

TBD

Q1 2024 RESULTS

THE TOP LEGAL Linkedin FLUENCERS



AN INTRODUCTION TO THIS REPORT

For a while now, we have tracked and reported on the top-performing Legal LinkedInfluencers who work at the top 200 UK law firms.

We have identified around 1,200 people who work at the top 200 firms and top 30 barristers chambers who might make it into the top 100 positions each quarter.

They don't have to be solicitors or barristers. As long as they work at the firm or chambers and they use LinkedIn proficiently, they're in.

We exclude future trainees, as we feel that their time will come. We also exclude law firm leaders, as they have their own report. But we do include non-execs and those who work at the firms in an advisory capacity, as we believe that they do represent the brand. One makes our top 20 this time around.

The people are chosen from a huge data set of over 4,000 people that we have analysed so far. We look at a minimum of five people per firm/chambers, but many of them don't make the

top 1,000 when it comes to how their content performs each quarter. Every firm is given a fair opportunity to be represented. The choices are made by the data. It's not opinion that dictates which people get ranked, it's their influence.

And let's be clear: those that we rank at the top of our lists have an increasing amount of influence.



Simon Marshall
CEO, TBD Marketing



THE **METHODOLOGY** – HOW DID WE COME UP WITH THE LONG LIST?

First, we already had a list of around 800 legal influencers. People we'd identified as leading voices on LinkedIn. Then, each quarter, we look at the top 75-100 posts for each and every firm in the top 200. Just to be clear, not the posts issued by the firms themselves, but the top posts by people working at the firm.

We don't include managing partners, senior partners, CEOs, lawyers at non-UK firms or founders – for the simple reason that we already have a leaders list.

We then pivoted the data and sifted out the best-performing individuals across the thousands of posts who were most likely to rank among the leaders. This was done purely on the basis of their total likes and comments per month.

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.

We then combine total power score and 2*average power score to create an overall power score per person.

Each of the three scores is good to know – total, average and overall. **Sophie Pender** often ranks highly for each post and gets a great average score. **Justin Farrance** scored incredibly highly this quarter – lots of it on the back of one post that went viral. **Jen Shipley** scores less on average than Sophie Pender, but posts more often and scores much higher for total reach as a result. Learning from these strategies is essential for law firms that want great total reach and great posts each and every time.

We've also had to be stricter on who gets included this time around. The rules are that each of the listed people works at a top 200 UK law firm. Does that mean that **Sahar Farooqi** is any less influential for having joined Harneys and no longer being in our list? No, it's just that this isn't a ranking of "top voices at offshore law firms", where he and **William Peake** would compete for top spot. Likewise, it's hard to say goodbye to **Amy Cousineau Massey**, who works at a smaller independent firm. She brings a lot of great things to LinkedIn, but we can't include her in our rankings this time.

And next quarter, we'll say goodbye to Sophie Pender, who as I type has announced that she is leaving the law. Onwards and upwards with her social mobility campaigning.

WHY ARE WE SO STRICT ON WHO'S IN AND WHO'S NOT?

Simple: we want you, as one of the thousands of professionals who work at a top 200 UK law firm, to find inspiration from others who are working under the same constraints and circumstances as you.

Sahar Farooqi can write what he wants. **Amy Cousineau Massey** can write what she wants. If I train you based on their examples (which I do), then lawyers always say to me, "Yes, but

they aren't working at a firm like mine, so it's not fair to expect me to do anything like they do." True.

So we focus on the many, many people who work at firms like yours and who share work and role-related posts on the platform to great success. We do this simply to inspire you and so that you'll come and grab some of the action.

Regrettably, we've had to say goodbye to Sahar and Amy from this report. They do inspirational work on LinkedIn (keep it up, guys!), but unfortunately these rankings are restricted to those who work at top 200 UK law firms.



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.

LinkedIn now has around

1 BILLION
members



Meanwhile, our top-ranked individuals wrote

754,906



words, or 3,774 minutes or 62 hours of content over the last quarter. That's **five hours** of content to read per week to keep up with these leading voices (at 200 reading words per minute). That's more words than the entire Lord of the Rings series (including The Hobbit) or around three-quarters of Marcel Proust's entire output. It's a lot.

75-80%

of B2B professionals have a profile on the platform.

Firms continue to pump out content on the platform:

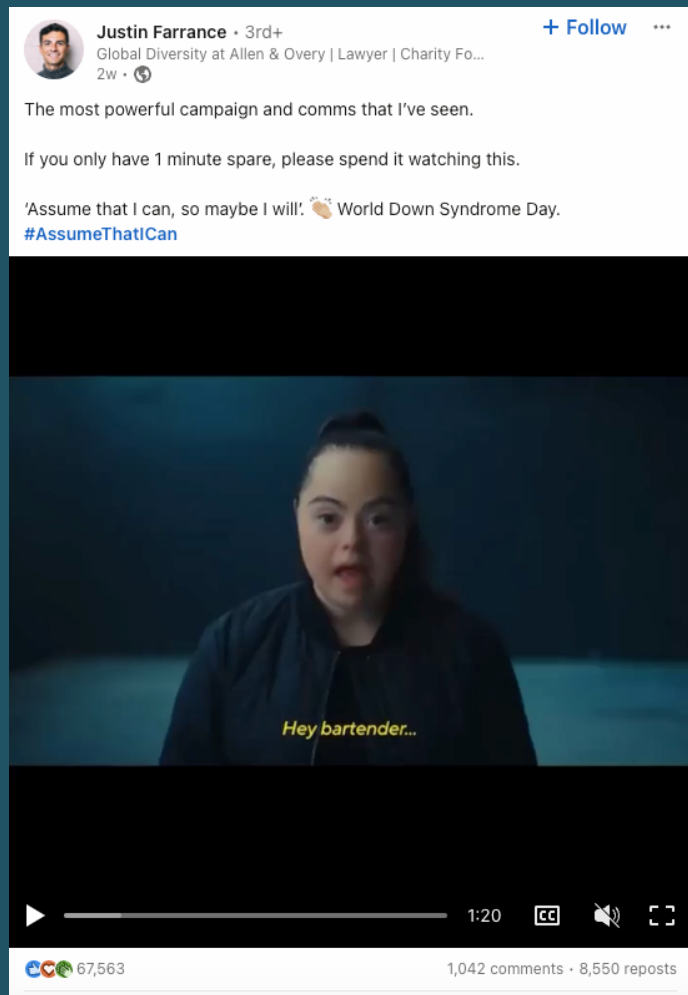
3,297



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.

