



Virtual Office Hours: LinkedIn Refresh

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AMERICAN **BAR** ASSOCIATION™



What Should I Say? (sorry, it depends)

Who is your audience?

Employer, Clients

Referral Sources, Character References

Family, friends, neighbors

What do you want people to know about you?

What are the key points you want to share?



A horizontal decorative bar is located on the left side of the slide, consisting of a blue segment followed by an orange segment.

“Minimum Standards” LinkedIn Profile

Assuming you already have a profile! Before you start:

IMPORTANT: Turn your notifications OFF
(setting < privacy < share changes)

1. Photo
2. Heading
3. Link to Companies / Firms
4. Contact Information

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Bonus Round LinkedIn Profile

5. About Section – Use Key Words and Incorporate your Key Marketing Points
6. This is NOT an online resume or background check for the Bar, control your story.

Q & A Time

If you want me to share:

- 1) **Cheat Sheet** for these updates and
- 2) Instructions on The Easiest Networking You Will Ever Do

Send me an email at mersmann@wustl.edu (just put “send me the handout” in the re: line)