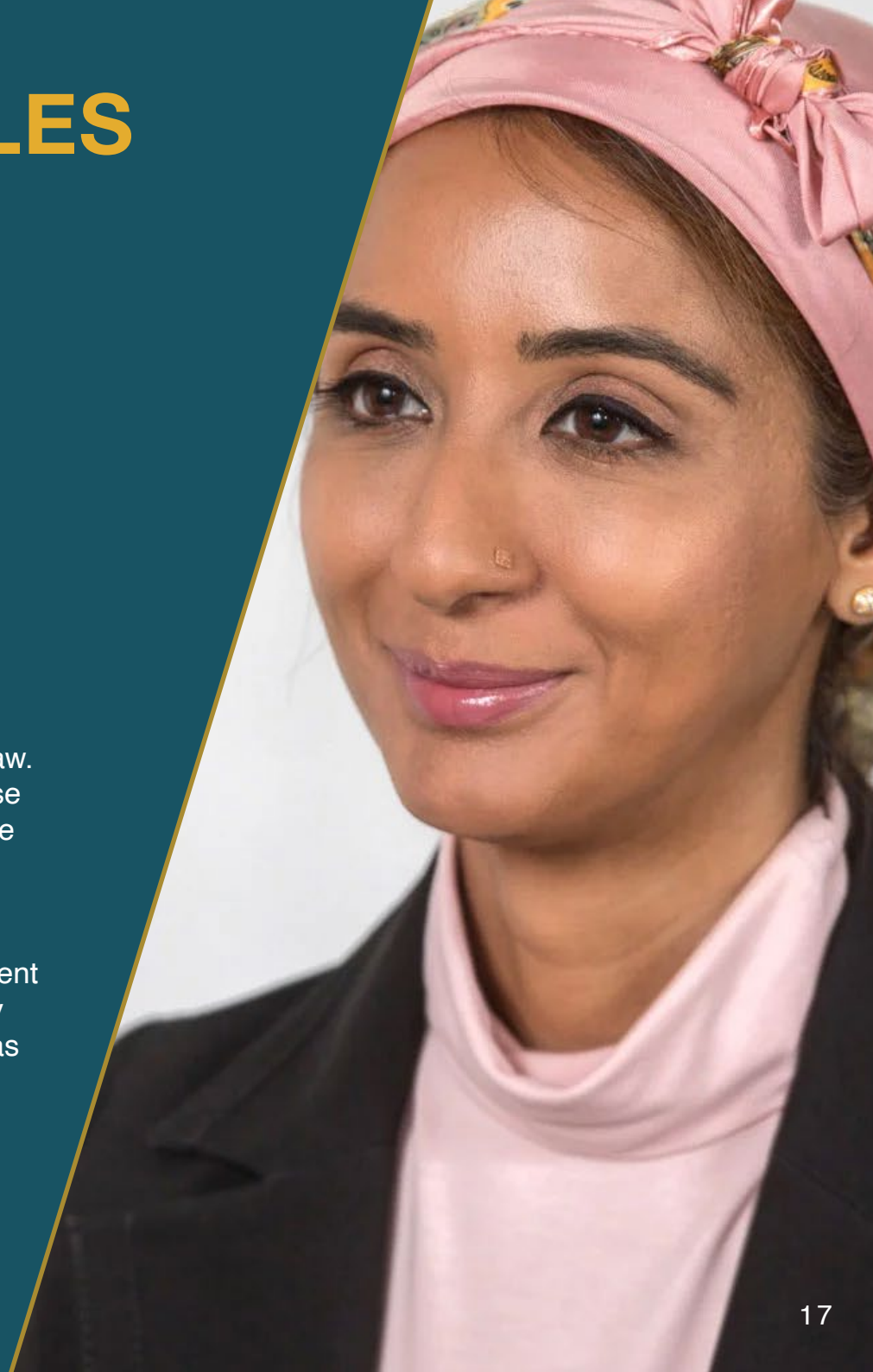
TOP 10 PEOPLE PROFILES

09

SALMA MAQSOOD

Salma Maqsood has emerged as a powerful voice on LinkedIn, combining her legal expertise with a personal commitment to fostering diversity within the legal profession. Salma consistently shares thoughtful and insightful content that highlights the importance of inclusivity and representation in law. Her posts often go beyond legal commentary, advocating for a more diverse and equitable profession where different backgrounds and perspectives are valued and embraced.

She regularly champions diversity initiatives, offering advice to aspiring lawyers and reflecting on her own experiences as a professional. Her content also serves as a call to action, inspiring others to be part of the change. By weaving her professional expertise with her passion for diversity, Salma has built a personal brand that reflects both her leadership in law and her unwavering commitment to a more inclusive legal future.



TOP 10 PEOPLE PROFILES

10

EMMA MACK

Emma Mack has built a distinctive presence on LinkedIn, standing out with her deep passion for litigation and her love of travel. I've really enjoyed her being one of the few people to make me sit up and listen to the intricacies of dispute resolution (which is a genuinely interesting topic, but you'd never know from the majority of posts about it). She's made intricate legal concepts accessible to lay people like me, while demonstrating her unwavering commitment to her craft.

Her posts often reflect her love of travel, offering glimpses into her adventures while drawing parallels between her experiences on the road and her journey in the disputes process. This blend of professional expertise and personal passion makes her content engaging and relatable. Through her thoughtful reflections on litigation and travel, Emma has built a personal brand that captures both her legal prowess and her adventurousness.



