

The background features abstract, overlapping geometric shapes in various shades of blue, creating a modern and professional look. The shapes are primarily triangles and polygons, some with thin white outlines, set against a light blue gradient.

# LinkedIn for INBLF Members: Raise Your Visibility, Expertise & Trust

Nick Kosar - INBLF Presentation, 15 February 2024

# Today's Agenda

- ▶ Overview
  - ▶ 3 Concepts
- ▶ Why LinkedIn?
- ▶ 1. Optimize Your Profile
- ▶ 2. Share Content
- ▶ 3. Engage with Others
- ▶ Opportunities within INBLF



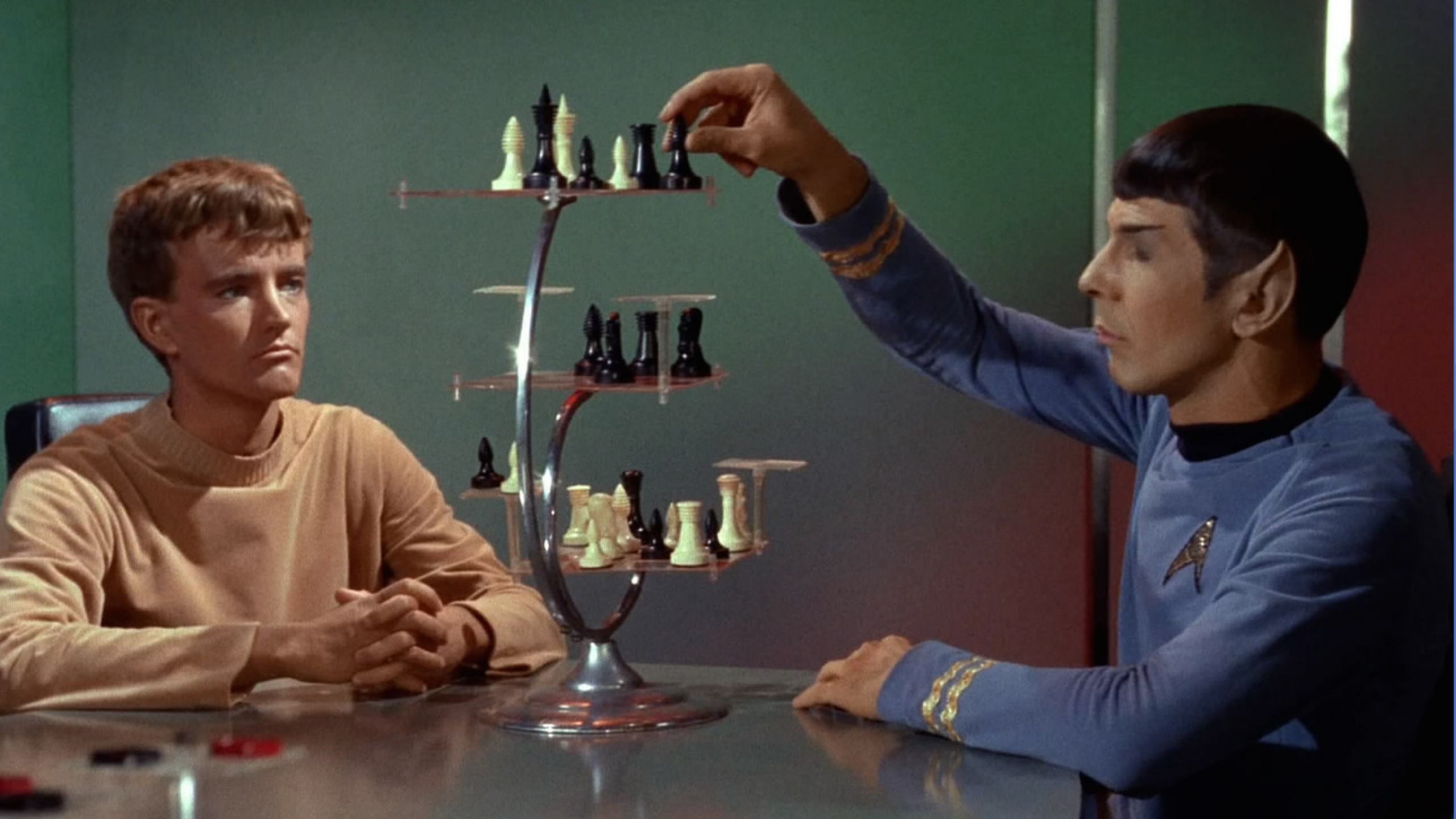
# 3 Concepts

- ▶ Digital Ecosystem
- ▶ Marketing Funnel
- ▶ VET: Visibility, Expertise, Trust

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# #1: The Digital Ecosystem (aka, Reality)

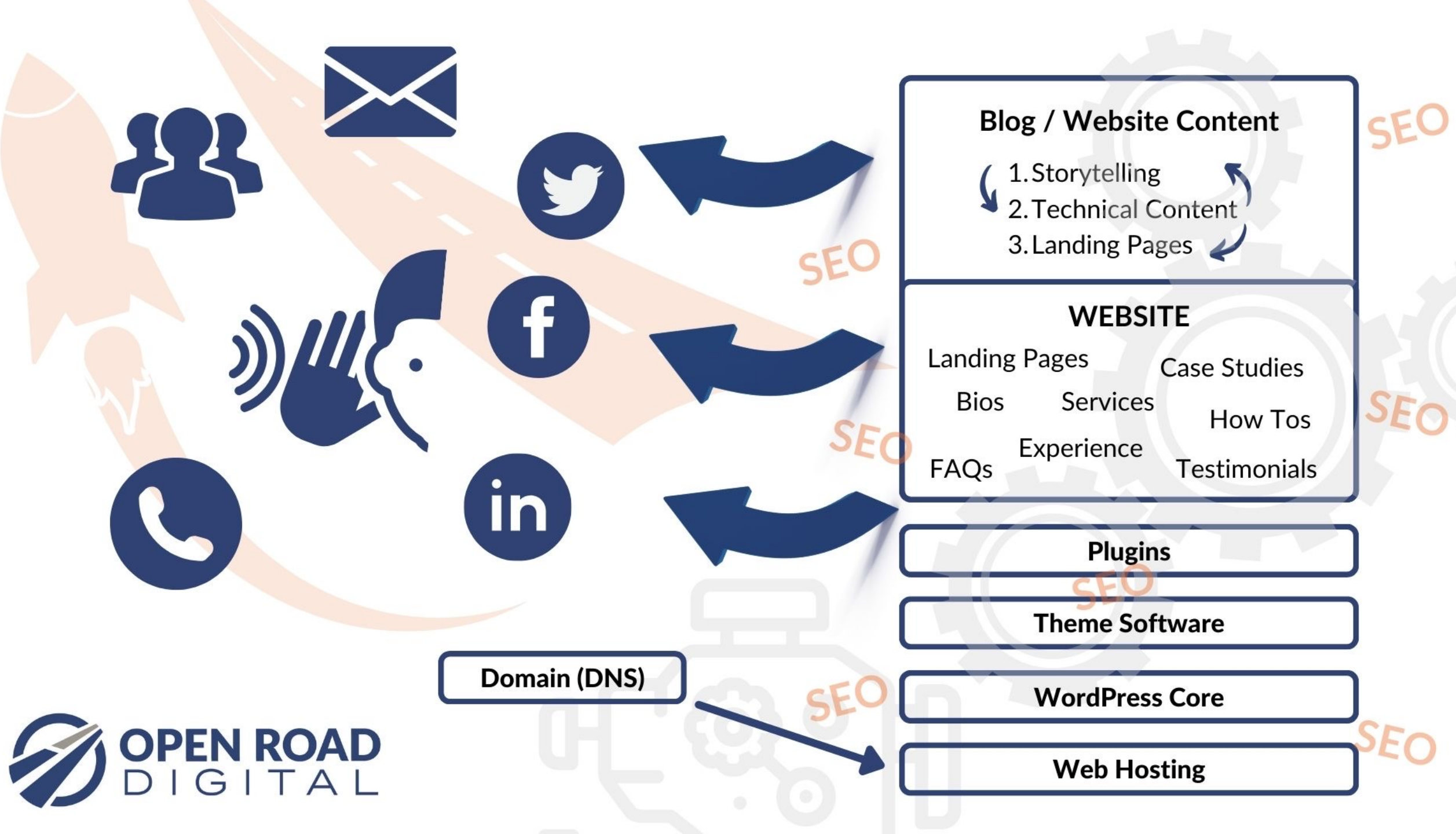




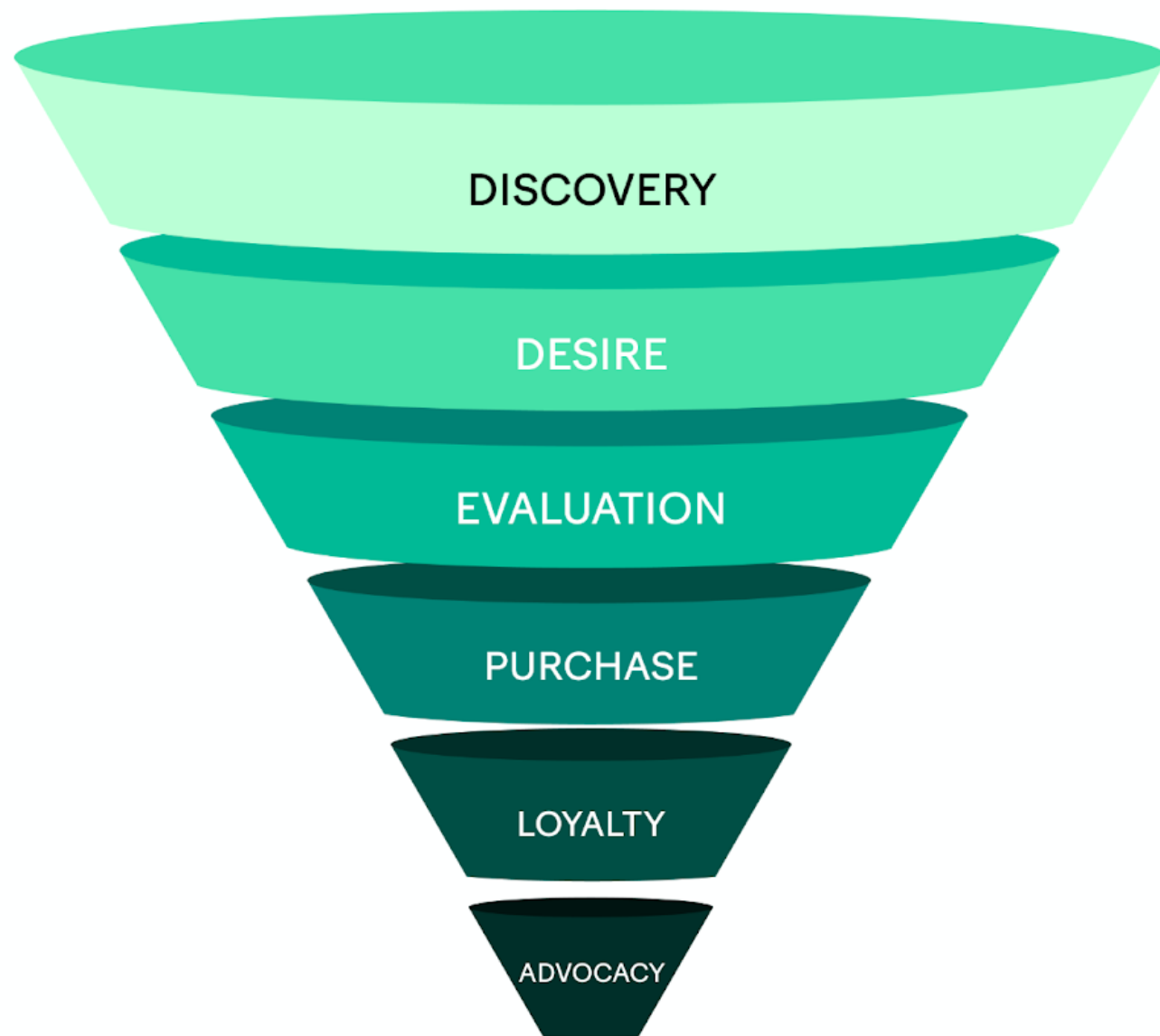








# #2: The Marketing Funnel



The background features abstract, overlapping geometric shapes in various shades of blue, primarily on the right side of the slide, creating a modern, layered effect.

