

**TBD**

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**THE TOP LEGAL**  
**LinkedIn FLUENCERS**

# 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.

The report focuses on the performance of the top ten individuals according to a few metrics which we think are key: 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.

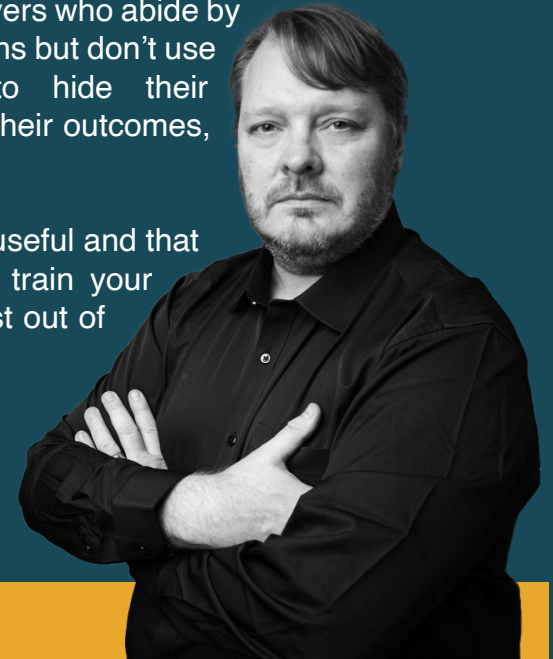
That ranking isn’t definitive - and it’s likely to change each month. But the lessons for others who work in the legal sector and who want to see how great creators perform, what they do well and what they might do to emulate them is something that is partly covered in this report and then covered in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

Some people have asked why we didn’t include managing partners or law firm founders. The truth is that 1) we already have a report on them and 2) I’d suggest that no-one else (or maximum very few people) can emulate the LinkedIn approach of the

Managing Partner or law firm founder unless they are in that role. But what they can do is learn from Joel and Jen, Chris and Mark and Sophie who all feature in this report. Their strategies could well be your LinkedIn strategy.

As Jen Shipley said to me a few days ago “Sahar Farroqi (also featured in this report) gave me the confidence to post the way I do on LinkedIn.” Representation matters, and if we’re just starting to inspire a generation of lawyers who abide by their professional regulations but don’t use them as an excuse to hide their personalities or celebrate their outcomes, then I’m all for it.

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.



# THE METHODOLOGY

The Legal LinkedInfluencers list is open to anyone who wants to submit their profile. Additionally, we believe that we have sourced the top creators from each of the top 100 UK law firms.

We exclude:

- Managing Partners
- Senior Partners
- CEOs
- Lawyers at non-UK firms
- Founders of law firms

Why? Because we already have a leaders list.

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 post 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 + 2\*rank for total comments + 2\*rank for average comments + rank for average post rank = overall score (ranked from 1-100)

## TOP 10 BY OVERALL RANKING



| NAME                   | OVERALL RANK |
|------------------------|--------------|
| Sophie Pender          | 1            |
| Joel Shen              | 2            |
| Jason Feng             | 3            |
| Sahar Farooqi          | 4            |
| Evelyse Carvalho Ribas | 5            |
| Jen Shipley            | 6            |
| Mark Stephens CBE      | 7            |
| Raymond Sun            | 8            |
| Justin Farrance        | 9            |
| Amy Cousineau Massey   | 10           |

## AVERAGE LIKES PER POST



| #  | NAME                   | AVERAGE LIKES |
|----|------------------------|---------------|
| 1  | Jason Feng             | 1847.2        |
| 2  | Sophie Pender          | 754.7         |
| 3  | Justin Farrance        | 570.8         |
| 4  | Joel Shen              | 383.1         |
| 5  | Evelyse Carvalho Ribas | 336.0         |
| 6  | Akima Paul Lambert     | 270.7         |
| 7  | Caleb Adebayo          | 245.0         |
| 8  | Richard Booth          | 240.0         |
| 9  | Chris Parsons          | 237.3         |
| 10 | Raymond Sun            | 215.9         |

## AVERAGE COMMENTS PER POST



| #  | NAME                   | AVERAGE COMMENTS |
|----|------------------------|------------------|
| 1  | Sophie Pender          | 78.7             |
| 2  | Evelyse Carvalho Ribas | 55.7             |
| 3  | Amy Cousineau Massey   | 45.4             |
| 4  | Jason Feng             | 45.2             |
| 5  | Joel Shen              | 39.7             |
| 6  | Eleanor Folger         | 36.0             |
| 7  | Sharon Missah          | 33.0             |
| 8  | Sahar Farooqi          | 32.9             |
| 9  | Mark Stephens CBE      | 32.2             |
| 10 | Richard Booth          | 29.0             |