TOP 100



NO. 1 – **JEN SHIPLEY**
IRWIN MITCHELL



NO. 2 – **ILANA KATTAN**
HOGAN LOVELLS



NO. 3 – **SOPHIE WARDELL**
HIGGS LLP



NO. 4 – **JUSTIN FARRANCE**
A&O SHEARMAN



NO. 5 – **MARK STEPHENS CBE**
HOWARD KENNEDY LLP



NO. 6 – **JOEL SHEN**
WITHERS LLP



NO. 7 – **JON GREGSON**
WEIGHTMANS



NO. 8 – **EMMA GEALE**
MILLS & REEVE LLP



NO. 9 – **SALMA MAQSOOD**
THRINGS



NO. 10 – **EMMA MACK**
CLIFFORD CHANCE



NO. 11 – **AMELIA PLATTEN**
CLIFFORD CHANCE



NO. 16 – **AKIMA PAUL LAMBERT**
HOGAN LOVELLS



NO. 12 – **PATRICK MCCANN**
LINKLATERS



NO. 17 – **CHARLOTTE CLODE**
FBC MANBY BOWDLER LLP



NO. 13 – **JAMES QUARMBY**
STEPHENSON HARWOOD LLP



NO. 18 – **PAWEŁ SAWICKI**
BIRD & BIRD



NO. 14 – **RUBINA FERREIRA**
WOODSTOCK LEGAL



NO. 19 – **PAUL VERRICO**
EVERSHEDS SUTHERLAND



NO. 15 – **YUANKAI LIN**
RPC



NO. 20 – **JOHN GIBSON**
KENNEDYS



TOP 21 - 50

Q3 2024 RANKING	NAME	FIRM	OVERALL POWER SCORE	Q2 2024 RANK	UP/DOWN
21	Yetunde Dania	Trowers & Hamlins	6,057	28	7
22	Noel Roberts	Taylor Rose MW	5,844	140	118
23	Michelle Hughes	Higgs LLP	5,612	NEW	N/A
24	Matt Schwartz	DLA Piper	5,473	21	-3
25	Adam Rose	Mishcon de Reya LLP	5,222	65	40
26=	Raymond Sun	Herbert Smith Freehills	5,106	41	15
26=	Juliet Schalker	Debenhams Ottaway	5,106	50	24
27	David Milligan	Norton Rose Fulbright	4,864	273	246
28	Lee Doyle	Ashurst	4,741	546	518
29	Sarah Jackson	IBB	4,594	34	5
30	Keeley Lengthorn	Taylor Rose MW	4,575	36	6
31	Elizabeth Gibbison	Irwin Mitchell	4,511	17	-14
32	Aziz Deen	Foot Anstey LLP	4,387	25	-7
33	Jacqui Rhule-Dagher	Hogan Lovells	4,266	24	-9
34	Jonathan Whettingsteel	Dutton Gregory Solicitors	4,258	73	39
35	Heledd Wyn	Ampa - Legal & Professional Services	4,194	23	-12
36	Leah Burrows	VWV	4,168	NEW	N/A
37	Tom Grogan	Mishcon de Reya	4,126	77	40
38	Mason Sherman	Mishcon de Reya LLP	3,851	14	-24
39	Charlie Moore	Kingsley Napley LLP	3,811	NEW	N/A
40	Jason Feng	Herbert Smith Freehills	3,790	5	-35
41	Angus Walker	BDB Pitmans	3,751	62	21
42	Cherry Beagles	CMS	3,734	NEW	N/A
43	Samantha Hope	Shoosmiths	3,719	94	51
44	Judy Selby	Kennedys	3,553	30	-14
45	Musab Hemsı	Anderson Strathern	3,459	111	66
46	Jon Baines	Mishcon de Reya LLP	3,438	31	-15
47	Eleonora Rosati	Bird & Bird	3,362	54	7
48	Michal Drwal	Clifford Chance	3,354	59	11
49	Oluwapelumi Amanda Adeola	BHP Law	3,324	NEW	N/A
50	Ben Townsend	Stewarts	3,231	70	20

TOP 51 - 80

Q3 2024 RANKING	NAME	FIRM	OVERALL POWER SCORE	Q2 2024 RANK	UP/DOWN
51	Reena Parmar	Freshfields Bruckhaus Deringer	3,216	90	39
52	Tom Platts	Stephenson Harwood LLP	3,213	44	-8
53	Boris Feldman	Freshfields Bruckhaus Deringer	3,201	13	-40
54	Kim Lehal	RWK Goodman	3,143	362	308
55	Bonnie-Anne Phillips	Forbes Solicitors	2,957	68	13
56	Kristina Stiles	Leigh Day	2,956	42	-14
57	Kerry Westland	Addleshaw Goddard	2,910	157	100
58	Sally Hulston	Lewis Silkin	2,889	107	49
59	Louise Bloomfield	DAC Beachcroft LLP	2,834	311	252
60	Darryl Cross	Norton Rose Fulbright	2,798	85	25
61	Marco Mendola	TLT LLP	2,787	88	27
62	Walied Soliman, KC	Norton Rose Fulbright	2,749	29	-33
63	Jeanne Kelly	Browne Jacobson LLP	2,544	53	-10
64	Courtney Abel	Ashurst	2,511	388	324
65	Gary Miller	Mishcon de Reya LLP	2,502	344	279
66	Shabnam Ali-Khan	Russell-Cooke Solicitors	2,498	185	119
67	Matt Skipper	Mills & Reeve LLP	2,490	35	-32
68	Giles Peaker	Anthony Gold	2,427	404	336
69	John Andrews	JMW Solicitors LLP	2,415	71	2
70	Emma Chater	mfg Solicitors LLP	2,389	37	-33
71	Thorrún Govind	Brabners	2,356	NEW	N/A
72	Vikki Woodfine	DWF	2,347	125	53
73	Victoria Walker	Moore Barlow LLP	2,293	58	-15
74	Anna Masser	A&O Shearman	2,273	108	34
75	Tim Lennox	Kennedys	2,255	341	266
76	Steven Cox	Keoghs	2,231	NEW	N/A
77	Nicholas Gould	Fenwick Elliott LLP	2,212	394	317
78	James Stewart	Penningtons Manches Cooper LLP	2,161	45	-33
79	Ben Giarretta FCIArb CARb	Fox Williams	2,090	16	-63
80	David Sayce	Forsters LLP	2,053	156	76

TOP 81 - 100

Q3 2024 RANKING	NAME	FIRM	OVERALL POWER SCORE	Q2 2024 RANK	UP/DOWN
81	Claire Petts	Clyde & Co	2,039	199	118
82	Alex Gregory-Chialton	Dutton Gregory Solicitors	2,011	93	11
83	Christina Cathey Schuetz	Clifford Chance	1,983	NEW	N/A
84	James Barrett	Travers Smith LLP	1,951	83	-1
85	Glyn Morris	Higgs LLP	1,922	183	98
86	Lloyd Rees	Freshfields Bruckhaus Deringer	1,921	100	14
87	Chloe Lake	Wilson Browne Solicitors	1,910	95	8
88=	Penelope Twemlow	Ashurst	1,903	99	11
88=	Jayne McGlynn	DWF	1,903	NEW	N/A
89	David Smith	JMW	1,899	NEW	N/A
90	Caleb Adebayo	A&O Shearman	1,897	10	-80
91	Pearse W.	JMW Solicitors LLP	1,896	506	415
92	Ben Troke	Weightmans	1,865	151	59
93	Claire Mulligan	Kennedys	1,849	247	154
94	Alesya Pavlynska	Hogan Lovells	1,825	43	-51
95	Dr. Simone Kvšmpfer	Freshfields Bruckhaus Deringer	1,817	148	53
96	Breanna Needham	DLA Piper	1,814	48	-48
97	Owen Williams	Simmons & Simmons	1,806	441	344
98	David Hardy	CMS	1,803	200	102
99	Chris Eccles	Clyde & Co	1,781	NEW	N/A
100	Laura Hadzik	JMW Solicitors LLP	1,778	51	-49

Q&A: PAWEŁ SAWICKI

WHEN DID YOU FIRST DECIDE TO TAKE LINKEDIN SERIOUSLY AND WHAT WAS THE INCIDENT THAT PROMPTED THAT?