# #3: Sweet Spot: Visibility, Expertise, Trust



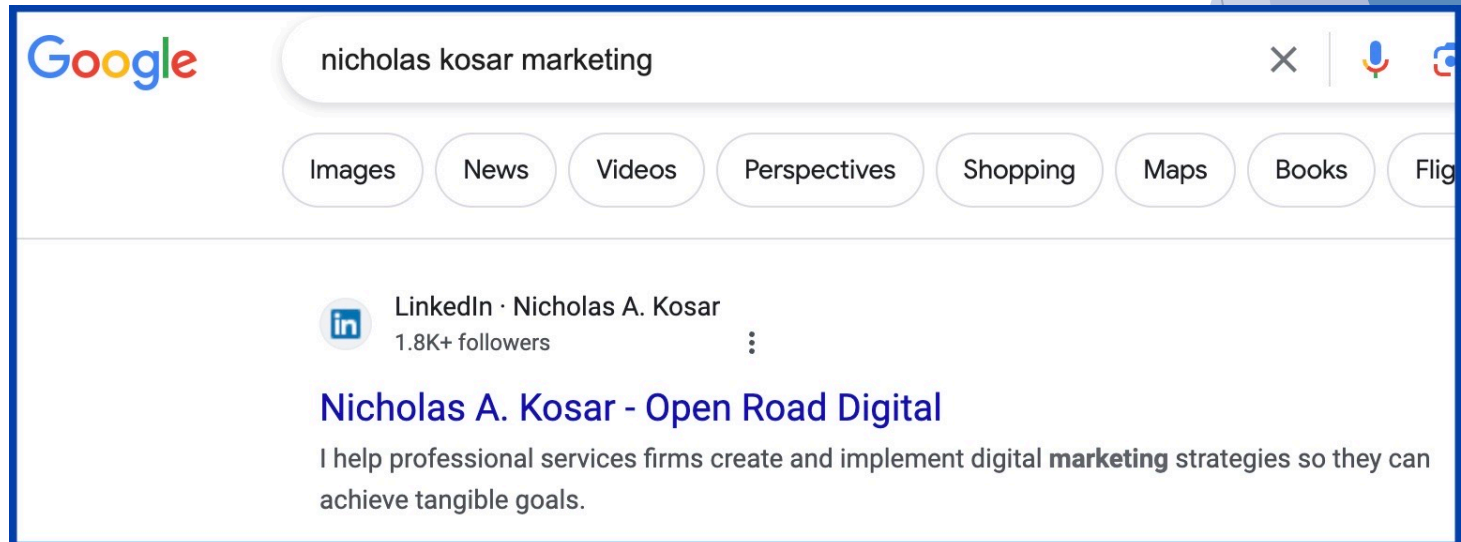
The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light to dark, creating a modern and dynamic visual effect.

Let's Talk About LinkedIn

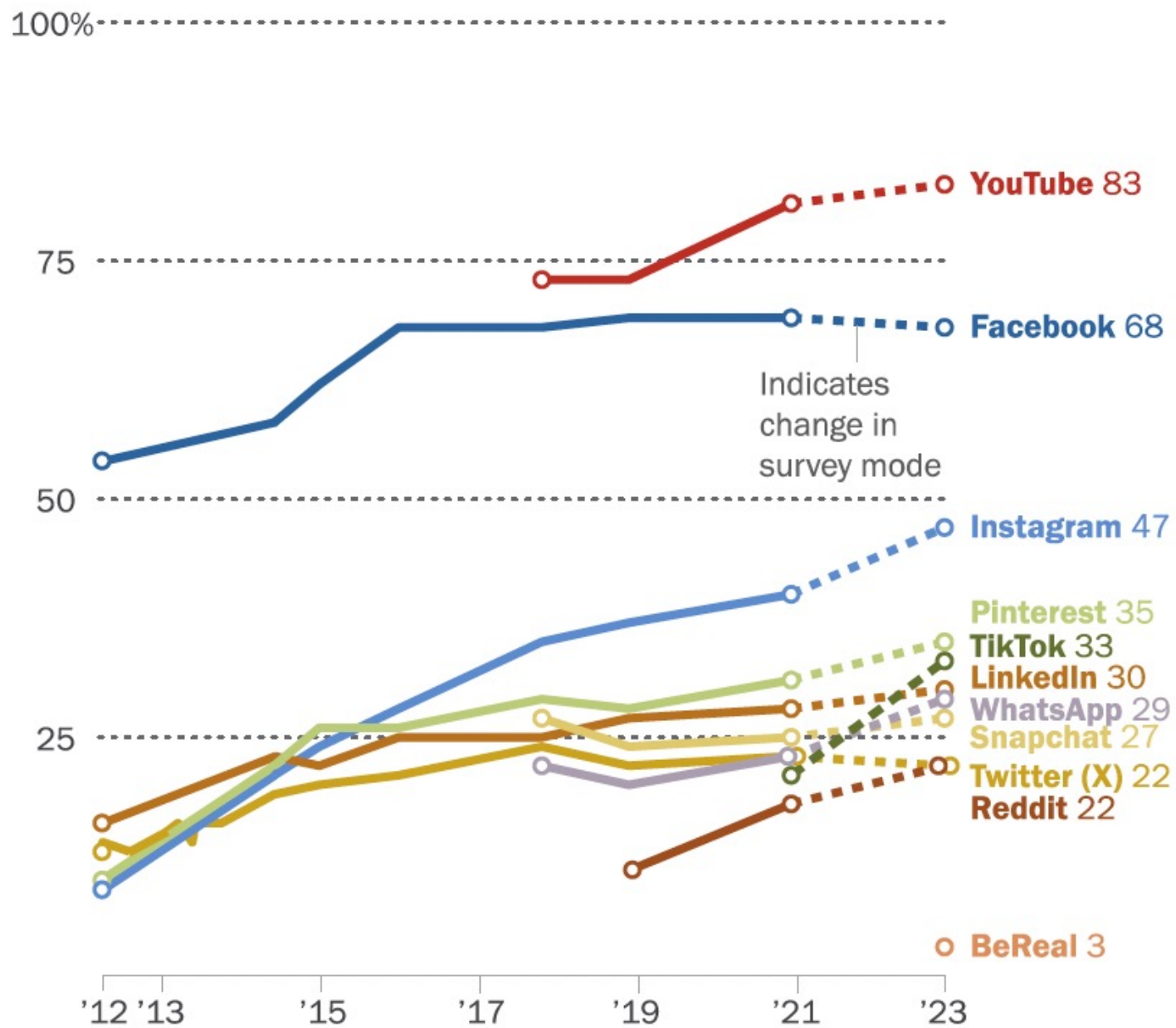


# The Business Social Network

- ▶ 25,000 to 100,000 “impressions” of you per year
- ▶ Over 1 billion users; 16% daily users
- ▶ In 2022, LinkedIn Saw a 22% Increase in Engagement
- ▶ Domain Authority:



% of U.S. adults who say they **ever** use ...

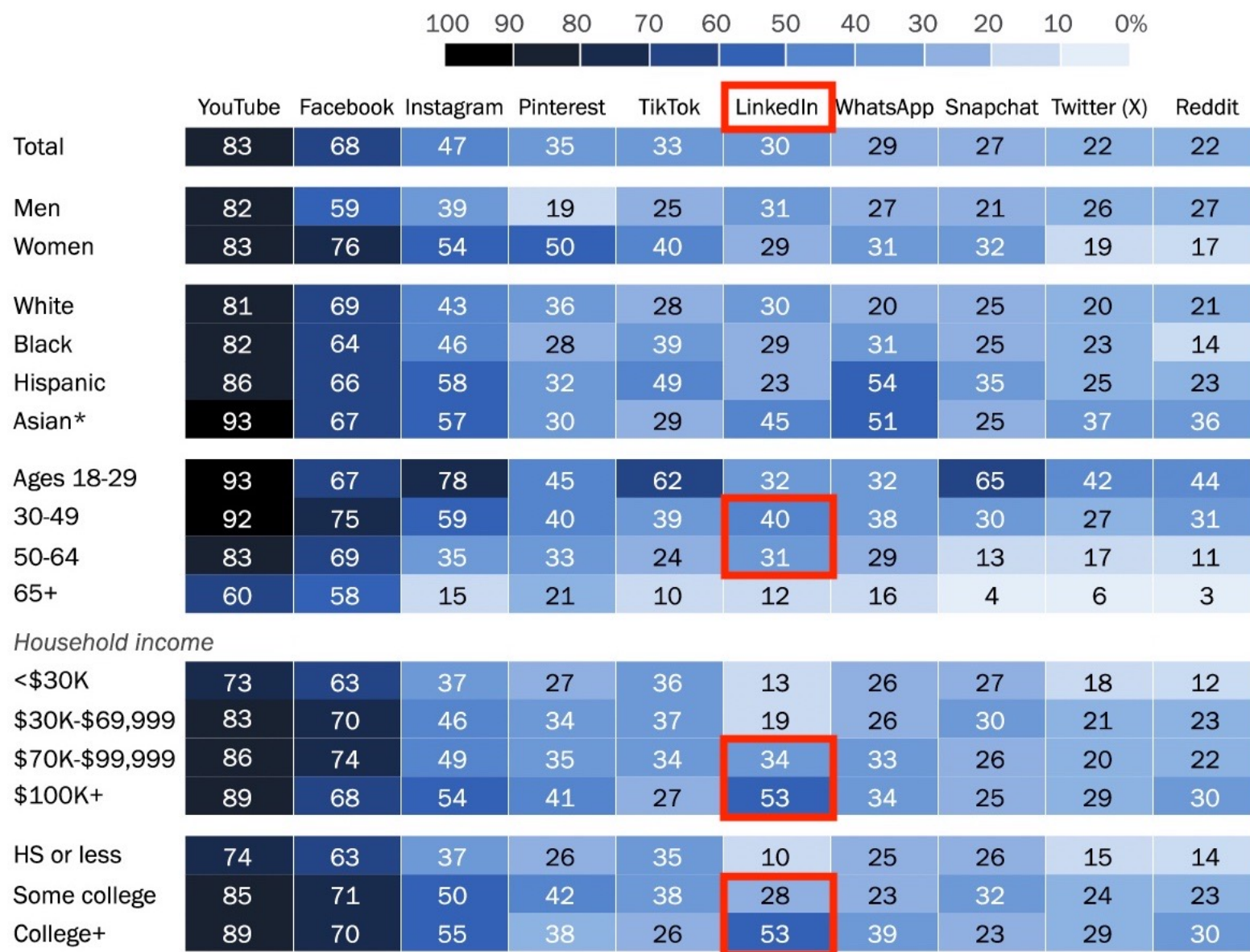


## LinkedIn

- **Education:** Americans with higher levels of formal education are especially likely to use LinkedIn. For instance, 53% of Americans with at least a bachelor's degree report using the platform, far higher than among those who have some college education (28%) and those who have a high school degree or less education (10%). This is the largest educational difference measured across any of the platforms asked about.

# How use of online platforms – such as Facebook, Instagram or TikTok – differ among some U.S. demographic groups

% of U.S. adults who say they *ever* use ...