## AVERAGE POST RANK



| #  | NAME                   | AVERAGE POST RANK |
|----|------------------------|-------------------|
| 1  | Sophie Pender          | 16.7              |
| 2  | Jason Feng             | 17.2              |
| 3  | Evelyse Carvalho Ribas | 50.7              |
| 4  | Justin Farrance        | 105.8             |
| 5  | Joel Shen              | 106.9             |
| 6  | Caleb Adebayo          | 137.3             |
| 7  | Stephen Rodd           | 153.5             |
| 8  | Chris Parsons          | 183.3             |
| 9  | Jen Shipley            | 193.3             |
| 10 | Amy Cousineau Massey   | 205.0             |

## TOTAL LIKES



| #  | NAME              | TOTAL LIKES |
|----|-------------------|-------------|
| 1  | Jason Feng        | 9,236       |
| 2  | Jen Shipley       | 7,705       |
| 3  | Joel Shen         | 7,662       |
| 4  | Sahar Farooqi     | 5,558       |
| 5  | Mark Stephens CBE | 5,462       |
| 6  | Raymond Sun       | 2,375       |
| 7  | Justin Farrance   | 2,283       |
| 8  | Sophie Pender     | 2,264       |
| 9  | Chris Johnson     | 1,512       |
| 10 | Waqas Hussain     | 1,419       |



## TOTAL COMMENTS



| #  | NAME                    | TOTAL COMMENTS |
|----|-------------------------|----------------|
| 1  | Mark Stephens CBE       | 1,739          |
| 2  | Sahar Farooqi           | 1,153          |
| 3  | Joel Shen               | 794            |
| 4  | Jen Shipley             | 645            |
| 5  | Steven Mather Solicitor | 333            |
| 6  | Sophie Pender           | 236            |
| 7  | Amy Cousineau Massey    | 227            |
| 8  | Jason Feng              | 226            |
| 9  | Rubina Ferreira         | 218            |
| 10 | Jon Baines              | 200            |

## BEST POSTS OF THE MONTH



| #  | AUTHOR            | POST                      | TOTAL LIKES / COMMENTS |
|----|-------------------|---------------------------|------------------------|
| 1  | Mark Stephens CBE | <a href="#">VIEW POST</a> | 2807 / 441             |
| 2  | Jason Feng        | <a href="#">VIEW POST</a> | 3749 / 72              |
| 3  | Jason Feng        | <a href="#">VIEW POST</a> | 3102 / 63              |
| 4  | Joel Shen         | <a href="#">VIEW POST</a> | 1890 / 100             |
| 5  | Mark Stephens CBE | <a href="#">VIEW POST</a> | 403 / 326              |
| 6  | Sahar Farooqi     | <a href="#">VIEW POST</a> | 1332 / 80              |
| 7  | Jason Feng        | <a href="#">VIEW POST</a> | 1320 / 53              |
| 8  | Joel Shen         | <a href="#">VIEW POST</a> | 1114 / 77              |
| 9  | Sophie Pender     | <a href="#">VIEW POST</a> | 1112 / 39              |
| 10 | Raymond Sun       | <a href="#">VIEW POST</a> | 1005 / 46              |

## MOST POSTS IN THE TOP 50 BEST PERFORMING POSTS



| #  | AUTHOR                 | NUMBER OF POSTS IN TOP 50 |
|----|------------------------|---------------------------|
| 1  | Joel Shen              | 7                         |
| 2  | Jen Shipley            | 5                         |
| 3  | Jason Feng             | 5                         |
| 4  | Sahar Farooqi          | 5                         |
| 5  | Justin Farrance        | 3                         |
| 6  | Mark Stephens CBE      | 3                         |
| 7  | Sophie Pender          | 3                         |
| 8  | Evelyse Carvalho Ribas | 2                         |
| 9  | Sharon Missah          | 1                         |
| 10 | Waqas Hussain          | 1                         |

# LESSONS LEARNED FROM THE BEST PERFORMERS

The main lessons that I take away from reviewing the many many profiles that we've read, and the posts that we've seen are:

## REPRESENTATION MATTERS

Seeing people like yourself using a public forum to confidently market themselves and their services, their firm does wonders for those who have not traditionally been represented by the legal sector's preferences towards business development via sports and drinks functions. The world is changing and the leaders in our report are changing with it.