I started my LinkedIn account in 2017, and back then I was a passive user, reading others' content and adding friends to my contact list. I published rarely and it was content that didn't contribute much. For example, it was about me attending a conference, but no detailed information why it was worth attending or which presentation was of special interest.

I decided to take LinkedIn more seriously in 2020, after one of my cases was published in the media. I started posting more insightful content to show my experience in white collar crime, compliance and internal investigations. I wanted to write in a simple way about difficult topics, and it clicked. Later I decided to add some more personal content, mostly about my passions – comics and basketball. I show a little bit of my private side and it also allows me to reach out to people with similar interests or in general – people with passions, who understand other people with different passions.

DO YOU THINK OF LINKEDIN PRIMARILY AS SOCIAL MEDIA OR AS PROFESSIONAL NETWORKING OR BOTH?

Definitely both! LinkedIn is a great mixture of professional networking and social media. I really enjoy professional articles and opportunities to interact, but I also don't mind more laid-back content. There are many content creators outside of legal topics, who are worth following.

DO YOU THINK ONLINE HAS HELPED IMPROVE SOCIAL MOBILITY?

Absolutely! It is a powerful tool, allowing people to connect. Suddenly you have everyone on your mobile phone. You can follow entrepreneurs, business owners, top voices, decision-makers, colleagues and competitors; you can interact with them without travelling, without leaving your house. Certainly, we are not talking about face-to-face meetings, but still – a lot of possibilities to interact.

AND HAS IT HELPED CROSS-BORDER MARKETING?

LinkedIn has no borders. As you know, my posts are in Polish, but it is not a problem. In-built translation allows everyone to read a post in any language. When you find somebody who posts insightful content – language doesn't matter. I follow content creators across the world and get a lot of inspiration.

DOES IT HELP TO KEEP YOU FRONT OF MIND WITH COLLEAGUES IN OTHER COUNTRIES?

Without a doubt. Interactions with others are so simple now – no matter where you are and who you interact with. You can be less formal and more direct. You can follow trends, or even better – set them. It really does not matter where you come from, but it matters what you have to say and how you say it. If you don't believe me, just drop me a DM and let's see what happens next.

WHAT WOULD YOU SAY TO OTHER LAWYERS THINKING OF STARTING OUT ON USING THIS PLATFORM?

Just do it. First try with comments to other users' posts, engage and interact with them. Then go ahead and post something you believe is important. Don't worry if you don't get many likes – not every post becomes viral. Be consistent, try different things and topics, and find out what works best for you.

HAVE YOU HAD ANY BUSINESS WINS THROUGH THE PLATFORM?

LinkedIn is not a main source of new business for me, but an important addition. It allows me to get more visibility and I do benefit from this. My network continues to grow, and I have many clients who were LinkedIn contacts first.

WHAT'S NEXT FOR YOU ON HERE – DO YOU RUN A NEWSLETTER OR DO LINKEDIN LIVES ALREADY?

I haven't tried LinkedIn Lives yet, but it is a rather natural way to test this feature. I am now working on the concept of a newsletter, but it is more complex than just posting, even if you post on a regular basis.

DO YOU THINK THAT LINKEDIN TODAY IS BETTER THAN IT WAS TWO YEARS AGO? HOW SO?

It is for me. I've learned a lot how to use this media in a way that suits me best. I get more valuable content, because I decided to block some users and I choose more wisely who to follow. It seems to me that LinkedIn's algorithm now works better, showing better-quality content on my feed.

IF LAWYERS WERE LOOKING TO EMULATE YOUR STANCE – THE FIVE CORE ATTRIBUTES WHICH WE HIGHLIGHTED RECENTLY – WHAT TIPS DO YOU HAVE FOR THEM?

Be true to yourself and write from the heart what you believe is important. Engage with other users. If you read something interesting, a well-written post – write a comment, give kudos. If somebody comments your post – give a kind reply and be a positive person. Try to use simple language and don't write scientific articles, be helpful and give your followers some value, something they can use, a practical tip. If you are explaining a legal issue, do it like a friend to a friend.

WHAT ONE PHRASE SHOULD EVERYONE KNOW HOW TO SAY IN POLISH?

What a great question! There is one good phrase that in my opinion perfectly describes "the Polish way" and it is: "Stara bida" – which can be translated as "Old poor". This means that the situation has not changed, but it contains a slightly ironic tone and is both negative and positive at the same time. The situation is really bad, but at the same time you are not surprised by this and luckily there are no new, unknown problems. So, when you start a conversation with: "How are you?" and the answer is: "Stara bida" – it really says it all!

Paweł Sawicki
Partner
Bird & Bird

Bird & Bird



TOP 10 POSTS

01

POSTED BY

Justin Farrance

POWER SCORE

34,634

LIKES

33,010

COMMENTS

406

WHAT WE LOVE ABOUT THIS POST

“

Justin's use of LinkedIn for good, and using his platform with purpose. Spotighting a figure who deserves more recognition, and highlighting the lack of coverage to prompt conversation around creating a more inclusive environment.

”



Justin Farrance · 2nd
Global Diversity & Clients | A&O Shearman, Senior Manager...
2mo · Edited · 🌐

[+ Follow](#) ...

A Brit won Wimbledon this weekend. 🎾

This is Alfie Hewett, the men's wheelchair singles and doubles champion.

He made history this weekend by winning all four Grand Slams.

He's not on the front page of any national newspapers. Disappointing, but what a hero!

We lost the football this weekend. But Alfie (and his doubles partner) brought it home.

Today I'm using my platform to spotlight his story, I hope others do the same!