#1

Optimize  
Your Profile



~~nicholas kosar marketing~~

Your Name Here



Images

News

Videos

Perspectives

Shopping

Maps

Books

Flights



LinkedIn · Nicholas A. Kosar  
1.8K+ followers



Your LinkedIn Profile

~~Nicholas A. Kosar - Open Road Digital~~

~~I help professional services firms create and implement digital marketing strategies so they can achieve tangible goals.~~



**Miriam Hiser** (She/Her) · 1st

Law Offices of Miriam Hiser | Commercial Litigation |  
Bankruptcy Litigation

San Francisco, California, United States · [Contact info](#)



**LAW OFFICES OF  
MIRIAM HISER**

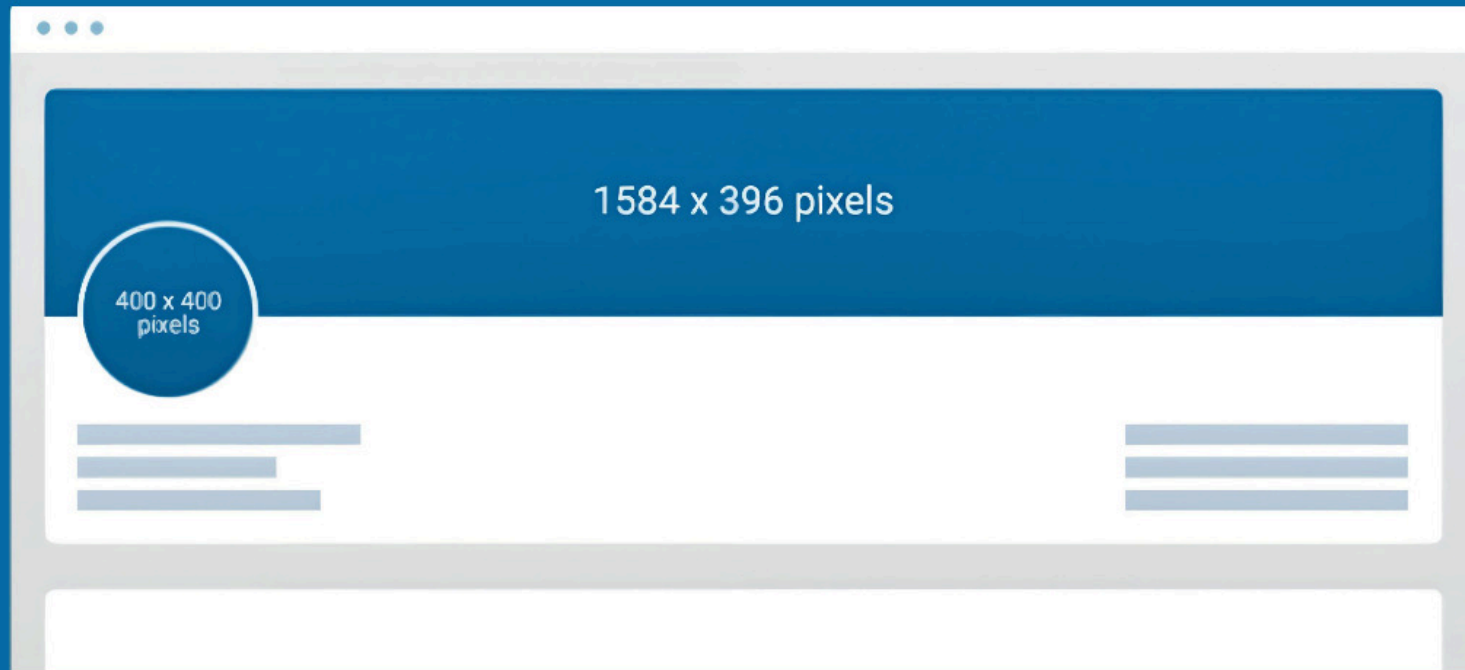


**The University of Texas  
at Austin**



# LinkedIn Banner Size

To Level Up Your LinkedIn Pages





**Larry Ebner**

Independent, Pro-Business, Flat-Fee Appellate Specialist ♦ 50+ Yrs. of Litigatio...

More

Save in S...

## About

I am a Washington, D.C.-based appellate specialist who wears two hats:

At my independent, nationwide, appellate litigation boutique, Capital Appellate Advocacy PLLC, I handle appeals for individual corporations and write amicus curiae ("friend ...see more

## Featured

Article



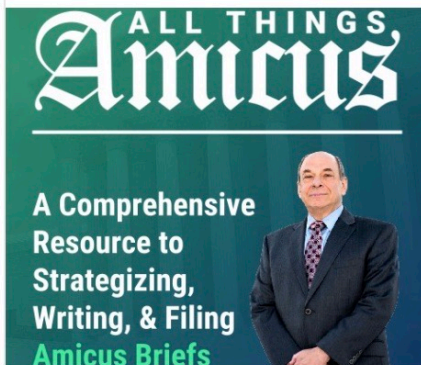
### Three BIG Amicus Brief Mistakes

Larry Ebner on LinkedIn

Filing amicus curiae briefs is a well-accepted part of practicing before the Supreme Court, federal courts of appeals, and many state appellate...

Post

My just-launched, entirely redesigned,...



All Things Amicus

30 • 4 comments

Post

Today's special edition of the **Federation of...**



Writing amicus curiae is a means to the end. It means to my greatest activity as an appellate lawyer, amicus briefs give organizations and individuals with something important to say about unresolved legal issues direct access to the Supreme Court, federal courts of appeals, and state appellate courts. And they continue to proliferate.

Hundreds of non-governmental amicus briefs on behalf of industry trade associations, public interest advocacy groups, and individuals ranging from law professors to scientists are filed every year in the U.S. Supreme Court to support dozens (among thousands) of pending certiorari petitions. Numerous amicus briefs also are filed at the merits stage, especially in blockbuster cases, after the Supreme Court grants review in about 60 to 75 cases per term. Amicus briefs also are commonplace in federal courts of appeals, and increasingly, in state supreme courts.

So if you are engaged to draft an amicus brief, how can you make it stand out in what may be a busy, and sometimes blizzard, of other amicus briefs to the same case? In other words, how can you maximize the chances that your amicus brief will be read by justices or judges, or at least their law clerks? I have three overarching pieces of advice that are easy to understand but can be difficult to implement:

- Follow the rules.
- Say something different.
- Use an appropriate writing style.

#### Follow the Rules

Although the need to read an appellate court's rules relating to preparation and submission of amicus briefs is obvious, understanding and following them may be a challenge for inexperienced amicus counsel.

Supreme Court. Let's start with the Supreme Court, whose requirements relating to amicus briefs are set forth in Rule 37. At the petition stage, see Sup. Ct. R. 37.2(a), these are the most frequent pitfalls:

### Tips On Drafting Effective Amicus Briefs

14 • 3 comments



**Jim Watson, AICP**

Multimodal Transportation Planning & Design | Transportation Master Planning |...

More

Save in S

## Experience



### Senior Associate

Weiss + Associates · Full-time

Aug 2021 - Present · 2 yrs 7 mos

Washington DC-Baltimore Area · On-site

#### Key Projects:

George Washington University Mount Vernon Campus Plan - Washington, D.C. ...see more



### Senior Transportation Planner

Enovate · Full-time

Mar 2020 - Aug 2021 · 1 yr 6 mos

New York City Metropolitan Area · Hybrid

#### Key Projects:

Station Area Strategic Plan - Fanwood, NJ... ...see more



### Principal

Nelson\Nygaard Consulting Associates · Full-time

2018 - Mar 2020 · 2 yrs 3 mos

Greater New York City Area · On-site

#### Key Projects:

Downtown Streets Conceptual Plan - Wichita, KS... ...see more



### Project Manager

Grove/Slade Associates, Inc. · Full-time

2012 - 2017 · 5 yrs

Washington D.C. Metro Area · On-site



**Nicholas A. Kosar**

MAKE DIGITAL FUN AGAIN: making your Strategy happen with Web Dev & Design | SEO | Content Creatio...



**William & Mary**

Master of Business Administration, Business Administration and Management,  
General

2002 - 2004



**University of Virginia**

Bachelor of Arts, Russian Studies

1984 - 1988

Activities and societies: University Union (Governing Board, Pavilion XI Co  
Publicity Committee), WTJU, Slavic Society, Lawn Resident



**General Assembly**

Digital Product Design, Development & Management

2015

Product Management: Understanding users and analyzing the market to bu  
products; business model and lean canvases; minimum viable product; agile  
development; creating a roadmap and effectively managing communication  
stakeholders; developing metrics to measure success. (3-month course)

Mobile Design: Role of Designer in Development Cycle, Prototyping, Apple UIKit User  
Interface Catalog, Human Interface Guidelines, Balsamiq (bootcamp)

Mobile Development: iOS Platform, Xcode, Interface Builder, Swift Programming  
(bootcamp)



**Georgetown University**

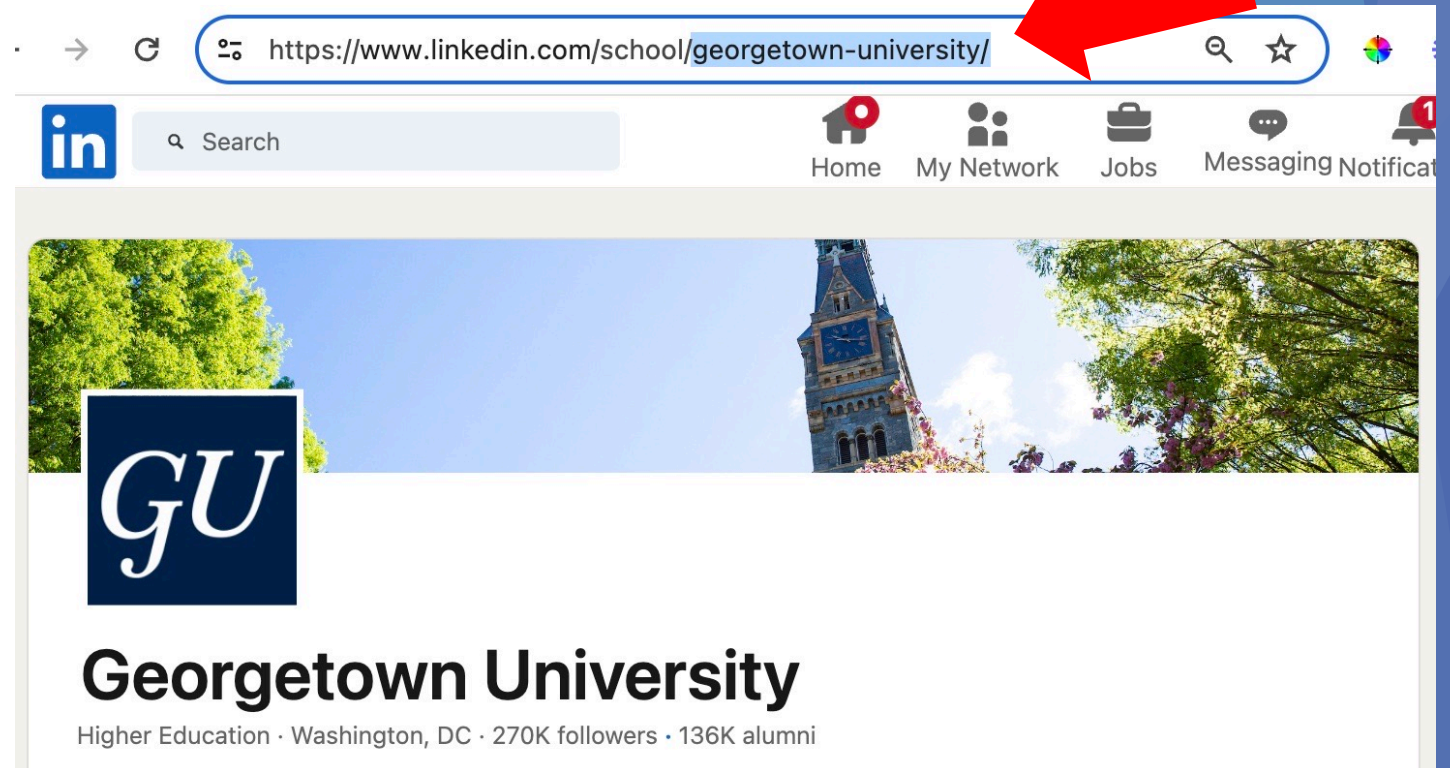
Certificate in Legislative Studies, Government Affairs Institute

