

TBD

Q1 2024 RESULTS

HOW DID THE TOP 100 UK LAW FIRMS' LEADERSHIP TEAMS PERFORM ON LinkedIn?



AN INTRODUCTION TO THIS REPORT

The first people to use LinkedIn within your law firm are the outliers: those who are always the ones to try things first. They're likely to already be good at what they do. Then, the next people to use LinkedIn are the marketing team. They start with corporate accounts, sharing any posts that all partners ask them to issue. Some firms stop there, issuing five, seven or more posts per day, firing content into the void ad infinitum.

Some firms also have leaders who use LinkedIn (mainly) to issue communications. This has developed over the past five years, especially during the pandemic when some leaders used their social channels to back up their internal communications channels.

But here's the thing, for those firms who don't have a leadership team that's fully engaged in using this platform as part of their public relations strategy, it's a lot harder to convince the remaining partners to get active on there.

Problem is that those partners really do need to be active on there in 2024 (and beyond) in order to remain front of mind with their networks. All their clients and intermediaries, referrers and competitors are on there.

So the sticking point at the moment is often that leadership has yet to fully adopt using LinkedIn as a regular communication channel. Only 75 of the top 100 law firms' Managing and Senior Partners are covered in our report. A Huge opportunity awaits for those willing to dip their toe.

We're adding in the next 100 firms the next time we do this report to show quite how many more Managing and Senior Partners at challenger firms are already using this platform. Food for thought.

Congratulations to Trevor Sterling who tops our charts this time around. I've had the pleasure of dealing with Trevor as a client for a year or so now. He's as comfortable on LinkedIn as he is on broadcast media (i.e. very) so doesn't need our help with his posts.

But as the UK's first black leader of a top 100 UK law firm, he continues to break new ground in all that he does. I hope that you find his case study and those of Alison Eddy and Paul Jenkins (who ranked second and third this quarter) useful in your own considerations of how and when to use LinkedIn as a law firm leader.



Simon Marshall
CEO, TBD Marketing



THE **METHODOLOGY** AND HOW IT'S EVOLVING

WHO'S IN THE LIST?

For all the UK's top 100 firms, we track the LinkedIn posts of both the Managing and Senior Partners. Where they have a CEO or similar instead of a Managing Partner, we include that individual.

HOW DO WE CALCULATE THE SCORES?

We find all their posts and then calculate a score for each leader as follows:

- We use a sum of total likes + (4*total comments) to create a power score for each post.
- We tot up the power scores for posts for each person and come up with two scores: total power score and average power score per post.
- The qualifying period for this report is 1 January to 31 March.

WHAT'S GOING TO CHANGE GOING FORWARDS?

We're going to expand our list to include leadership from all top 200 UK law firms. We'll include anyone in the two great roles. But you can expect to see smaller firms whose management teams often punch well above their weight featuring on the list next time, because that is a reflection of what's happening in the market.

WHAT ABOUT INDEPENDENT FIRMS AND START UPS?

They'll have their own report to be published in the coming weeks and months. But they can use this report to ensure that they are competing with the leaders of much larger firms (NB larger firms, they are often well ahead of you as their independent, challenger status is quite possibly a huge plus when it comes to posting publicly.)

WHY IS **LINKEDIN** STILL KING OF SOCIAL MEDIA FOR **LAW FIRMS**?

LinkedIn has retained its status as the most professional social media network. People update their job changes, celebrate their milestones, share their thinking and (for the vast majority of the

time) are positive and uplifting in their comments. It's where business people connect online, globally.

75-80% of B2B professionals have a profile on the platform.

LinkedIn now has around

1 BILLION
members



Firms continue to pump out content on the platform:

3,297

posts were issued from the company pages of the UK's top 200 firms over the past 12 weeks. That's **19 hours of read time** just for the posts from law firms, or 1.5 hours per week, every week, for the whole quarter.



THE BEST-PERFORMING POST OF Q1 2024



View the post here: <https://bitly.ws/3i2KK>

"It's taken me a while to post this because it's taken me a while to pivot.

So this is a photo of me coming out of court after an approval hearing recently, and will almost certainly be my last one. The context: another baby left brain damaged after familiar failings in care and another family left broken. I feel unbelievably privileged to have a job I love. However medical negligence law is both rewarding and frustrating in equal measure. Securing damages to ensure a family has the financial security needed to provide care for life is very satisfying, but seeing the same mistakes made over and over again is soul destroying. My very first case 30+ years ago was an anaesthetic accident at the time of a c-section resulting in catastrophic brain injury for a new mother. 3 of my most recent cases to settle were depressingly similar.