[VIEW THE POST HERE](#)

TOP 10 POSTS

02

POSTED BY

Jen Shipley

POWER SCORE

17,863

LIKES

14,927

COMMENTS

734

WHAT WE LOVE ABOUT THIS POST

“

How Jen has platformed an inspiring, relatable story, especially so to many young, female professionals.

The clear separation from politics makes it more widely approachable and invites collective celebration.

”



Jen Shipley · 2nd
Senior Associate Solicitor at Irwin Mitchell Solicitors special...
3mo · Edited · 🌐

Let's talk about Angela Rayner

Her politics may not align with yours. She might not be your cup of tea.

But I'm sure you'll agree, her story is nothing short of inspiring.

She grew up on a council estate.

She left school at 16, pregnant with her son and with no qualifications.

She didn't go to university and became a care worker.

Today?

She's Deputy Prime Minister.

Proof, particularly for women, that the sky is the limit as to what you can achieve.

Photograph: Sebastian Nevols/The Guardian



[VIEW THE POST HERE](#)

TOP 10 POSTS

POSTED BY

Mark Stephens CBE

POWER SCORE

4,935

LIKES

2,967

COMMENTS

492

WHAT WE LOVE ABOUT THIS POST

“

How opinionated the post is. Opinions drive LinkedIn, so a strong viewpoint is something we like to see. Aside from the delivery, the subject matter at hand is relevant, important, and frankly not spoken about enough, so it is good to see it brought up.

”

03



Mark Stephens CBE · 2nd
Senior Member
2mo · 🌐

Imagine being at the Olympics and being a millennial looking at your cell phone and not knowing you're next to Mick Jagger himself.

Society is in utter decline!



[VIEW THE POST HERE](#)

TOP 10 POSTS

POSTED BY

Lee Doyle

POWER SCORE

4,585

LIKES

3,345

COMMENTS

310

WHAT WE LOVE ABOUT THIS POST

“

A heartwarming post, which brings us closer to Lee as a person.

Fantastic news that not only provides a view into Lee's world but offers useful human advice for other parents and adults. Will sounds like a legend!

”

04



TOP 10 POSTS

05

POSTED BY

Jen Shipley

POWER SCORE

3,353

LIKES

2,545

COMMENTS

202

WHAT WE LOVE ABOUT THIS POST

“

The fact that Jen is firm in her stance, which is for good reason. She is making light of an important subject matter, which is often overlooked. Highlighting how even leaders can neglect the importance of work/life balance helps show the extent to which it gets neglected in general.

”



Jen Shipley · 2nd
Senior Associate Solicitor at Irwin Mitchell Solicitors special...

Politics aside, I have a big issue with this tweet

For a start, Keir Starmer has in fact been misrepresented here and actually said he finishes at 6pm only on Friday evenings (and there are a few exceptions to this), to carve out protected time for his family.

I don't interpret this to mean that he won't deal with urgent matters that arise at this time, just that non urgent work can wait.

In any event, to describe a 6pm Friday finish as "part-time" is irresponsible, unfair, and out of touch.

A healthy work life balance should be celebrated not belittled.

In fact, in my view, the ability to set clear boundaries is an attribute of a good leader.

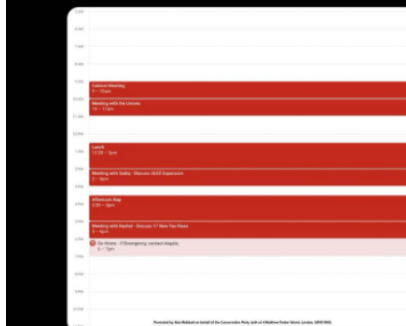


Conservatives · @Conservatives · 1d

Keir Starmer has said he'd clock off work at 6pm if he became Prime Minister.

You deserve better than a part-time Prime Minister.

The only way to prevent this is to vote Conservative on Thursday.



[VIEW THE POST HERE](#)

TOP 10 POSTS

06

POSTED BY

Sophie Wardell

POWER SCORE

2,665

LIKES

1,245

COMMENTS

355

WHAT WE LOVE ABOUT THIS POST

“

That it provides practical advice for parents – it's the power of the platform, sharing knowledge for mutual benefit.

It is encouraging, inviting and generally very useful.

”



Sophie Wardell · 2nd
People Director at Higgs LLP
2mo · Edited · 🌐

To anyone trying to work out how to manage a 6 week school summer holiday but with 5.6 weeks of statutory paid holiday to use for the whole year... 🤔

You've got this.

The juggle is real but you are not alone.

Employers, you can help by:

🕒 Being as flexible as possible when it comes to working hours focusing on outcomes rather than attendance – what about part-time, compressed or term-time hours?

👤 Being creative with the way people can take leave and ensuring they know all of the options available to them such as parental leave, carers leave or dependants leave etc

🛒 Introducing a holiday purchase scheme giving employees the option to buy additional leave

🗨️ Promoting and encouraging meaningful wellbeing conversations and initiatives

👥 Setting up an employee resource group or network so parents and carers can share tips and support one another (shout out to [Helena Flavell](#) who heads up the [Higgs LLP](#) group 🙌)

The summer holidays provide an excellent opportunity for children to get involved in new activities, foster social interaction with different and familiar faces and for happy memories to be made.

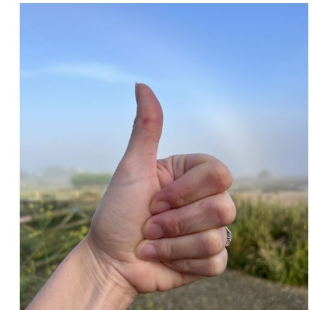
Plus the sunshine has arrived for many 🌞

Don't be too hard on yourself and reach out for help if you need it.

*Many of the above options could be made available to anyone, not just parents and carers.

#SummerHolidays #SchoolsOut #Sun #SummerVibes #Boundaries #HR #BeKind

👍 Image of a thumbs up signal against a blue sky and green plants and grass.)



[VIEW THE POST HERE](#)

TOP 10 POSTS

07

POSTED BY

Amelia Platton

POWER SCORE

2,585

LIKES

1,817

COMMENTS

192

WHAT WE LOVE ABOUT THIS POST

“

Amelia's candid approach to helping solve the problem. She doesn't hold back in explaining her perspective and providing solutions. This not only makes for a very interesting post but, more importantly, also a very useful one. We like this post and how the points are explained.