2008 - 2011

**Network  
Effects**

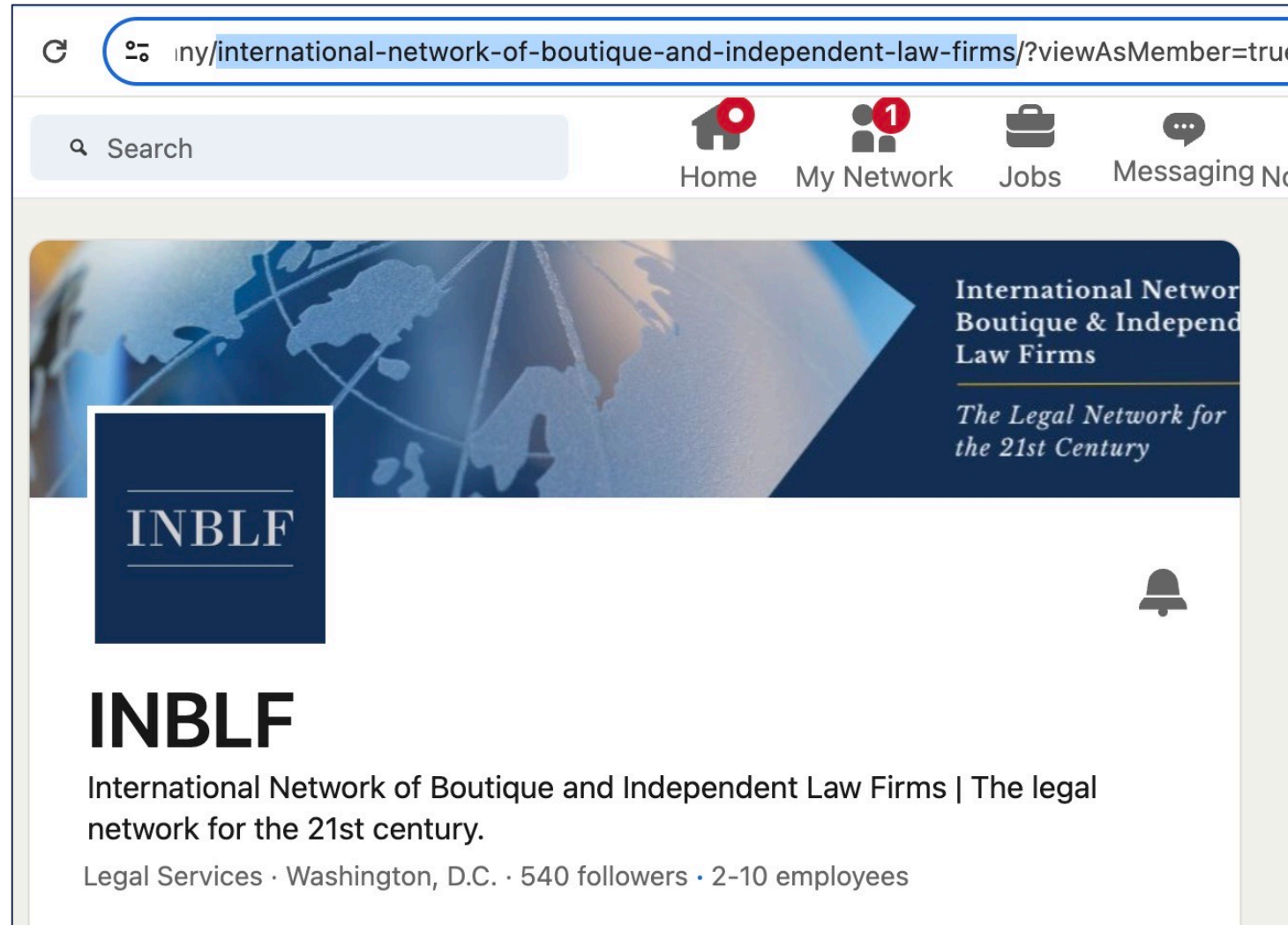
# How to Find a LinkedIn Page

- ▶ 1. Search (e.g., “georgetown university”)
- ▶ 2. View the Page
- ▶ 3. Find “slug” in URL

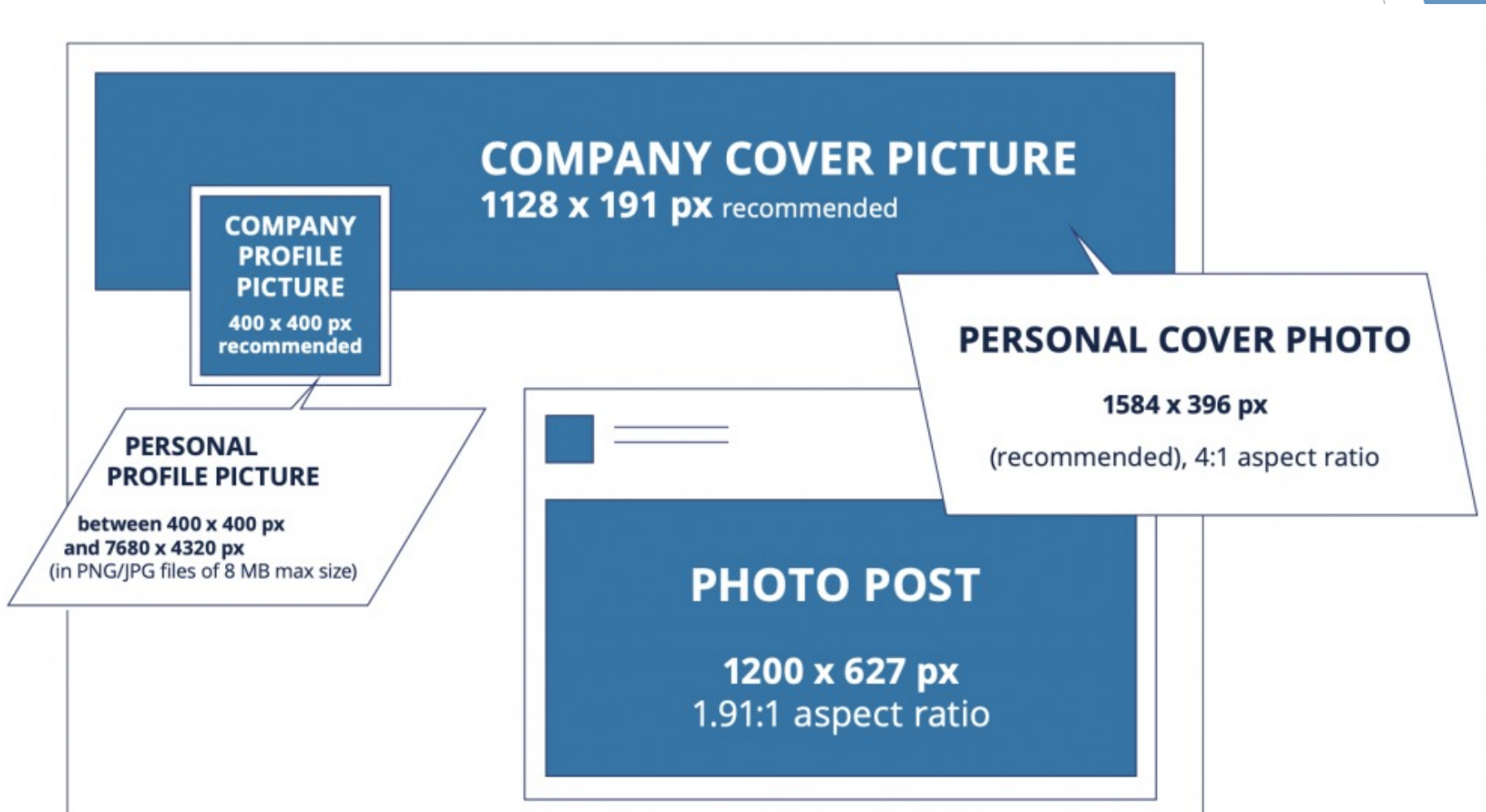




# LinkedIn Pages (for your law firm)

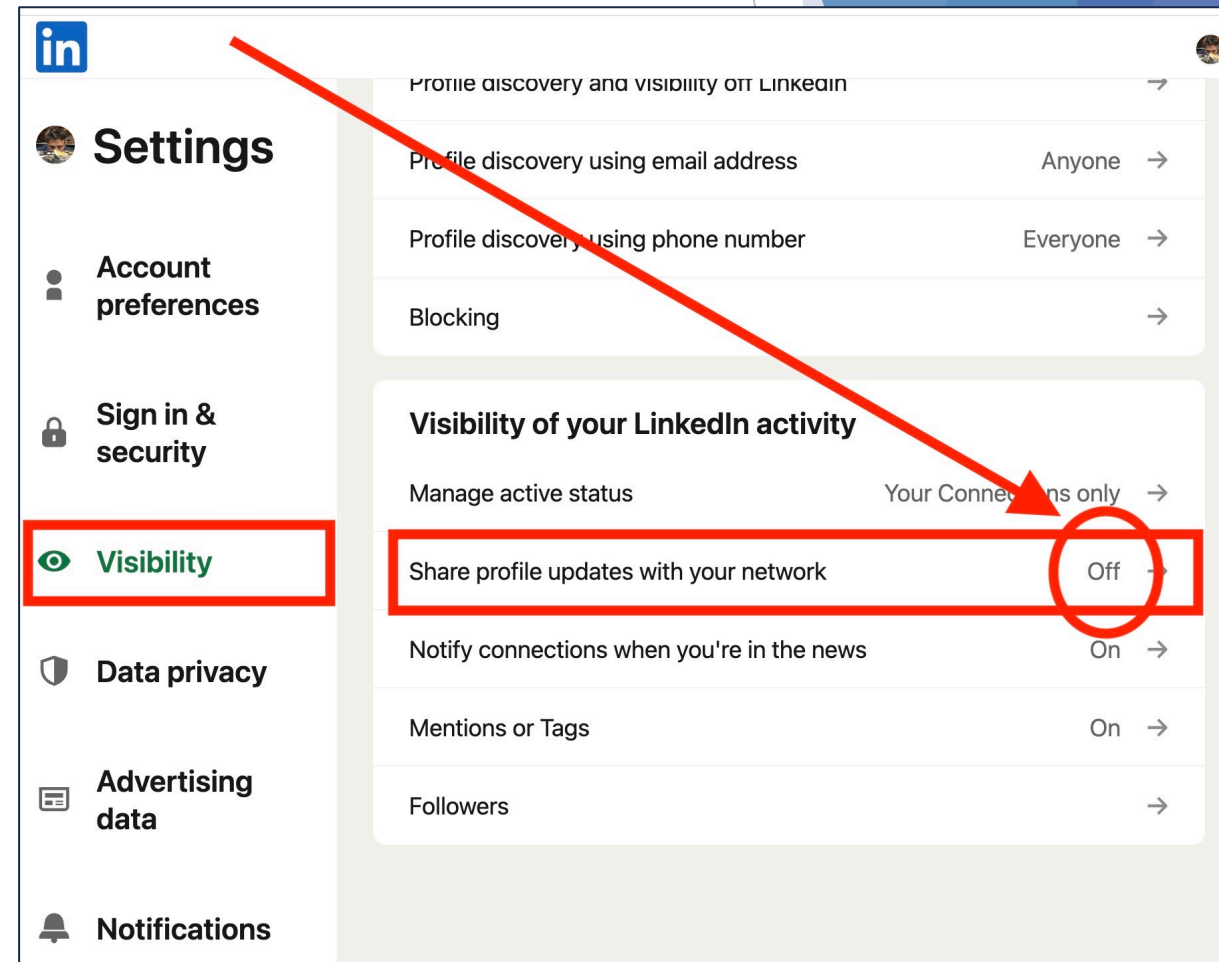
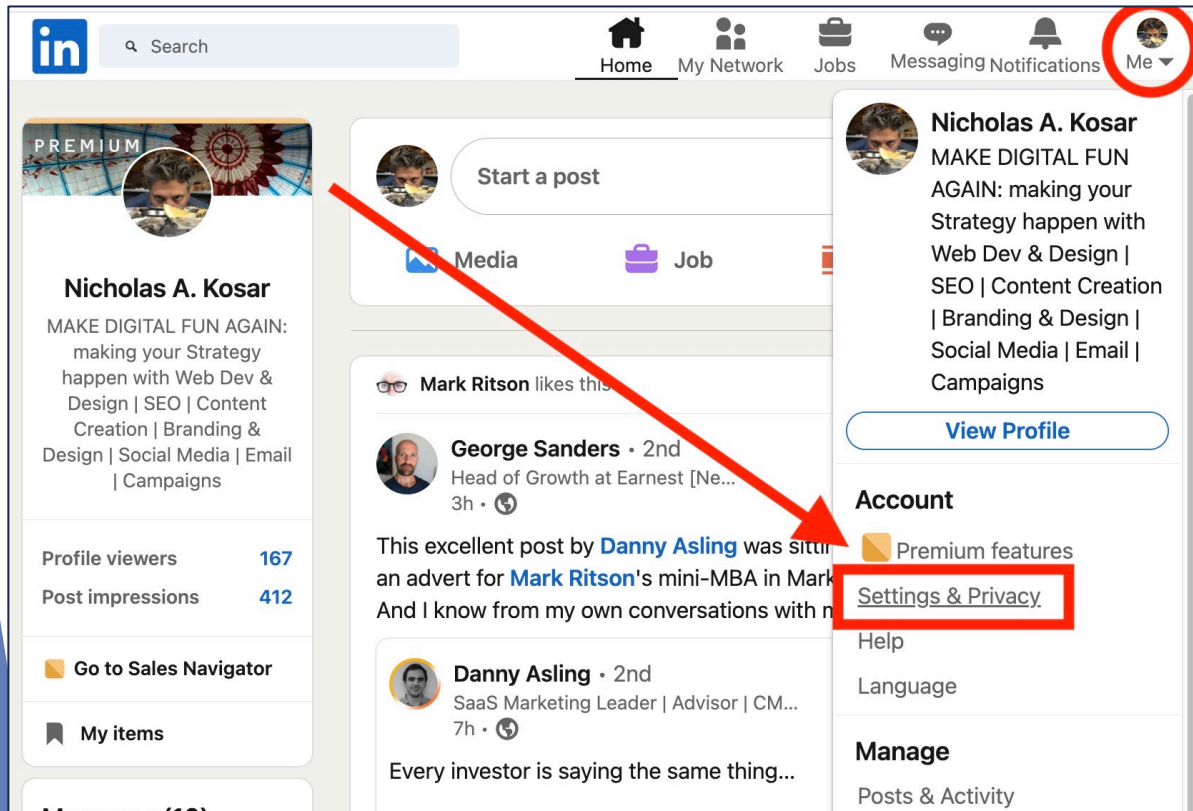