## GENERATION ALPHA IS COMING

Students are even more used to using it than Gen Y. We've excluded many of them from the survey as they aren't yet working at law firms. But future trainees are already outperforming established lawyers on a professional

social media platform. Some firms (including Irwin Mitchell) are using their leading creators to show trainees how to use the platform, perpetuating the success that they are having.

## EVERYONE FEELS THE FEAR WHEN THEY POST

It keeps us honest. But it shouldn't be an excuse not to use the platform. Technical expertise has its place - but it's a lot less prominent than people think it is in the buying process. There's much more reliance on chemistry and personal brand as clients assume that you have the technical expertise as you're a lawyer.

## THOSE WHO GIVE, GET

The more people offer in terms of help, advice and support, the more they get back in return. Business flows towards these creators. Try it, and you'll see.

# A Q&A WITH JEN SHIPLEY

## ASSOCIATE SOLICITOR, IRWIN MITCHELL SOLICITORS

### HAVE YOU HAD ANY FORMAL LINKEDIN TRAINING?

No. I've learned as I have gone along.

### YOUR VISUAL GAME IS STRONG, DO YOU HAVE AN INSTAGRAM ACCOUNT?

I do, yes - @jentalkslaw. I also use it for work purposes, which helps.

### HOW HAS YOUR USE OF SOCIAL MEDIA GONE DOWN INTERNALLY AT YOUR FIRM?

Alongside the firm's own social media team, I spearhead our internal social media training and do annual internal presentations to our NQ group, for the Trainee cohort and for the apprentices. It's great to work for a firm that supports my use of social media.

### WHAT'S THE MOST SURPRISING THING THAT'S HAPPENED AS A RESULT OF YOUR SUCCESS ON LINKEDIN SO FAR?

From a work perspective, LinkedIn has been a great work referral source for me. I've had some really valuable catastrophic injury referrals through the platform where individuals have contacted me out of the blue to say that they are concerned that something has gone wrong with their care and have asked whether I can help. Some of my case referrals through LinkedIn are multimillion-pound claims where clients have suffered life-changing injuries.

These referrals just come through someone thinking they'd rather speak to a human; they see me as someone they've got to know through my content or been referred to me. I've had people say that I come across as kind and caring and it has compelled them to reach out about bringing a potential claim when they otherwise wouldn't have. It can be very daunting for people to pick up the phone to a law firm, so it's nice to be told that I seem approachable and caring through the content I post on LinkedIn.

### WHO IS YOUR FAVOURITE CREATOR ON THE PLATFORM?

When I was thinking about getting into LinkedIn, Sahar Farooqi was incredibly inspiring to me. He's an amazing advocate for the profession. He's real, and I look to him as someone that isn't afraid of putting himself out there but equally is just really relatable.

### HOW MANY IMPRESSIONS HAVE YOU HAD THIS YEAR?

I'm up to about 12 million impressions this year and have been lucky enough to have 150,000 engagements over that time too.



# A Q&A WITH JUSTIN FARRANCE

## DE&I AMBASSADOR, ALLEN & OVERY

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

I started using LinkedIn properly back when I started out as a trainee solicitor at Allen & Overy. I felt lucky to be entering the world of work at an elite firm and wanted to open up conversations to encourage others to see themselves in a similar position, irrespective of their background or upbringing.

Representation matters and LinkedIn has helped to increase diverse visibility online and amplify the firm's genuine focus on diversity - both are important.

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

I was definitely apprehensive - I was junior at a global firm and people were not utilising LinkedIn in the same way back then. As a minority, there's always a 'what if' moment - will I be subjected to hate online simply for being myself? I'm sure a lot of people can relate to that.

I chose to start posting in a way that was authentic, and something my younger self would have really appreciated. This clicked with others and led to my charity, GROW Mentoring, coming to fruition. A&O were supportive of the charity from the start and signed us as a pro bono client to support in a structured way.

### HAS THE FIRM BEEN SUPPORTIVE OF WHAT YOU'RE DOING AND - ASSUMING IT HAS - WHAT LESSONS COULD OTHER LAW FIRMS LEARN FROM A&O WHEN IT COMES TO INCLUSION/SELF-EXPRESSION/BACKING ITS EMPLOYEES?