”



Amelia Platton · 2nd
Trainee Solicitor/Clifford Chance - The ND Lawyer Project ...
1mo · Edited · 🌐

Contrary to popular belief, you can't "feedback" autism out of a person (or any other neurodivergence for that matter).

I recently made a video about times when I received feedback in previous job roles that I felt was unwarranted because it targeted traits directly linked to my neurodivergence.

I didn't think this would be particularly controversial, but given the amount of hate comments, it's clear that some people don't and may never agree with me.

So here is how I would have responded:

You can tell me to be more social or to communicate in a more neurotypical way—but all that will do is exhaust me through masking. And when I'm masking, my other work will suffer. I already fulfill all the necessary social aspects of my role. What I take issue with is the "extra" stuff that isn't part of my job description and doesn't contribute directly to my performance.

You can tell me to process things faster—but I can't physically change the way my brain works. I already employ strategies like transcribing instructions, taking notes, and asking clarifying questions to process information as quickly as possible. I also can't make up for poor instruction giving.

You can tell me to stop getting overwhelmed—but without the right support, and when I'm constantly placed in situations that clash with my neurodivergent traits, I can't manage that overwhelm. I already attend weekly therapy and have worked for years to maintain your version of "professionalism." So, if you see me overwhelmed, it's because I've been pushed too far. Also, I will never regulate my emotions in the same way a neurotypical person would, because I'm not neurotypical. I also can't fully control sensory overload. I do everything I can to limit my exposure, but sensory input isn't always avoidable.

When I receive feedback like this, what it tells me is that while you'll employ me as a neurodivergent person, you still expect me to change everything that makes me neurodivergent—for your convenience. I'm not ashamed of who I am, but this feedback makes me feel like I should be.

People like to point out that these traits are all mandatory parts of most jobs. But a little open-mindedness would show you that 1) I can still do most jobs, especially if I'm given the support I'm legally entitled to (and no, that doesn't make me "entitled") and 2) neurodivergent people, including myself, need to be seen holistically. Yes, I may struggle in some areas, but I excel in others. And while I hate having to justify my challenges by listing my strengths, none of the issues I've mentioned are blanket "weaknesses"—there is nuance to all of them.

I am not immune to constructive feedback, I have areas I need to develop on and I will in every role I have. I work hard to work on feedback I receive. But what I won't accept is feedback that implies my neurodivergence is something to be fixed.

#neurodiversityatwork #adhdatwork #autismatwork



[VIEW THE POST HERE](#)

TOP 10 POSTS

08

POSTED BY

Joel Shen

POWER SCORE

2,440

LIKES

1,996

COMMENTS

111

WHAT WE LOVE ABOUT THIS POST

“

The unity of the moment, broadcasted by the post. The religious harmony shown by the powerful moment speaks of Indonesia and its culture, which is great to understand and learn more about.

”



Joel Shen · 2nd
Lawyer | Connector | Educator | Investor
1mo · Edited ·

What a powerful picture

On his visit to Istiqial Mosque yesterday, Pope Francis kissed the hand of Imam Nasaruddin Umar, as the latter put his hand on the Pope's shoulder in a universal gesture of friendship and brotherhood.

Imagine that. The head of the Catholic Church and leader of 1.4 billion Catholics, in a brotherly embrace with the head of the largest mosque in the world's most populous Muslim-majority country.

This is the first Papal visit to #Indonesia in 35 years and, instead of the pomp and ceremony of the state reception at the Istana, Pope Francis' visit will be remembered for how the pontiff related to common Indonesians, both Catholic and non-Catholic.

Pope Francis turned down the Indonesian government's offer of five-star hotel accommodations and the use of a luxury car for his visit, and chose instead to stay at the Vatican Embassy and travel around the Indonesian capital in a Toyota Innova. According to Major General Achiruddin, commander of the Presidential Security Force: "the choice of vehicle was based on the Vatican's specific request for an ordinary, commonly used car".

During his drives around Jakarta, Pope Francis sat in the Toyota's front passenger seat and took time to wind down his window to speak and shake hands with people in the streets. In their interactions with him, Jakarta residents were quick to notice that the Pope wore a \$9.75 Casio watch and black shoes that "look crooked and may have been worn for a long time".

For me, one of the most memorable moments during Pope Francis' visit was his address to an inter-faith congregation at the Istiqial Mosque, in which he said: "we are all brothers and sisters, all pilgrims, all on our way to God, beyond what differentiates us".

The pontiff's words ring truer than ever in a world riven by religious strife, and an increasing cultural pessimism that different civilisations cannot live together in peace. May we continue to see living examples of peaceful civilisational coexistence in moments like these.

Selamat jalan, Pope Francis, as you continue on your Apostolic Journey across Asia. Next stop: Port Moresby!

All comments welcome.

I have included, in the comments, links to a selection of relevant articles by CNN, The Guardian, The Jakarta Globe, and Reuters.

Photo, copyright of AFP



[VIEW THE POST HERE](#)

TOP 10 POSTS

POSTED BY

Mark Stephens CBE

POWER SCORE

2,438

LIKES

1,178

COMMENTS

315

WHAT WE LOVE ABOUT THIS POST

“

The way that the post is super simple.

It's a nice moment shared, and the great reception it received shows the potential for more humour on LinkedIn.

”

09



Mark Stephens CBE · 2nd
Senior Member
2mo ·

Utterly brilliant!

'Shoplifters will be made to read Ulysses'...

And 'second time offenders, Finnegans Wake!'

Seen at Chapters Bookshop, Parnell Street, Dublin city.
[#Ireland](#) [#Ulysses](#) [#Dublin](#)



[VIEW THE POST HERE](#)

TOP 10 POSTS

10

POSTED BY

Louise Bloomfield

POWER SCORE

2,420

LIKES

2,252

COMMENTS

42

WHAT WE LOVE ABOUT THIS POST

“

The boldness. Louise did not have to bring this to LinkedIn; however, she chose to. In doing so, she helped raise awareness of the things many outsiders do not experience. It's a great example of using the platform for good, and helping to normalise talking about the things we should talk about.

”



Louise Bloomfield · 2nd
Partner, Location Head & Head of Leeds Employment | The Lawyer Hot 1...
2mo · 🌐

I'm furious this morning that one of my team who is Muslim is staying at home because he needs to protect his family as some racist coward has posted an anonymous letter through his door. I don't know what was in the letter; I'm sure though, given the reaction, it was abhorrent and unlawful.