# LinkedIn Pages (for your law firm)



# Settings & Privacy Recommendations

## ► Remove your birthdate





#1

Optimize  
Your Profile

VISIBILITY

TRUST

HIRED

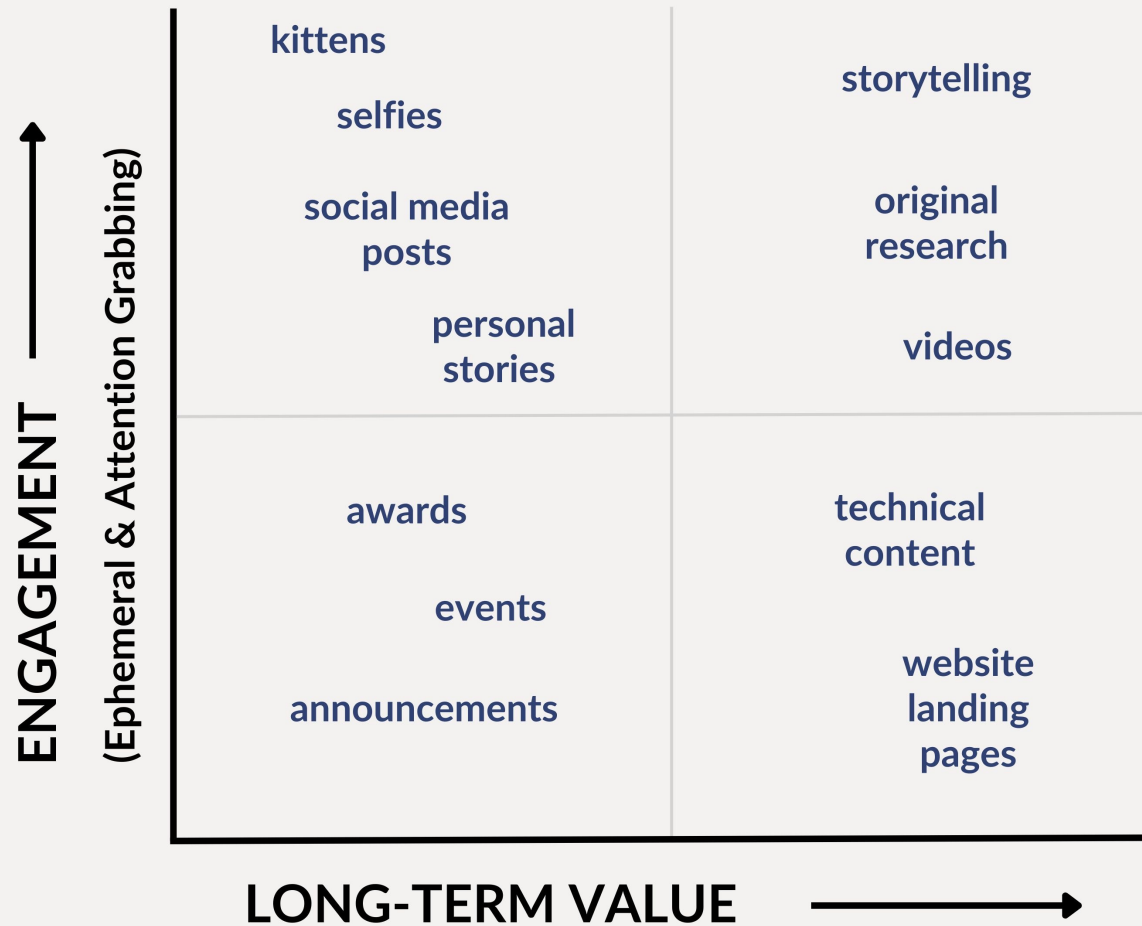
EXPERTISE



#2

Share  
Content

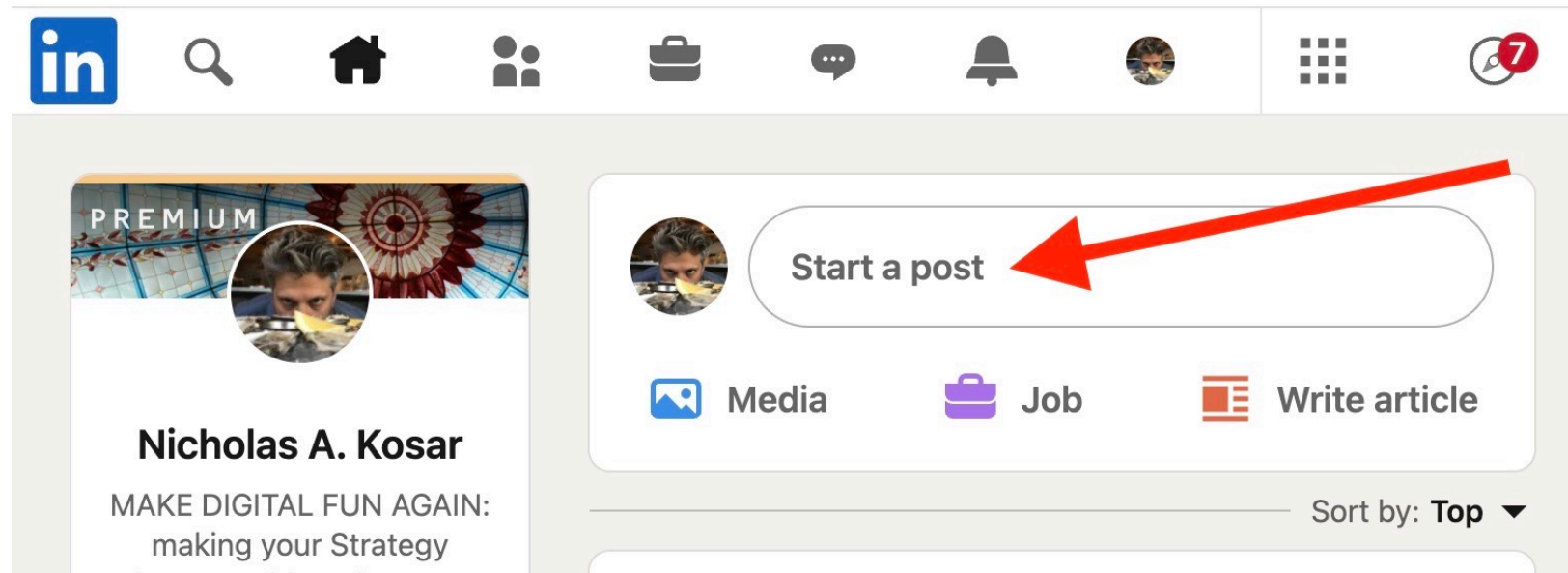
# CONTENT: Long-Term Value vs Easy Clicks



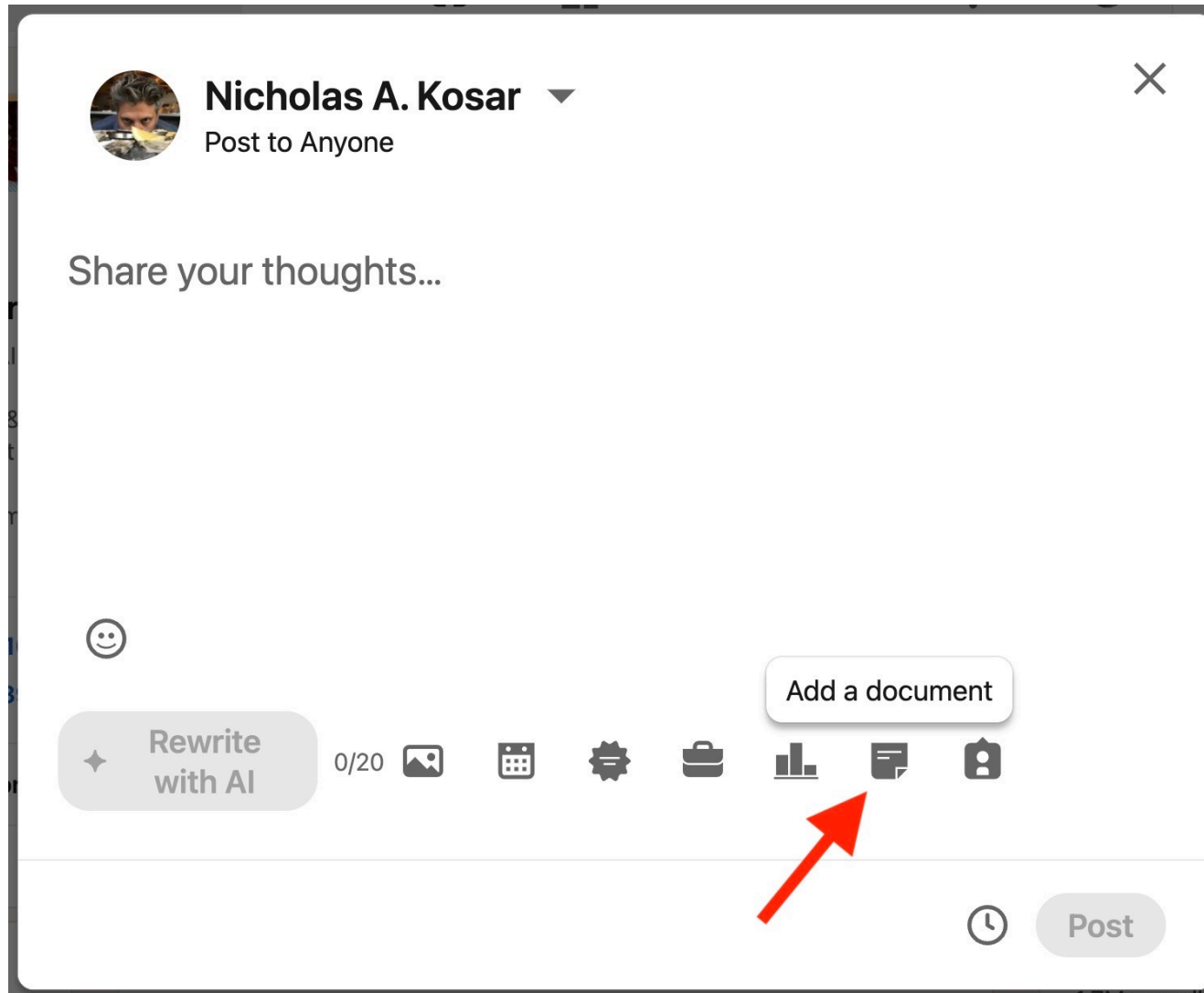
# Types of Content to Share on LinkedIn

- ▶ Posts
- ▶ Articles
- ▶ Images (infographics)
- ▶ Image Carousels (aka, slideshows, in PDF format)
- ▶ Videos
- ▶ Publications & Presentations