A&O has been incredibly supportive and I've had great mentorship and bosses - I often ask my boss for advice or sense-checking. The firm supported my move into a newly created global role, Ambassador for DE&I, last year and the internal reception across our international offices has been surreal - it speaks volumes about our leadership. Feeling like I belong at work has enabled me to be happier, work more productively and build deeper relationships internally and externally - which is key to employee satisfaction and retention. I know the same is not always possible for others in all industries around the world.

There's been an open dialogue with partners and leadership, an awareness of the regulated industry we operate in and the need for trust. Colleagues and clients regularly send an email to me off the back of certain posts, which has been impactful to see and evidences the power of building an engaged community.



A lesson? It's less about 'allowing' colleagues to be themselves online, and more about enabling people to have the confidence to do so in a safe and supported way, with the required frameworks and education in place.

### **WHAT'S THE MOST SURPRISING RESULTS THAT YOU'VE PRODUCED AS A RESULT OF YOUR POSTING ON LINKEDIN?**

Everything surprises me because I didn't expect anything from the platform and never had a 'strategy' - I was being myself and trying to champion diversity in any small way that I could.

In terms of results, the stats are becoming less small and more surprising - my posts about the firm surpass 100,000 impressions more often than not, with some nearer to a quarter of a million. A surreal result of this engagement has been when Hillary Clinton wrote to me at A&O's London office to celebrate my contribution to diversity and when the Prime Minister recognised my work with an award for social impact. I grew up in a town in Essex and was the first generation in my family to attend university so these things don't happen all too often.

Senior individuals from our clients will get in touch to engage on DE&I conversations as a result of posts. It's enabling conversation starters on issues that impact people and society which matters a lot. It also evidences results of utilising LinkedIn from a business perspective too.

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

The team from LinkedIn reached out to me last year and I was invited to their office. I've since collaborated with LinkedIn and I asked them to deliver a joint session for my law firm which was super informative. They also invited me to the global Influencer Marketing Summit to do a 'LinkedIn Masterclass' on the centre stage with two LinkedIn employees. It was a huge step and very fun.

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

Arthur Chan, a DE&I professional and Behavioural Scientist. His posts are educational, engaging and hard hitting. It's great to follow people from outside of the profession too.

# A Q&A WITH ISABEL PARKER

PARTNER, DELOITTE LEGAL

**WHEN DID YOU DECIDE TO START TO USE LINKEDIN TO SHARE POSTS? WAS IT WHEN YOUR ROLE EVOLVED AT FRESHFIELDS TOWARDS INNOVATION?**

It was a gradual evolution. When I took on my innovation role, it was in the early days of law firm digitisation. It was a bit of a lonely place as I was navigating very new territory. I needed to learn from and connect with people who could spark ideas and help me formulate our team's strategy. LinkedIn gave me access to some really original, challenging thinkers.

**WHAT MADE YOU DECIDE TO GET GOING ON THE PLATFORM?**

Intellectual curiosity sparked by a need to learn as quickly as possible.

**WHY DO YOU THINK IT IS THAT YOU RANK SO HIGHLY (YOU'RE SECOND AMONG 200 EXPERTS THAT WE TRACK) FOR COMMENTS PER POST?**

Not sure! It's a surprise to me. Perhaps because I genuinely want to engage and learn new things, and enjoy a reasoned debate. It's not so much about marketing, for me, as about learning. Perhaps my posts invite that kind of exchange. I am pleased that they do.

**DO YOU EVER FEEL IMPOSTER SYNDROME AND/OR AGONISE OVER**

**WHAT YOU'RE POSTING?**

Not really. Actually yes, once, when I posted about my book being published. It just felt unreal, and a bit bigheaded somehow at the time. Now it is my featured post - and I am quite proud of it. The odd thing is that one tends to get the most likes for 'humblebrags' or new role announcements – which I still don't understand.

**WHAT'S YOUR FAVOURITE POST TYPE?**

Genuinely funny legal posts (anything by Litigation God – don't know who they are but they are always bang on). Any thoughtful, reasoned posts where I learn something new and which challenge the status quo constructively.

**WHAT'S THE MOST SURPRISING RESULTS THAT YOU'VE PRODUCED AS A RESULT OF YOUR POSTING ON LINKEDIN?**

A sense of genuine connection with people I have never met in person.





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

I don't, because I didn't think I had any particular skills in that regard! Perhaps I will, now...

**WHAT WOULD YOU SAY TO GET OTHERS POSTING ON THIS PLATFORM?**

Use the platform to learn – find the deep thinkers – take time to think about your posts and reponses – try to add value to others.

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

Jack Shepherd. Noah Waisberg. Mark Cohen. All different perspectives, all great talents.

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