Now is the time for all of us to be an ally and support our colleagues and friends who face this fear, to show up and listen, empathise and stand with them.

[VIEW THE POST HERE](#)

TOP 10 PEOPLE BY HIGHEST GROWTH

RANK	NAME	FIRM	RISE IN Q3 V Q2
1	Lee Doyle	Ashurst	2,146.92%
2	Pearse W.	JMW Solicitors LLP	670.73%
3	David Milligan	Norton Rose Fulbright	593.87%
4	Kim Lehal	RWK Goodman	545.38%
5	Giles Peaker	Anthony Gold	525.52%
6	Courtney Abel	Ashurst	505.06%
7	Nicholas Gould	Fenwick Elliott LLP	442.16%
8	Owen Williams	Simmons & Simmons	435.91%
9	Gary Miller	Mishcon de Reya LLP	372.97%
10	Louise Bloomfield	DAC Beachcroft LLP	358.58%

FEWEST POSTS BY PERSON TO GET RANKED

RANK	NAME	FIRM	NUMBER OF POSTS IN Q3
1	Christina Cathey Schuetz	Clifford Chance	1
2	Lee Doyle	Ashurst	4
3	Jason Feng	Herbert Smith Freehills	4
4	Courtney Abel	Ashurst	4
5	Pearse W.	JMW Solicitors LLP	6
6	Eleonora Rosati	Bird & Bird	7
7	Vikki Woodfine	DWF	8
8	Caleb Adebayo	A&O Shearman	8
9	Dr. Simone Kempfer	Freshfields	8
10	Claire Mulligan	Kennedys	9

TOP 10 PEOPLE FOR TOTAL LIKES

RANK	NAME	FIRM	TOTAL LIKES IN Q3
1	Jen Shipley	Irwin Mitchell	52,147
2	Ilana Kattan	Hogan Lovells	43,989
3	Justin Farrance	A&O Shearman	40,031
4	Joel Shen	Withers LLP	19,797
5	Mark Stephens CBE	Howard Kennedy LLP	18,825
6	Sophie Wardell	Higgs LLP	15,855
7	Salma Maqsood	Thrings	11,161
8	Jon Gregson	Weightmans	10,330
9	Amelia Platton	Clifford Chance	7,738
10	Akima Paul Lambert	Hogan Lovells	6,731

TOP 10 PEOPLE FOR TOTAL COMMENTS

RANK	NAME	FIRM	TOTAL COMMENTS IN Q3
1	Sophie Wardell	Higgs LLP	7,834
2	Jen Shipley	Irwin Mitchell	5,762
3	Mark Stephens CBE	Howard Kennedy LLP	5,762
4	Jon Gregson	Weightmans	4,094
5	Ilana Kattan	Hogan Lovells	3,560
6	Joel Shen	Withers LLP	3,514
7	Emma Geale	Mills & Reeve LLP	2,264
8	Emma Mack	Clifford Chance	2,198
9	Rubina Ferreira	Woodstock Legal	1,374
10	Justin Farrance	A&O Shearman	1,246

Q&A: LIBBY HENDRY

HOW DID YOU GET INTO RUNNING SOCIAL MEDIA FOR A LAW FIRM?

I worked in sales for a travel company for a number of years and realised I really wanted to get into the marketing side of things, so when I saw a job advert for a marketing assistant with a local law firm I went for it.

DO YOU THINK THAT THE LAW IS CONDUCIVE TO VIDEO CONTENT? HOW COME?

While the law can provide a framework for video content, it also requires careful navigation to ensure compliance and protect creative expression. Balancing these aspects is key for success in the video landscape.

Lawyers can share tips on common legal issues, explain legal terms, or even debunk myths. This not only shows their expertise but also helps build trust with potential clients.

WHY DON'T MORE LAWYERS GET INTO DOING VIDEOS, DO YOU THINK?

I think they often worry about compliance and liability. The legal field tends to favour traditional communication, so platforms like TikTok can feel foreign; but it's actually a really great way to humanise their brand and stand out from their competitors.

HAVE YOU SEEN WORK COME IN OFF THE BACK OF YOUR TIKTOK WORK?

Yes, legal work has come in from TikToks initially aimed at recruitment. By highlighting the firm's culture and expertise, this has attracted both potential hires and clients who connect with our approach.

IS THAT B2C LEGAL WORK OR B2B?

B2C.

IS LINKEDIN SET TO BE MORE LIKE TIKTOK BY THE END OF 2025?

I can definitely see LinkedIn leaning more into short-form video as it becomes more popular. More and more creators are starting to create video content and are seeing great results.

Libby Hendry
Social Media Expert



TOP 20 INDIES

There's one big story in town this quarter, and it's that the three leading indie voices all work at the same firm: Thrive Law. The hire of Henry Nelson-Case means that he ascends the throne, potentially knocking his own new boss, Jodie Hill, off the top spot.

If you are going to run a small firm and want to use your marketing budget wisely, then LinkedIn is a great strategy.

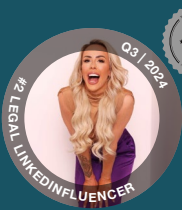
Truth be told, the Indies list is the hardest to compile and relies on people nominating or coming forward, as there are so many regulated firms that they could work at. If you know someone who deserves to be on the list but whom we've missed, please DM us and we'll add them.

In the meantime, if you work at an indie firm, maybe it's time to either hire an influencer or become one yourself?

TOP 20 INDIES



NO. 1 – HENRY NELSON-CASE
THRIVE LAW



NO. 2 – JODIE HILL
THRIVE LAW



NO. 3 – TOM STENNER-EVANS
THRIVE LAW



NO. 4 – EMMA-JANE TAYLOR-MORAN
REBEL LAW



NO. 5 – PARDEEP KANDOLA
THOMAS FLAVELL & SONS



NO. 6 – STEVEN MATHER
NEXA LAW



NO. 7 – AMY COUSINEAU MASSEY
ARCH LAW



NO. 8 – LIBBY HENDRY
ATTWELLS SOLICITORS



NO. 9 – MATTHEW LETTS
ISADORE GOLDMAN



NO. 10 – SIMONE RITCHIE
ARCH LAW



NO. 11 – CATHERINE HYDE
HOOPERHYDE



NO. 16 – MILLIE GRUNDY
RJS FAMILY LAW



NO. 12 – ALISHA BUTLER
PHOENIX LEGAL SOLICITORS



NO. 17 – FLORENCE BROCKLESBY
BELLEVUE LAW



NO. 13 – JADE GANI
CIRCE LAW



NO. 18 – AL ZUCKER
IGNITION LAW



NO. 14 – SARAH DODD
TREE LAW



NO. 19 – NATALIE CLARKE
CARBON LAW PARTNERS



NO. 15 – ANDREW KING
LENNONS



JOINT NO. 20 – DAISY DOARDO
HCC SOLICITORS



JOINT NO. 20 – CHRISTOPHER CLAYTON
LONGDEN, WALKER & RENNEY SOLICITORS

Q&A: HENRY NELSON-CASE

WHEN DID YOU DECIDE TO START TO USE LINKEDIN TO SHARE POSTS, AND WHY?