# Share a “post”



# Share a “post”



# Posts with Images



INBLF

540 followers

6d • 🌐

Chinatown was the venue for our San Francisco Chapter's first ...see more



San Francisco Chapter



INBLF reposted this



Robertsons

1,747 followers

3w • 🌐

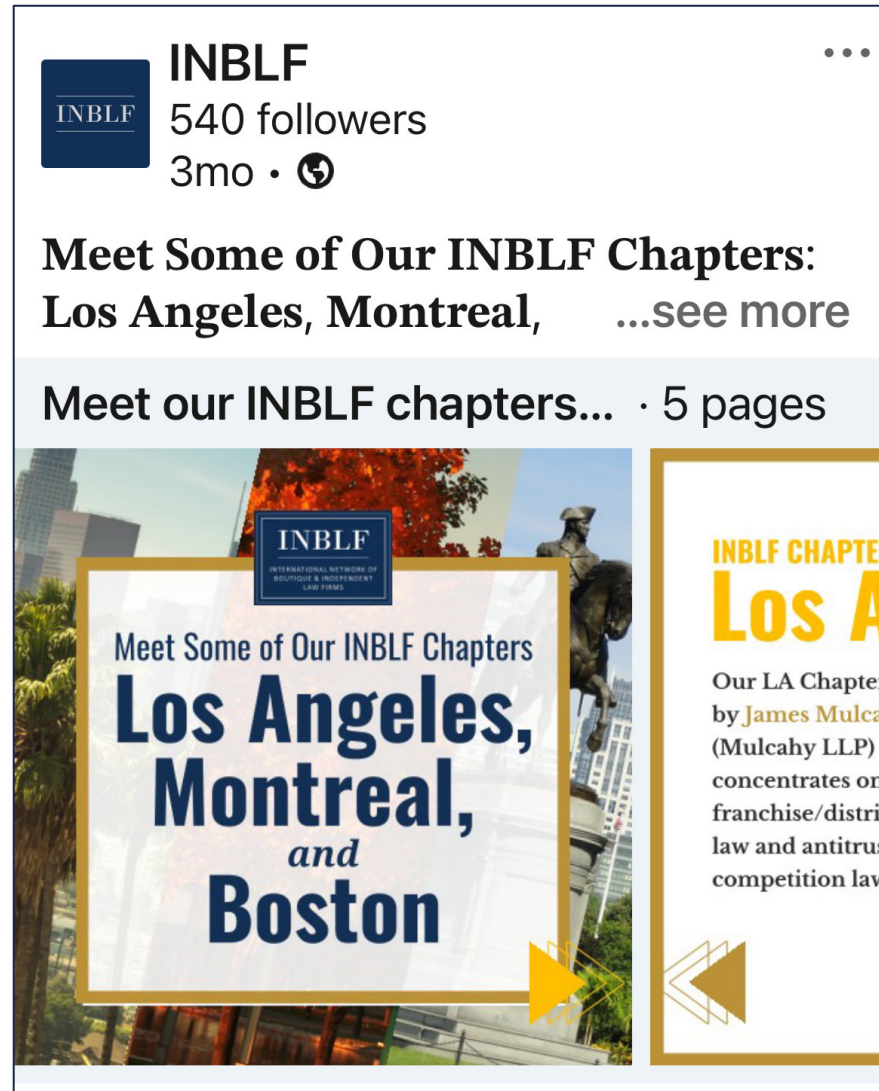
Thank you to **INBLF** for connecting Robertsons with Mr. ...see more



with Barry Hoy and 4 others




# Posts with Image Carousels (“document” or PDF)






# LinkedIn Articles (longer form content)



### "All the World's a Landing Page": Lessons from William Shakespeare's Wikipedia Page



**Nicholas A. Kosar**  
MAKE DIGITAL FUN AGAIN: making your Strategy happen with Web Dev & Design | SEO | Content Creation | Branding &...

13 articles

July 19, 2023



Amicus Brief Mistakes To Avoid

### Three BIG Amicus Brief Mistakes



**Larry Ebner**  
Independent, Pro-Business, Flat-Fee Appellate Specialist ♦ 50+ Yrs. of Litigation...

40 articles [Following](#)

January 8, 2024



Photo by Stanley Dai on Unsplash

### The jargon buster: A glossary of digital marketing terms for law firm marketing



**Simon P MARSHALL**  
Marketing expert for lawyers, solicitors and law firms @ TBD Marketing Ltd | Agency Owner | Marketing |...

91 articles [Following](#)

February 18, 2018



# Improve Reach & Engagement: All Hail the Algorithm

- ▶ The Algo likes: Likes, Shares, and Comments
- ▶ Timing (Tues-Thurs; Weekend Warriors)
- ▶ Tag others (be selective; ex: @larry-ebner)
- ▶ Forward to others (fyi)
- ▶ First couple hours - most important
- ▶ REPLY REPLY REPLY to comments (in real time)
- ▶ External Links are frowned upon
- ▶ Open well (“See more” link) ...

# Improve Reach & Engagement

## BOLD STATEMENT



**Simon P MARSHALL** (Simon/Si) • 1st  
Marketing expert for lawyers, solicitors a...

Visit my website  
15h • 🌐

Not all social media managers are created equal.

Some have been able to exceed the average ...see more

Which firms have the most "surplus" followers?

TBD

Firm	% of average	Extra Followers	Actual followers
1. Clifford Chance	165%	124,107	315,692
2. Allen & Overy	151%	98,722	292,409
3. Linklaters	130%	53,061	229,836

## GRATITUDE



**Simon P MARSHALL** (Simon/Si) • 1st  
Marketing expert for lawyers, solicitors a...

Visit my website  
3d • 🌐

Lovely words in here from a law firm's executive team and a matching card from the marketing team. 😊

...see more

## ASK QUESTIONS



**Nicholas A. Kosar** • You  
MAKE DIGITAL FUN AGAIN: making your ...  
2w • 🌐

Which photo/topic resonates most with audiences? Of these images, which catches your interest?

...see more



## TEASE THE ANSWER



**Nicholas A. Kosar** • You  
MAKE DIGITAL FUN AGAIN: making your ...  
1mo • 🌐

No one gets infinite results. But we can get more and better results than we currently have. One way? Better Participation. ...see more



**Nicholas A. Kosar** • You  
MAKE DIGITAL FUN AGAIN: making your ...  
3w • 🌐

Warren Buffet said: "It takes 20 years to build a reputation and five minutes to ruin it." I'd say: "It takes 1,000 posts and comments to build a repu! ...see more





# Improve Reach & Engagement: Personalize It!



**Miriam Hiser** (She/Her) • 1st  
Law Offices of Miriam Hiser |  
Commercial Litigation | Bankruptcy...  
1w • 🌐

In addition to marking 25 years as a solo attorney, 2024 marks ten ...see more



# #2

## Share Content







#3

Engage with  
Others

## Words of Wisdom ...

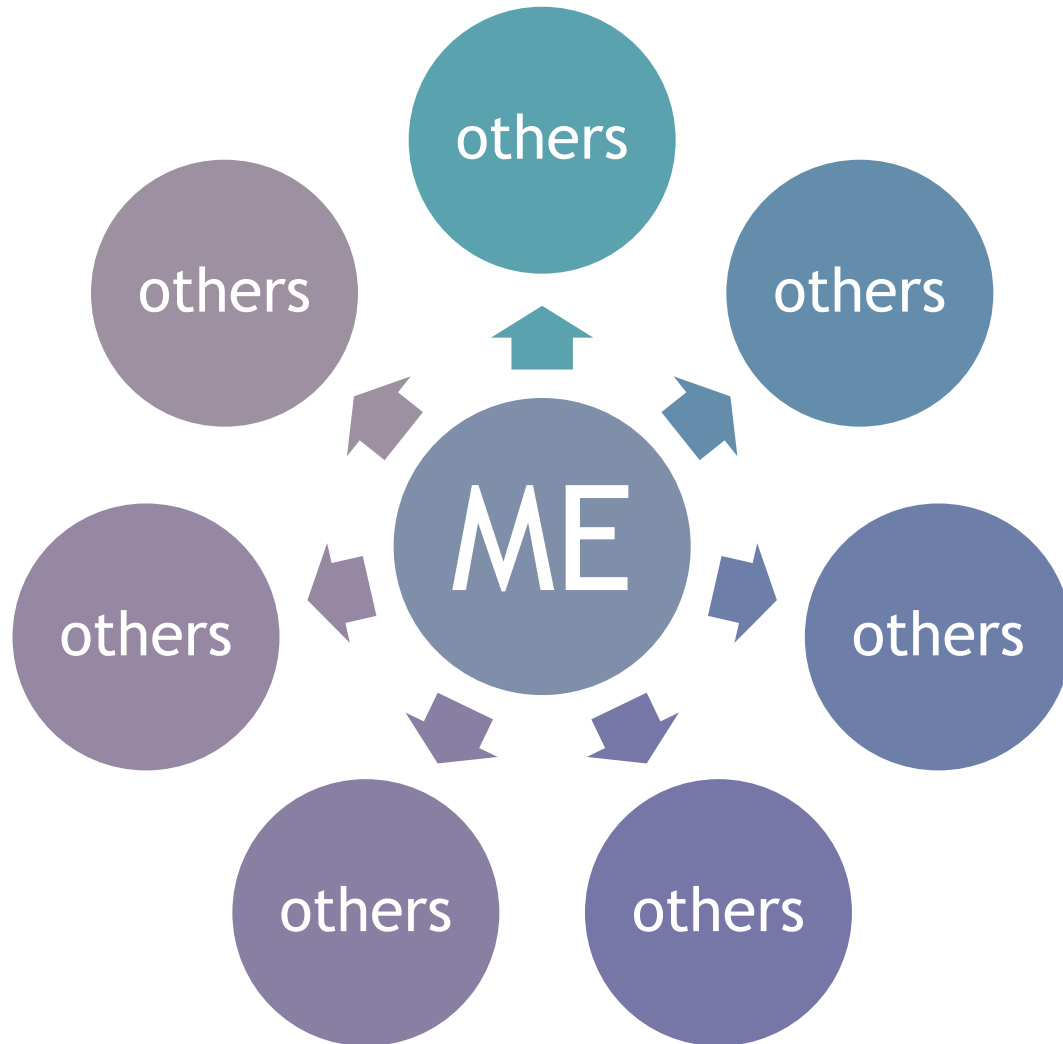
“Do unto others ...”

“Being a giver is not good for a 100-yard dash, but it’s valuable in a marathon.”

“This is what I find most magnetic about successful givers: they get to the top without cutting others down, finding ways of expanding the pie that benefit themselves and the people around them.”

“If you write to Grandma she’ll write back.”

# It's "Social" Media, not "Broadcast"



*2 nouns,  
unlimited  
verbs*

# Open-Water Swimming Meets the Practice of Law

 You and 40 others

8 comments · 1 repost

## Reactions



+33



Thank you for

I think this is...

I agree with...

Wow



Love



Comment



Repost



Send



**Repost with your thoughts**

Create a new post with Miriam's post attached



**Repost**

Instantly bring Miriam's post to others' feeds

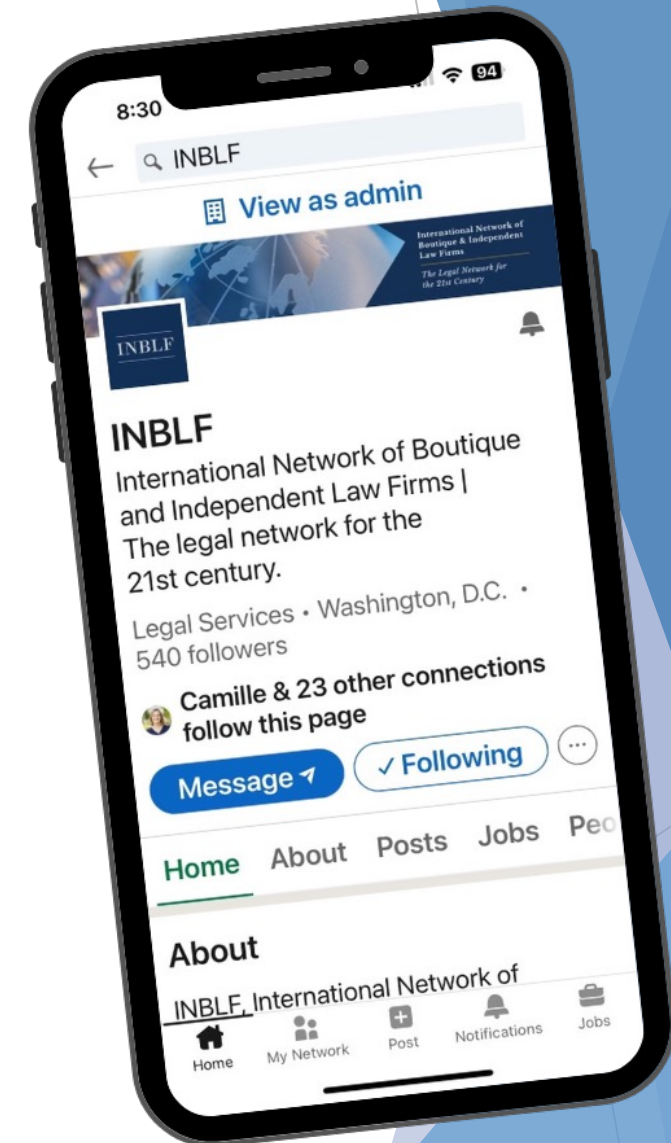
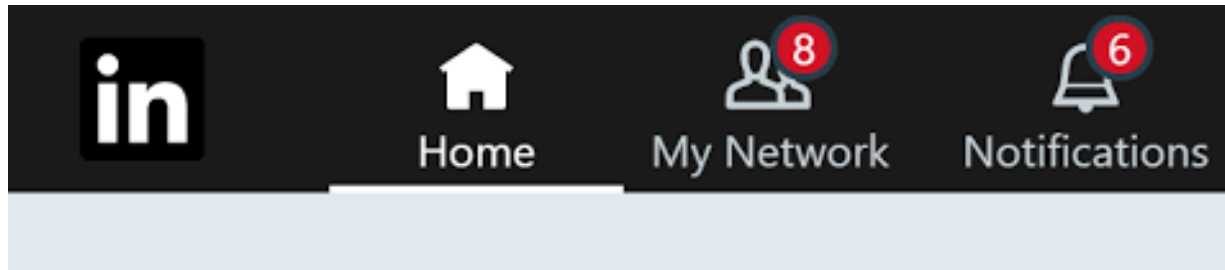