The reality is there comes a time when you have to carry on, to stop, to do something completely different, or to pivot. I chose to pivot. It was a difficult decision to make, but I am now focusing on my London Managing Partner role, helping develop and implement our growth strategy. So, whilst continuing to support our exceptional medical negligence team, I'm also championing the entire firm's expertise and developing relationships across all sectors. I'm continuing to follow my passions and meeting amazing people working towards health and gender equality. There is always so much to be gained from working collaboratively and I love hearing how other businesses are moving the dial on diversity. Look out for our "Female Voice" events too, a project I'm really pleased to be a part of which provides an opportunity for women to connect, learn from and lift each other up.

#diversityequityandinclusion #patientsafety #womeninlaw #positivecareerchange #femalevoice"

The top performing post this quarter across all top 100 law firm leaders was this one by Alison Eddy. Her post is clever as it talks to her various audiences (clients, colleagues, alumni and her partners) and does the job of a press release ("I'm going to refocus my efforts on running the business and away from day-to-day case management") in a very modern way.

It uses a strong image which speaks to the firm's heritage in this area of law and its reach into the highest courts of England & Wales.

It also foreshadows some of the other content she has released this quarter about Female Voices and those posts have also been well received by the same audiences.

It's not a post that could be repeated very often, but it does feel like one that we could see from more management figures as they reach inflexion points in their tenure. In the prior quarter, Wim Dejonghe achieved something similar when the A&O/Shearman announcements were taking place.

Equally, it feels natural, unsullied by a communications team who want to try and cram in just one more message into a leader's post.

More posts like this, please, law firm leaders.

TOP LEADERS RANKED



NO. 1 – TREVOR D STERLING MOORE BARLOW LLP

The UK's first top 100 law firm black leader takes his place at the top of this quarter's rankings with a perfect blend of personal, professional and values-driven posts.



NO. 2 – ALISON EDDY IRWIN MITCHELL

Alison's performance this quarter has mainly been about her public pivot away from a mixture of cases and management to a full time managing partner role and her work celebrating women in the legal sector.



NO. 3 – PAUL JENKINS ASHURST

Paul has shown up consistently over the course of the quarter with a series of leadership posts and announcements about sponsoring an F1 team.



NO. 4 – NIK WHITE BRABNERS

Nik landed his third term as managing partner this quarter and a considerable number of people showed up on LinkedIn to celebrate this and the firm's award wins and recent successes.



NO. 5 – SARAH WALKER-SMITH AMPA - LEGAL & PROFESSIONAL SERVICES

Sarah was the queen of law firm leadership on LinkedIn during lockdown and this quarter has continued her excellent run in the top 5.



NO. 6 – ELLIOTT PORTNOY DENTONS

Elliott's globe-trotting announcements on mergers, partnerships and recent successes captured the attention of his clients and colleagues.



NO. 7 – WIM DEJONGHE ALLEN & OVERY

Wim was quieter on LinkedIn this quarter as the realities of merger integration kicked in for the firm.



NO. 8 – NEIL LLOYD FBC MANBY BOWDLER LLP

Hot 100 nominee who loves a repost with a comment and so do his followers. Shares stories about his firm and charitable works.



NO. 9 – RACHAEL HEENAN CAPSTICKS LLP

Always cheerleading for her firm, for women in business and sharing her business life.



NO. 10 – PHILIPPA DEMPSTER FREETHS LLP

Always willing to share good news from around her firm as well as her business insights and media updates.