I've probably had a LinkedIn profile since I started out in my legal career (working as a banking and finance paralegal at Osborne Clarke whilst doing my LPC part-time); however, I wasn't really posting content, it was more because I thought I should be connecting and staying up to date.

Whilst I've had a presence on Instagram and TikTok for almost three years, posting regular content and sharing with my community, I've only recently started using LinkedIn more consistently and posting with more intention (and with more of an actual schedule rather than just ad-hoc).

DID YOU HAVE ANY FEARS ABOUT BEING AUTHENTIC AND SHARING YOUR OPINIONS IN YOUR POSTS AT FIRST?

Yes! My biggest fear was that the community on LinkedIn would not necessarily be as receiving as the community we have built on TikTok and Instagram. There was also the fear that seniors from the legal profession/decision-makers were on the platform and that, as I'm a junior, I would potentially be hindering myself in my professional careers.

What has transpired, however, is the complete opposite and the LinkedIn community has been nothing but supportive, and those of all levels, within the profession and wider, have reached out to express their support of the content I'm posting on LinkedIn.

WHY DO YOU THINK YOUR POSTS ENCOURAGE YOUR FOLLOWERS TO COMMENT AND ENGAGE?

For me, sharing content on LinkedIn is about creating an environment where people can feel that they are being listened to; people can share their experiences, they can relate to the comment and/or it sparks thought for discussion.

It's never been about bragging, showing how you can make XYZ money in two weeks or any of that lark we sometimes see on LinkedIn. It's about using the platform we've built for good and with the intention to effect positive change within the legal profession.

What I've found is that the content I like to consume and also create is content that is authentic, inspires, educates, adds value and/or makes me laugh – so this is content that I've been trying to put out.

I also really like writing and crafting a post; maybe that's why I (to some extent) enjoy being a commercial contracts lawyer – so spending time with some ideas and writing out posts in a coffee shop after a gym session is somewhat enjoyable!

WHAT LESSONS COULD LAW FIRMS LEARN FROM YOUR APPROACH?

Authenticity, being genuine and sharing real-life experiences/stories are so important.

WHAT WOULD YOU SAY TO OTHERS THAT ARE THINKING OF ADDING THEIR VOICE ON THIS PLATFORM?

If you're unsure about posting on LinkedIn because you're concerned how you'll be perceived professionally, my tip would be if you're creating content in your genuine and authentic tone and that content can have a positive impact, then just go for it!

WHAT'S THE MOST SURPRISING RESULT THAT YOU'VE PRODUCED DUE TO YOUR POSTING ON LINKEDIN? OR HAVE YOU HAD ANY BREAKTHROUGH RESULTS?

I recently had one post completely organically hit just under 30 million impressions in 24 hours.

I saw Amazon's return to office memo was trending across news channels, so I spent some time reading around it, scripting, filming and editing the content (alongside drafting the accompanying text post). It seemed to resonate on LinkedIn and other platforms.

DO YOU GET INVOLVED IN TRAINING OTHERS ON HOW TO USE THE PLATFORM?

Nope – I'm still very much learning myself, although I've definitely learned a few tips and things that I think work (and what definitely doesn't) as part of my LinkedIn journey.

WHICH CREATORS WOULD OTHER LEGAL SECTOR PROFESSIONALS BE WISE TO FOLLOW?

Matt Margolis is my absolute BOY! He's a great creator, lawyer and all-around

top chap. I also love Ashely Herd's (manager method) content and she is also one of the most down-to-earth and genuine people to talk to.

UK-side, there are so many incredibly talented legal content creators on LinkedIn. I love following my good friend Robert Hanna and his amazing content. Jodie Hill is another incredible example, as is Chrissie Wolf.

DO CLIENTS EVER SAY ANYTHING ABOUT YOUR POSTS TO YOU?

Yes, people I work with have flagged about my social media presence and it's largely been met with a positive response, which has been great!

HAVE YOU FOUND REAL-LIFE NETWORKING EASIER AS A RESULT OF YOUR PROFILE ON LINKEDIN?

100%. In real life I am very anxious, particularly in social situations (including networking events), so I find it very difficult to go up to people to introduce myself or say hello (especially if I'm on my own) – which, of course, makes networking very difficult. I get very shy, go red very easily and don't really know how to approach it. Having a platform has definitely increased my confidence and it's also helped that people will now approach me to say that they love the content I create, and then we chat from there. This has made networking slightly easier, because it helps my social anxiety and fear of embarrassing myself.

Henry Nelson-Case
Solicitor
Thrive Law

thrivelaw



TOP 20 LAW FIRM LEADERS

Trevor D Sterling has taken top spot for the second time this year, just as he celebrates his 40th anniversary of being in the legal sector. His combination of generosity of spirit, empathy with his clients, his media presence, his parenting advice, his carpool videos and his professional pride in his colleagues' achievements are what brought him to the top of his game, and now he's kind enough to share those things online just as he does offline.

It's time for more leaders to capitalise on the LinkedIn platform, and we're here to help them do so. Some have made inroads this quarter (see the feature on subsequent pages with Jo Farmer of Lewis Silkin) – but if anything, there's been a retrenchment over the past quarter, with fewer posts as top-tier leaders such as Wim de Jonghe have left the playing field.

My advice is to take advantage. Use it as much for reinforcing your internal comms as your external comms and you'll quickly rise to the summit of law firm leaders on LinkedIn.

It will result in new work for the firm and give permission to more lawyers to get active on LinkedIn (which is where all their clients and intermediaries hang out).

