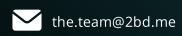# The Top Legal LinkedInfluencers

## The barrister edition

# FOREWORD BY SIMON MARSHALL

## CEO, TBD MARKETING

Rather than skirt around the question which always comes up in our LinkedIn training sessions ("Yes, but can you show us the best law firm users of LinkedIn?"), I have created this new report which celebrates the best use of this amazing platform by barristers and those who work in chambers.

The report focuses on the performance of the top ten individuals according to a few key metrics: average likes and comments, total likes and comments, post rank (i.e., how well does this post's performance compare to others' on this list), and an overall ranking.

That ranking isn't definitive - and it's likely to change each month. But the lessons for others who work in the legal sector and who want to see how great creators perform, what they do well, and what they might do to emulate them is something that is partly covered in this report and then covered in depth in our LinkedIn training sessions.

I hope you find this report useful and that you'll consider using it to train your people how to get the most out of this unique platform.

**TBD**

# THE **METHODOLOGY**

The Legal LinkedInfluencers list is open to anyone who wants to submit their profile as long as they work at a chambers.

We exclude:

law firm Managing Partners and Senior Partners
CEOs
Lawyers at non-UK firms
Founders of law firms
Why?

Because we already have dedicated reports for them

We rank creators by grabbing all their posts for the month and work out their total likes, total comments, total number of posts, average likes, average comments, and average post ranking (amongst all the posts that we compile). And we rank each and every one of those scores, then add the ranks together, give a bit more weighting to comments as that's what drives impressions and engagement, and we re-rank on that basis.

**So the sums are...**

Rank for total likes + rank for average likes per post + 2rank for total comments + 2rank for average comments + rank for average post rank = overall score (ranked from 1-100)

**TBD**

## TOP 10 BY OVERALL RANKING

| NAME | OVERALL RANK ▲ |
|------|---------------:|
| 1. Chris Young KC | 1 |
| 2. Jonathan Easton KC | 2 |
| 3. Can Yeginsu | 3 |
| 4. James Wackett | 4 |
| 5. Zack Simons | 5 |
| 6. Mahnaz Malik | 6 |
| 7. Jern-Fei Ng KC | 7 |
| 8. Elaine Banton | 8 |
| 9. Andrew Hogan | 9 |
| 10. Mark Phillips KC | 10 |

TBD

## AVERAGE LIKES PER POST

Click to rank chart by total like count

| | NAME | AVERAGE LIKES ▾ | TOTAL LIKES |
|---|---|---|---|
| 1. | James Wackett | 360 | 360 |
| 2. | Can Yeginsu | 338 | 3,044 |
| 3. | Jonathan Easton KC | 309 | 3,086 |
| 4. | Chris Young KC | 270 | 4,861 |
| 5. | Zack Simons | 204 | 2,243 |
| 6. | Jern-Fei Ng KC | 201 | 2,013 |
| 7. | Andrew Hogan | 179 | 16,454 |
| 8. | Ifeanyi Odogwu | 160 | 319 |
| 9. | Elaine Banton | 149 | 446 |
| 10. | Mahnaz Malik | 145 | 2,611 |

**TBD**

## AVERAGE COMMENTS PER POST

Click to rank chart by total comment count

| | NAME | AVERAGE COMMENTS ▼ | TOTAL COMMENTS |
|---|---|---|---|
| 1. | James Wackett | 125 | 125 |
| 2. | Elaine Banton | 53 | 159 |
| 3. | Jonathan Easton KC | 37 | 366 |
| 4. | Chris Young KC | 25 | 457 |
| 5. | Thayananthan Baskaran | 23 | 46 |
| 6. | Lara Quie | 23 | 1,613 |
| 7. | Can Yeginsu | 21 | 187 |
| 8. | Mahnaz Malik | 19 | 334 |
| 9. | Zack Simons | 17 | 188 |
| 10. | Mark Phillips KC | 15 | 58 |

TBD

## 💬 BEST POSTS OF THE MONTH

Click to filter chart
by total like count

| | AUTHOR | POST LINK | COMMENTS | LIKES |
|---|---|---|---|---|
| 1. | Jonathan Easton KC | https://www.linkedin.com/feed/up... | 266 | 1,700 |
| 2. | James Wackett | https://www.linkedin.com/feed/up... | 125 | 360 |
| 3. | Lara Quie | https://www.linkedin.com/feed/up... | 121 | 118 |
| 4. | Robin Moira White (she / ... | https://www.linkedin.com/feed/up... | 94 | 413 |
| 5. | Can Yeginsu | https://www.linkedin.com/feed/up... | 67 | 545 |
| 6. | Chris Young KC | https://www.linkedin.com/feed/up... | 64 | 563 |
| 7. | Jern-Fei Ng KC | https://www.linkedin.com/feed/up... | 54 | 291 |
| 8. | Jonathan Easton KC | https://www.linkedin.com/feed/up... | 51 | 554 |
| 9. | Lara Quie | https://www.linkedin.com/feed/up... | 48 | 61 |
| 10. | Lara Quie | https://www.linkedin.com/feed/up... | 48 | 19 |

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**TBD**

# Everyone on LinkedIn has a voice. **What's yours?**

LinkedIn is the digital key to business success. We provide Linkedin training sessions for businesses and individuals to get the most out of LinkedIn. Whether you're just starting out or need a helping hand in generating more reach, our programmes are designed to equip you with the skills and strategies needed to stand out in today's competitive professional landscape.

Understand LinkedIn's technical features and algorithms

Boost your online presence and confidence in your own voice

Increase personal/business visibility to your target audience

Learn online or in-person

www.tbdmarketing.co.uk

the.team@2bd.me

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