TOP LEADERS RANKED



NO. 11 – **PHIL WILDING**
WRIGHT HASSALL LLP



NO. 16 – **ADRIAN JAGGARD**
TAYLOR ROSE MW



NO. 12 – **AEDAMAR COMISKEY**
LINKLATERS



NO. 17 – **JULIAN TAYLOR**
SIMMONS & SIMMONS



NO. 13 – **PAUL LEWIS**
LINKLATERS



NO. 18 – **RICHARD POLLINS**
DMH STALLARD LLP



NO. 14 – **DAVID JACKSON**
SHOOSMITHS



NO. 19 – **GEORGIA DAWSON**
FRESHFIELDS BRUCKHAUS DERINGER



NO. 15 – **JAMES CARROLL**
RUSSELL-COOKE SOLICITORS



NO. 20 – **JEREMY SHEBSON**
HFW

TOP 10 BEST-PERFORMING POSTS IN Q1 2024



#	NAME	POST	FIRM	POST POWER SCORE
1	Alison Eddy	VIEW POST	Irwin Mitchell	2,217
2	Nik White	VIEW POST	Brabners	1,274
3	Paul Jenkins	VIEW POST	Ashurst	1,159
4	Philippa Dempster	VIEW POST	Freeths LLP	731
5	Trevor D Sterling	VIEW POST	Moore Barlow LLP	686
6	Trevor D Sterling	VIEW POST	Moore Barlow LLP	519
7	Rachael Heenan	VIEW POST	Capsticks LLP	506
8	Wim Dejonghe	VIEW POST	Allen & Overy	500
9	Trevor D Sterling	VIEW POST	Moore Barlow LLP	430
10	James Carroll	VIEW POST	Russell-Cooke Solicitors	392

TOP 10 COMBINED LEADERSHIP TEAMS



#	FIRM	SUM OF OVERALL POWER SCORE
1	Moore Barlow LLP	4,874
2	Irwin Mitchell	3,938
3	Ashurst	3,678
4	Brabners	2,802
5	Ampa - Legal & Professional Services	2,431
6	Linklaters	2,367
7	Freeths LLP	1,681
8	Dentons	1,642
9	Allen & Overy	1,580
10	Capsticks LLP	1,554

TOP 10 AVERAGE SCORE PER LEADER



#	NAME	SUM OF AVERAGE POWER SCORE
1	Wim Dejonghe	395
2	Nik White	382
3	Richard Pollins	246
4	Paul Jenkins	245
5	James Carroll	216
6	Alison Eddy	197
7	Paul Lewis	194
8	Philippa Dempster	190
9	David Jackson	149
10	Aedamar Comiskey	134

Q&A: TREVOR STERLING

WHAT'S YOUR RATIONALE FOR USING LINKEDIN? HOW DOES IT SUPPORT YOUR STRATEGIC GOALS AND YOUR PERSONAL OBJECTIVES?

LinkedIn is the perfect tool to engage with others on a professional basis. My posts reflect who I am as a person which is incredibly important as I believe you make the lawyer; the lawyer does not make you. My personal values and objectives are aligned with that of Moore Barlow – our values are Human First, Stronger together, Lead The way and Make It Happen, all underpinned by one of our stated ambitions to be “loved by colleagues, clients and our communities”. In short, LinkedIn is the perfect platform to enable me to express our values and ambition in a personal but professional way.

WHY DO YOU THINK IT IS THAT PEOPLE RESPOND TO YOUR CONTENT SO WELL?

Quite simply because I do not hide behind a professional veneer. I always say that I spent the first half of my career conscious of my difference and the second half celebrating it, I am therefore very much my authentic self and I think this appeals to people.

WHAT'S THE MOST SURPRISING RESULT THAT YOU'VE PRODUCED AS A RESULT OF BEING PRESENT ON THE PLATFORM?

I have had so many surprising results, but I think it is the impact of the response and interest in relation to the Wimbledon Prep School tragedy which has now led to Moore Barlow being a leading voice and representing of 25 people affected by this awful tragedy which involved two beautiful 8-year-old girls losing their lives and many others being injured. I have no doubt that the support has helped reduce much of the agonising delay in the police concluding their investigations.

WE'VE NOTICED THAT YOU BLEND THE PERSONAL (POSTS OF YOUR SON SINGING OR YOUR DAUGHTER'S COMMENTARY ON YOUR CHOICE OF RADIO STATION) WITH DEI AND BROADER WORK-RELATED MATTERS – HOW DID YOU COME TO THE DECISION TO DO THAT?

It was not really a conscious decision. I am very much a believer in work/life balance but in reality this means a life of balance which includes family life – they are very much a part of all

that I do which includes supporting my son Rio as a fan when he is singing or doing the occasional Sterling Carpool with my daughter, I suppose I am subconsciously projecting my belief that equality should see me doing the school run and being a present father, also dismantling unhelpful stereotypes of black men. I will also share this – I adopted my daughter, adoption is important as a disproportionate number of kids in care are from ethnic backgrounds, this has been my greatest achievement in life. DEI is not just about work, but about society.

WHO DO YOU MOST LIKE FOLLOWING ON THE PLATFORM?

Well Simon Marshall of course! I also like Terence Channer for his no nonsense candour on issues of inequality.