TOP 20 LAW FIRM LEADERS



NO. 1 – **TREVOR D STERLING MOORE BARLOW**



NO. 2 – **PAUL SAMS DUTTON GREGORY**



NO. 3 – **DAVID JACKSON SHOOSMITHS**



NO. 4 – **PAUL JENKINS ASHURST**



NO. 5 – **JAMES GEARY EMW**



NO. 6 – **JO FARMER LEWIS SILKIN**



NO. 7 – **PAUL LEWIS LINKLATERS**



NO. 8 – **SARAH WALKER-SMITH AMPA**



NO. 9 – **AEDAMAR COMISKEY LINKLATERS**



NO. 10 – **SUZANNE LIVERSIDGE KENNEDYS**



NO. 11 – **SEGUN OSUNTOKUN**
BCLP



NO. 16 – **JULIAN TAYLOR**
SIMMONS & SIMMONS



NO. 12 – **ALISON EDDY**
IRWIN MITCHELL



NO. 17 – **STUART DENCH**
STEWARTS



NO. 13 – **NEIL LLOYD**
FBC MANBY BOWDLER



NO. 18 – **RACHAEL HEENAN**
CAPSTICKS



NO. 14 – **KEITH FROUD**
EVERSHEDS SUTHERLAND



NO. 19 – **ELLIOTT PORTNOY**
DENTONS



NO. 15 – **GEORGIA DAWSON**
FRESHFIELDS



NO. 20 – **TIM RICHARDS**
MICHELMORES

Q&A: JO FARMER

HAVE YOU FOUND THAT MOST OF YOUR ENGAGEMENT HAS BEEN INTERNAL OR EXTERNAL TO THE FIRM?

It's a mix, depending on what I post about, and that makes it interesting. When I talk about our award wins, or diversity initiatives like our new parent policy and what we are doing about social mobility, there is a lot of LS employee engagement – I can see my role as a Chief Cheerleader at times. When I post about issues affecting leaders, like me talking about leaders needing a holiday and my resilience, there is much more external engagement.

WHAT DO YOU THINK IT IS THAT IS DIFFERENT OR SPECIAL ABOUT LINKEDIN?

It gives you the ability to talk much more authentically in your own voice about issues you care about.

DOES IT HELP THAT THE FIRM HAS SOME DEFINITE AREAS OF EXPERTISE THAT PEOPLE MIGHT SEEK OUTSIDE COUNSEL FOR?

100%. In a sea of corporate blandness, knowing what you are good at (in our case, “Ideas and People”-based issues) and zeroing in on that is essential to cut through.

WHAT ADVICE WOULD YOU GIVE TO A YOUNGER LAWYER AT YOUR FIRM WHO WANTS TO GET GOING ON LINKEDIN?

- Work out what you are genuinely interested in – think broadly about things adjacent to your core specialisations.
- Engage with and follow people whom you admire and who talk about things you are interested in.

- Don't be scared to talk about some things unrelated to your job, but don't make stuff up – authenticity can't be faked.

AND YOUR ADVICE TO A MANAGING PARTNER OF ANOTHER LAW FIRM ABOUT ROI FOR TIME ON THE PLATFORM?

It's really difficult to measure, to be honest. I am pretty clear that it helps your talent see that you are human. And I do get a handful of people emailing me out of the blue with new instructions who start with “loved seeing your LinkedIn post the other day – now here's a new instruction”. Who knows?

WHAT HAS BEEN THE MOST SURPRISING THING THAT HAS COME OUT OF YOUR USE OF THE PLATFORM?

The amount of support law firm leaders offer one another – it's not the cut-throat competitive industry many think it is.

HOW LONG DO YOU SPEND ON LINKEDIN EACH WEEK?

Two to three posts a week, and I do a couple of five-minute sessions a day – normally on trains.

Jo Farmer
Joint Managing Partner
Lewis Silkin



TOP 20 BARRISTERS

I wish we had more engagement from the Bar for the report. Some of the leaders on LinkedIn really understand the benefits that this platform can bring: both for direct access and to remain front of mind with instructing solicitors.

But the fact is that pickup in use of the platform needs to accelerate now that barristers are leaving X (Twitter) in droves.

There are 1.1bn people on LinkedIn – more than enough potential work for any barrister, no matter their level.

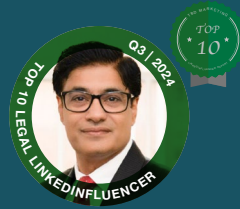
The freedom with which barristers can talk about a range of topics (given their self-employed status, and despite the best efforts of the BSB to muzzle them on social media) means that the platform is ripe for their voices to be heard.

Congratulations in particular to the Planning Bar, who, yet again, have had tremendous success on LinkedIn this quarter.

TOP 20 BARRISTERS



NO. 1 – **ANDREW HOGAN**
KINGS CHAMBERS



NO. 6 – **MIAN SHERAZ JAVAID**
NO5 BARRISTERS' CHAMBERST



NO. 2 – **MARK ROBINSON**
GARDEN COURT CHAMBERS



NO. 7 – **JONATHAN EASTON KC**
KINGS CHAMBERS



NO. 3 – **NANI JANSEN REVENTLOW**
DOUGHTY STREET CHAMBERS



NO. 8 – **KILLIAN GARVEY**
KINGS CHAMBERS



NO. 4 – **ZACK SIMONS**
LANDMARK CHAMBERS



NO. 9 – **CHRIS YOUNG KC**
NO5 BARRISTERS' CHAMBERS



NO. 5 – **RAVI ASWANI**
36 STONE



NO. 10 – **NICK DE MARCO KC**
BLACKSTONE CHAMBERS



NO. 11 – **NAOMI CUNNINGHAM**
OUTER TEMPLE CHAMBERS



NO. 16 – **ANNA YARDE**
HARCOURT



NO. 12 – **MAHNAZ MALIK**
TWENTY ESSEX



NO. 17 – **MATTHEW MCGHEE**
TWENTY ESSEX



NO. 13 – **JAMES MAURICI KC**
LANDMARK CHAMBERS



NO. 18 – **ADAM WAGNER**
DOUGHTY STREET CHAMBERS



NO. 14 – **HASHI MOHAMED**
LANDMARK CHAMBERS



NO. 19 – **DR. TUNDE OKEWALE OBE**
DOUGHTY STREET CHAMBERS



NO. 15 – **JIM STURMAN KC**
2 BEDFORD ROW



JOINT NO. 20 – **PHILIPPA CHARLES**
TWENTY ESSEX



JOINT NO. 20 – **AOIFE NOLAN**
DOUGHTY STREET CHAMBERS



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