# “Engagement”

- ▶ Likes, Comments, Shares
- ▶ Commenting IS Content
- ▶ Commenting helps you find your Voice
- ▶ “Content” - the raw materials or ingredients or fuel for digital marketing



# Pay Attention to Notifications



# Promoting Your Presentations Is Social!

## ← Publications

### Panel Discussion on Digital Integrated Marketing Strategies

Government Marketing University · May 18, 2022

Show publication ↗

Panel discussion on trends and best practices in digital marketing within the government contracting field.

#### Other authors



### Webinar: The US Digital 100 - A Report on the Top 200 US Law Firms' Digital marketing

TBD Marketing Ltd · Dec 17, 2019

Show publication ↗

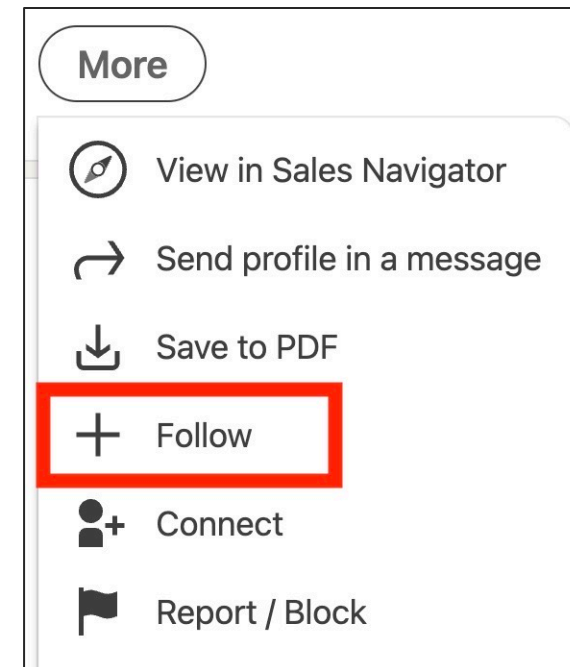
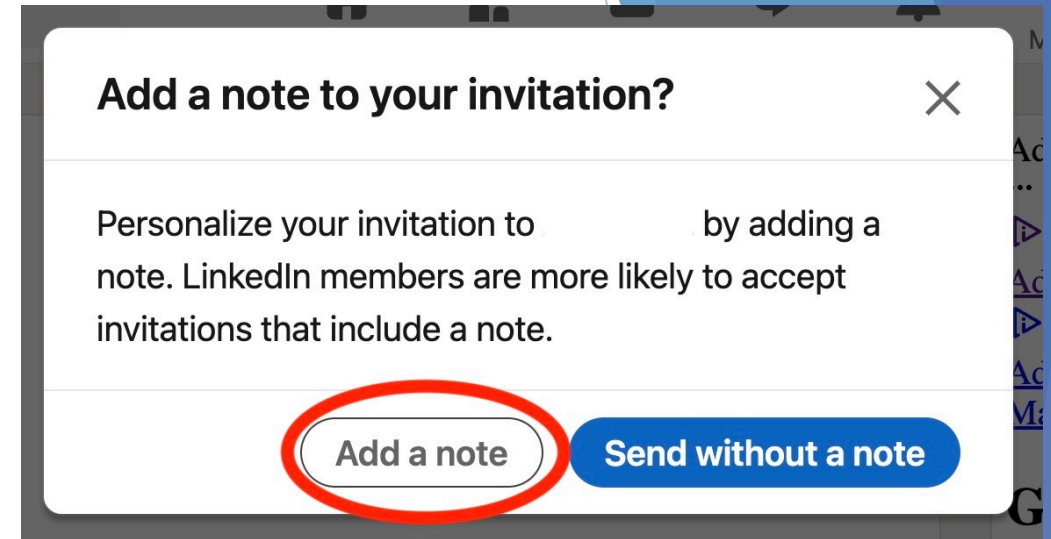
A presentation to law firm marketing professionals about the US Digital 100, a report on the top 200 US law firms' digital marketing that features a dashboard for firms with specific actions to take to improve digital marketing performance. The presentation covered a few key elements, including websites, social media, engagement, and cybersecurity. Co-presented by Simon Marshall of TBD Marketing Ltd and Nicholas Kosar.

#### Other authors



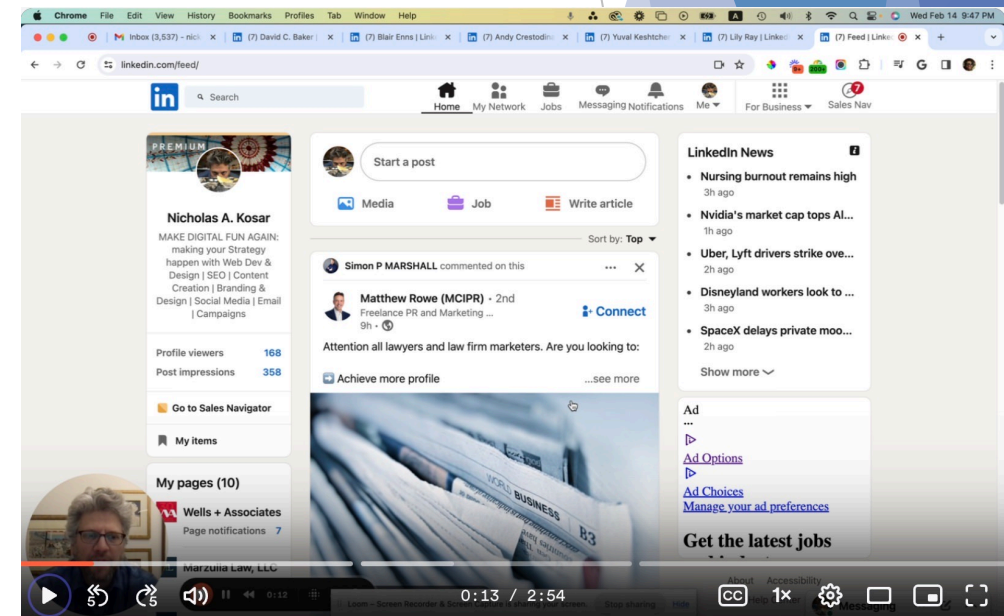
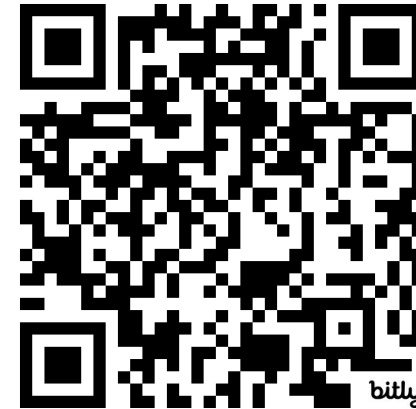
# Build Your Network

- ▶ **Connect** with colleagues, friends, INBLF members
- ▶ **Follow People** and **Pages** you may want to know (e.g., prospective clients, partners, peers, experts)
- ▶ **Interact** with their posts in a civil manner, playing the “long” game



# Create a Customized LinkedIn Feed


- ▶ Create customized LinkedIn feeds featuring content from selected people



# Add Sections to Your Profile

Featured

Article

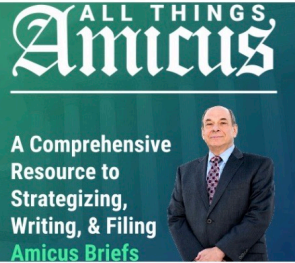


Three BIG Amicus Brief Mistakes

Larry Ebner on LinkedIn

Filing amicus curiae briefs is a well-accepted part of practicing before the Supreme Court, federal courts of appeals, and many state appellate courts.

Post




A Comprehensive Resource to Strategizing, Writing, & Filing Amicus Briefs

All Things Amicus

30 • 4 comments

Post



Today's special edition of the Federation of...

Tips On Drafting Effective Amicus Briefs

14 • 3 comments

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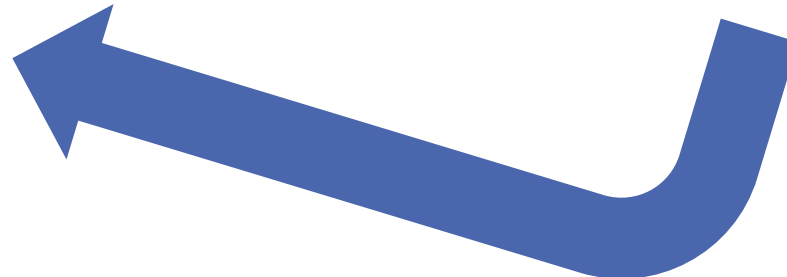
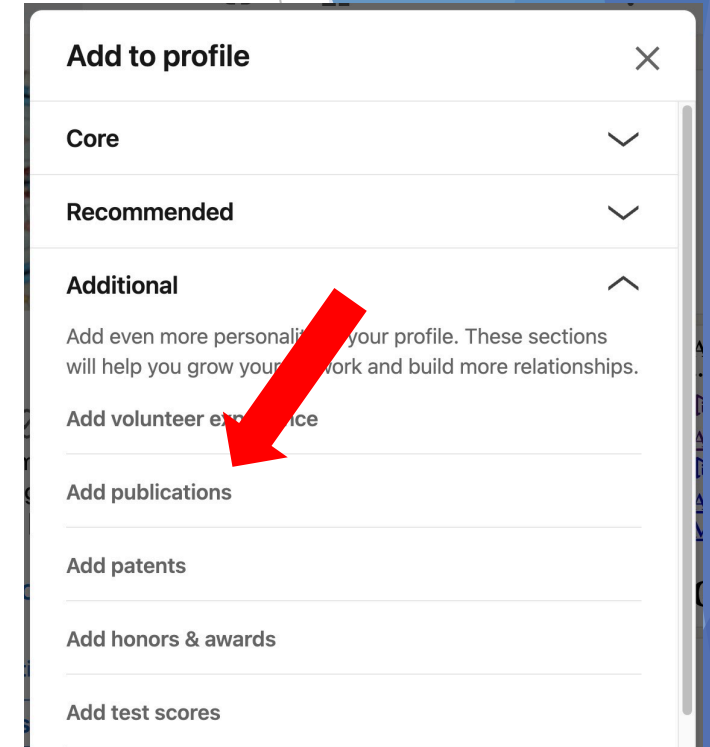
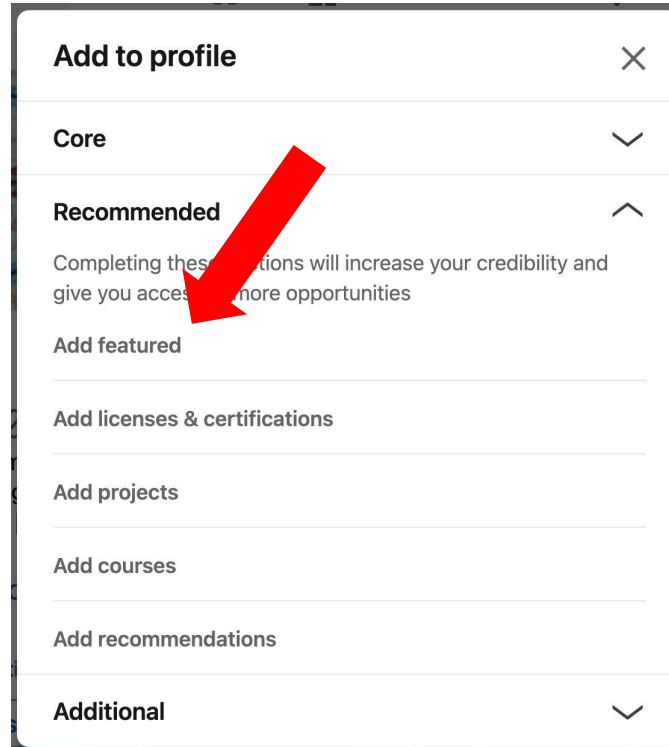
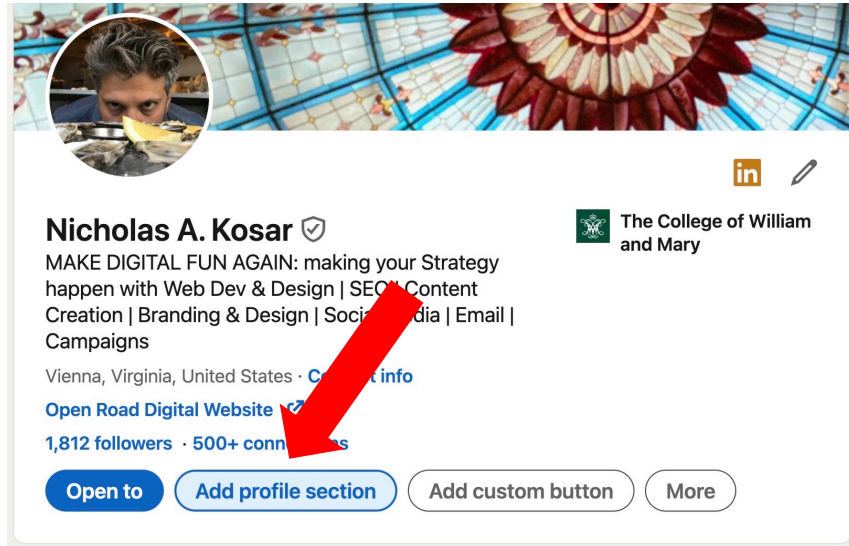
Panel discussion on trends and best practices in digital marketing within the government contracting field.