WHICH IS YOUR FAVOURITE POST THAT YOU HAVE WRITTEN ON THE PLATFORM?

I think it is the one which moved me the most with the touching responses to my post reflecting on a post from a young lady called Daniella T – her post began “I loved my life” and went on to say “If you are reading this then it means I have died”, sadly she had died from cancer at the age of 26. I reflected that whilst LinkedIn is a great way to share knowledge and insight, she had demonstrated that it also provides an opportunity to be reminded of the most important thing in life, which is life itself. Whilst we are able, the least we can do is be purposeful, try and enjoy what we do, and make a difference.

WHAT WOULD YOUR ADVICE BE TO THE TOP 100 FIRMS' LEADERS WHO DON'T CURRENTLY USE THE PLATFORM?

One should not just aspire to climb the ladder but to be the ladder so get involved in the conversation – every voice is there to be heard.

Trevor Sterling
Senior Partner,
Moore Barlow

moore
barlow
lawyers



Q&A: ALISON EDDY

WHAT'S YOUR RATIONALE FOR USING LINKEDIN?

I'm a passionate advocate for gender equality and although there's always more to do we've come a long way as a profession. The platform gives me a voice to celebrate successful women, not only female lawyers, and raise awareness of wider DE&I issues. Perhaps not surprisingly my focus is shifting to age, the least understood of the protected characteristics. As a medical negligence lawyer I also use the platform to shine a light on patient safety issues and inequalities in healthcare.

HOW DOES IT SUPPORT YOUR STRATEGIC GOALS AND YOUR PERSONAL OBJECTIVES?

(As well as the above answer) LinkedIn is a way of sharing information and connecting with people across not just the legal industry but a wider cross-section of society. It helps raise awareness of the amazing work that Irwin Mitchell does and allows me to put my own personal perspective and share insight on the latest discussions.

WHY DO YOU THINK IT IS THAT PEOPLE RESPOND TO YOUR CONTENT SO WELL?

Well it's a bit of a surprise as I'm not that comfortable on social media and I've had no social media training. I don't share personal stuff, but my voice is authentic and what I talk about clearly resonates with my audience.

WHAT'S THE MOST SURPRISING RESULT THAT YOU'VE PRODUCED AS A RESULT OF BEING PRESENT ON THE PLATFORM?

Attracting major clients on the back of a post proudly announcing we're the only top 50 law firm where over 50% of our partners are women – 54% to be exact. This is highly unusual in the legal sector and is a differentiator for us with businesses that take diversity and inclusion seriously.

WHO DO YOU MOST LIKE FOLLOWING ON THE PLATFORM?

Avivah Wittenberg-Cox, a thought leader with some very interesting things to say about

longevity, age and generational balance.

WHICH IS YOUR FAVOURITE POST THAT YOU HAVE WRITTEN ON THE PLATFORM?

It took me months to get around to posting it but I felt relaxed once I'd announced I was no longer taking on new medical negligence clients, to focus on supporting our wider business in my London Managing Partner role. I'd been grieving the loss being a medical negligence lawyer, which is so rewarding, for a while before that post and was bowled over by the replies and engagement.

WHAT WOULD YOUR ADVICE BE TO THE TOP 100 FIRMS' LEADERS WHO DON'T CURRENTLY USE THE PLATFORM?

Dip a toe in the water. If you have something to say, LinkedIn provides a platform. You'll discover quickly if it's not for you, but it can be a very supportive and rewarding environment to strike up conversations or discussions with old or new contacts.

IM PUNCHES WELL ABOVE ITS WEIGHT ON SOCIAL MEDIA – IS THAT INDICATIVE OF THE FIRM'S CULTURE OR IS IT AN INTENTIONAL STRATEGY TO HAVE PEOPLE SHOWING UP ON THE PLATFORM?

A bit of both. We encourage our people to be themselves at work as diversity and inclusion is incredibly important to Irwin Mitchell. We have a supportive culture amongst colleagues and that feeds into the social media world as well. We provide social media training and guidance across the firm for those that want to get more involved.

Alison Eddy
London Managing Partner,
Irwin Mitchell



SHOULD **YOU** BE RANKED IN OUR REPORTS? LET'S **FIND OUT...**

The LinkedInfluencer calculator is for anyone who wants to know where they'd score against the industry – but leaders are automatically in our report.

Visit this link to calculate your own power score: <https://bitly.ws/3hFbg>

We'll check out your posts and (hopefully) rank you in our next report...

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.



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