Other authors





# Add Sections to Your Profile



#3

Engage with  
Others



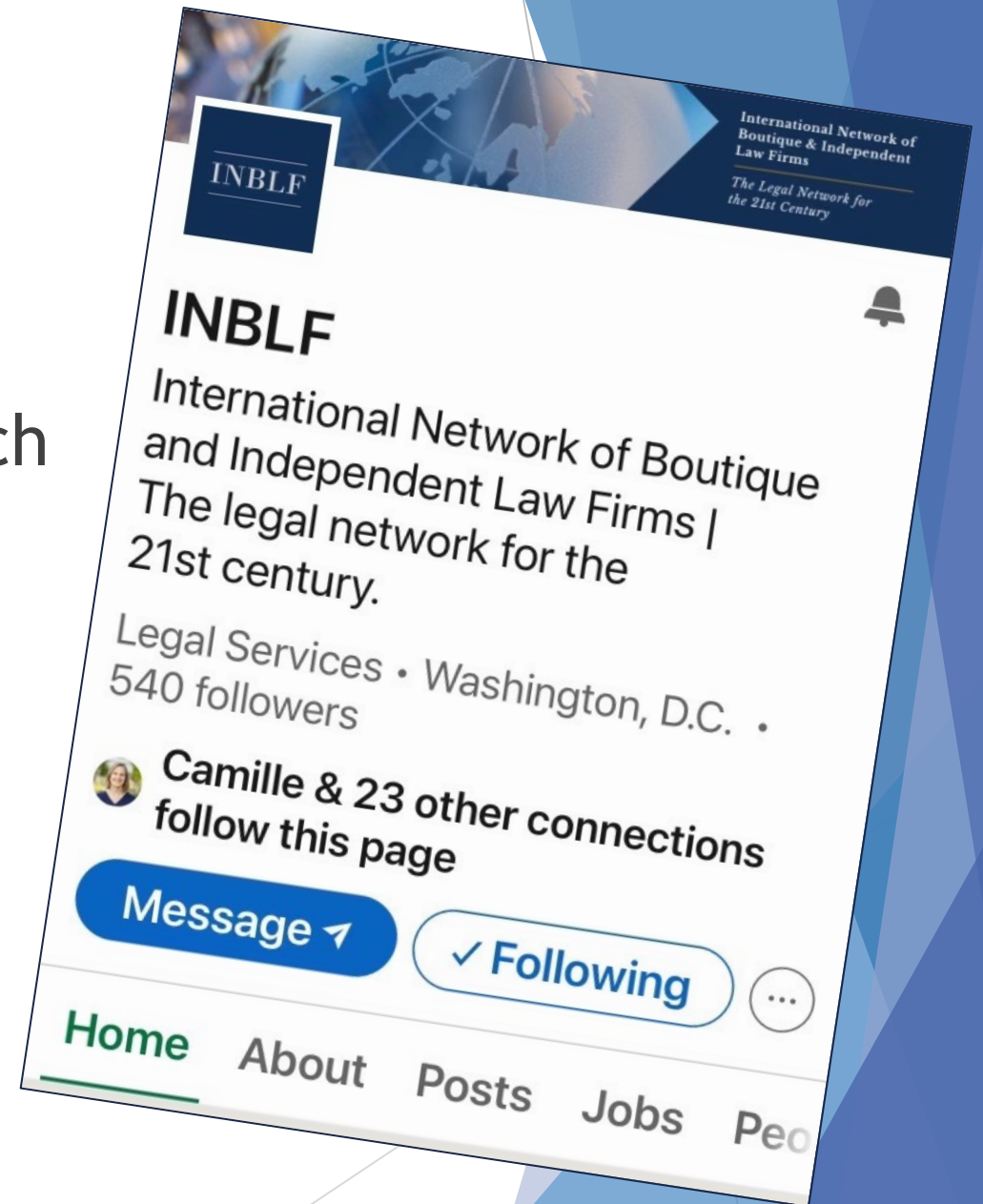
# Wrap-Up Thoughts

- ▶ The Long Game: Like Life, It's a Marathon
- ▶ Incremental Progress: There Are No Quick Wins
- ▶ Gradually Build Your Presence “behind the link”
- ▶ Focus on HUMANS, not the Algorithm
- ▶ The Silent Majority
- ▶ It's One More Tool

# Opportunities for INBLF Members

# INBLF Page: Follow and Engage

- ▶ Likes, Shares, Comments drive Reach
- ▶ Familiarize yourself with fellow INBLF attorneys
- ▶ “Give” leads to “Getting”







# INBLF Page: Grow Your Connections

- ▶ Click on Likes and Comments
- ▶ Connect with fellow attorneys
- ▶ Grow the INBLF network
- ▶ Grow **YOUR** network




# INBLF Page: Increase Involvement

## ► Tag Others - spread the word



 **Nancie G. Marzulla** • 1st  
Skilled advocate for business and property...  
2mo • 

It was a pleasure to meet with fellow INBLF colleagues from around the world at the annual Black Tie Weekend in Prague. The weekend coincided with the Czech Republic's ar ...see more




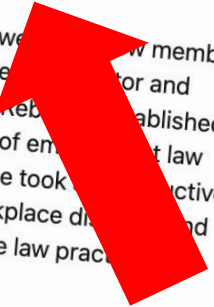
**INBLF**  
INTERNATIONAL NETWORK OF  
BOUTIQUE & INDEPENDENT  
LAW FIRMS

Celebrating the Velvet Revolution with INBLF in Prague  
marzulla.com • 1 min read

 **INBLF**  
540 followers  
1w • 

Chinatown was the venue for our San Francisco Chapter's first meeting of the new year. Thank you to everyone who came out, including [Stacey Poole](#), [Mary Jane Weaver](#), [Carla Hartley](#), [Rebecca Speer](#), [Miriam Hiser](#), [Jocelyn Sperling](#), [Kristine Stewart](#), [Charles Kagay](#) and [Kirsten Schlenger](#).

The Chapter members were pleased to welcome a new member [Rebecca Speer](#), an acclaimed workplace attorney and employment attorney. A former litigator, Rebecca established Speer Associates to provide a new style of employment law services with a problem-solving bent. She took a proactive and preventive approach to brewing workplace disputes and employee misconduct, developing a niche law practice that helps clients stay ahead of problems.

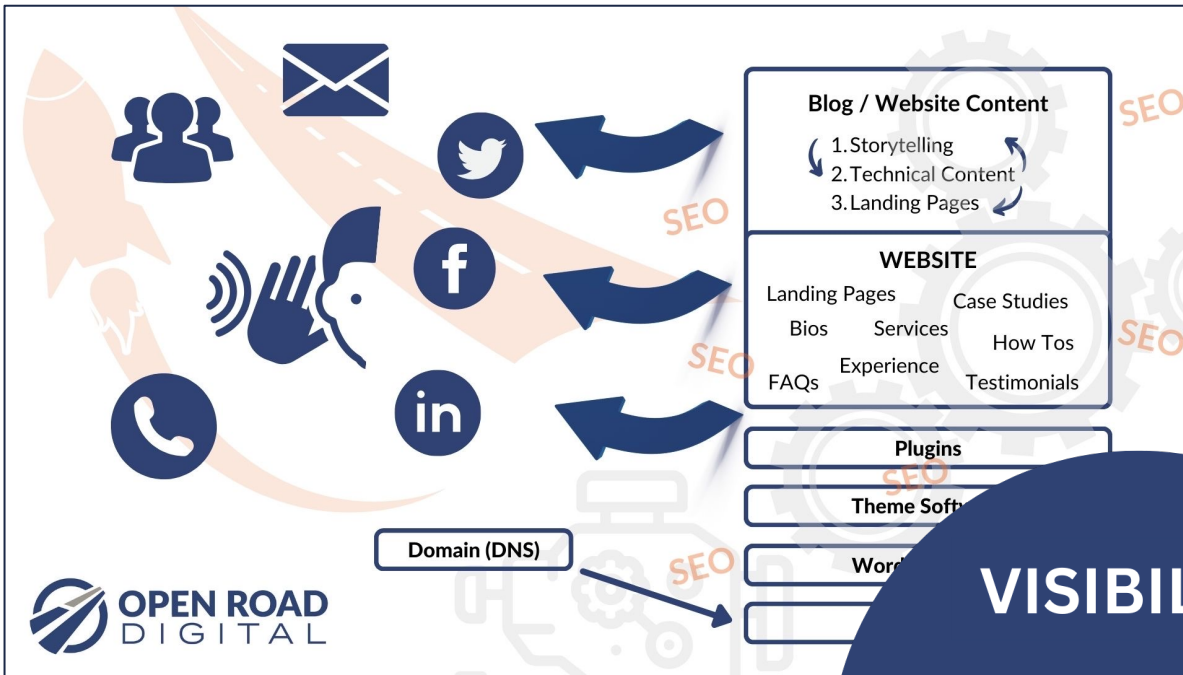


**INBLF**  
INTERNATIONAL NETWORK OF  
BOUTIQUE & INDEPENDENT  
LAW FIRMS

**San Francisco Chapter**

# Collaborative Opportunities?

- ▶ Posts, Articles, Blogs
- ▶ FAQs
- ▶ Q&As
- ▶ Multi-author content by nature expands audiences





# Nicholas A. Kosar

openroaddigital.net

- ▶ **Founder, Open Road Digital** - marketing agency for law firms
- ▶ **Experience:**
  - ▶ 12+ years in magazine, book, and digital publishing in Tokyo, Boston, Connecticut, Virginia
  - ▶ 12+ years in marketing and business development at two AmLaw 100 firms based in Washington, DC: served DC, New York, Brussels offices; marketing initiatives within North America and European Union
- ▶ **Education:**
  - ▶ MBA, College of William & Mary
  - ▶ BA, Russian Studies, University of Virginia
  - ▶ Certificate, Legislative Studies, Government Affairs Institute, Georgetown University
- ▶ **LinkedIn:** [linkedin.com/in/nickkosar](https://www.linkedin.com/in/nickkosar)