And yet... your posts don't have to be long, or boring. In just 36 words, **Justin Farrance** claimed 29% of all the likes and comments this quarter in one single post. As he (kindly) recently told me, this post has got over two million impressions on its own. Why did it succeed so well, and can we expect more of this from Legal LinkedInfluencers in the future?

THE BEST-PERFORMING POST OF Q1 2024



It's an impactful video. It's an area with which he is associated (which means his followers are more likely to like and comment on it). It jolts you and forces you to reconsider some of your own prejudices and preconceptions. He has no agenda - it's not his video. He's not trying to sell you anything - except maybe an idea.

I asked Justin Farrance about his use of the platform recently:

"Did you think that the post would go viral?"

Justin Farrance: "Going viral doesn't mean a lot to me, what does matter is that in doing so, an enormous light is shining on Downs Syndrome awareness, an incredible campaign, and the general role assumptions play in limiting people from all walks of life."

"Have you engaged with the comments?"

JF: "There's over 1,000 comments, increasing daily. I've replied to a very small number which connected with me. I try not to read too many, otherwise you become fixated on the isolated negative comments (about diversity in general) and fail to acknowledge the hundreds of positive comments championing a cause."

"How far has the post travelled?"

JF: "The last time I looked, 2.6 million people had seen the post, and at the moment, there are about 67,000 likes and 8,500 reshares."

"Do you get asked to promote others' content a lot?"

"I get asked to reshare/promote a number of really important issues daily. I avoid doing that out of fairness to all the meaningful causes, as there's too many to use one platform to shine a light on. I'm also not on LinkedIn for large parts of the day, so can't see everything that comes through."

"Do you have any advice for others thinking of using this platform?"

JF: "My advice is to be proud of the voice and platform you have, but use it responsibly. You don't owe everyone your time, and you don't need to comment on or be pressured into using your platform in a way that doesn't work for you."

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

TOP 100 PEOPLE RANKED



NO. 1 – JUSTIN FARRANCE ALLEN & OVERY

Global Diversity role at A&O. Former lawyer at the firm. Works with management and across borders on diversity issues. Runs a podcast. First caught our attention when he wrote a post about a homophobic attack in the news.



NO. 2 – JEN SHIPLEY IRWIN MITCHELL

Empathic lawyer who shows up every day. Shares about her own life as a lawyer and former paralegal and alternative routes into the law, as well as some deeply personal experiences. Once said to me that one of the most amazing things about LinkedIn is that “when people pick up the phone to me, they’ve already decided that they want me to be their lawyer.”



NO. 3 – ILANA KATTAN HOGAN LOVELLS

Counsel based in New York. One of the leading Jewish legal voices on LinkedIn since the October 7th tragedies. Hugely influential and a values-driven campaigner. Has written a heartbreaking 13,295 words on this topic over the past quarter.



NO. 4 – MARK STEPHENS CBE HOWARD KENNEDY

The highest-ranked partner in our list. A media law expert excelling at using the media to remain front of mind with his clients and targets. An oddball mixture of content, but he knows that front of mind is what matters, not dry technical updates with three likes from departmental colleagues.



NO. 5 – SOPHIE PENDER BATES WELLS

The founder of The 93% Club. Posts much less frequently than her counterparts on this list but is also more likely to be seen next to royalty when she does post. Campaigns for greater state school access and representation in the professions (and beyond). An iconoclast.



NO. 6 – **MATT SCHWARTZ** DLA PIPER

Partner, DLA Piper US Finance, Practice Group Leader and Co-Founder of the Legal Mentor Network. A positive voice for good both for the sector and on LinkedIn generally. Proud dad and baseball coach.



NO. 7 – **JASON FENG** HERBERT SMITH FREEHILLS

Jason is an associate who shares the path he's taken through the law so far. His guides for younger attorneys and solicitors have proven incredibly popular. Took a major break from LinkedIn this quarter, otherwise, he would have ranked in the top three places again, no doubt. Follow him if you're a future or junior attorney or if you work in HR or L&D.



NO. 8 – **JOEL SHEN** WITHERS LLP

Withers' voice of Asia. A smorgasbord of content that ranges from art to geopolitics and rarely into technical legal areas. One of the few people on our list that LinkedIn has voted a Top Voice.



NO. 9 – **JAMES QUARMBY** STEPHENSON HARWOOD

Cometh the hour... James has been railing against the Government's approach to non-doms and explaining his point of view that it will damage the UK economy. It helps that he works at a firm famed for its private wealth advice, of course. But he's a rarity in that it is technical content offered in a timely fashion with a strong opinion. More of this, please, legal sector.



NO. 10 – **HELEDD WYN** AMPA LEGAL & PROFESSIONAL SERVICES

Heledd works at Ampa (the mothership of Shakespeare Martineau's house of brands) and has found her voice on a range of personal, business and legal topics over the past quarter. Highest climber in our rankings over the past 12 weeks.



NO. 11 – SOPHIE WARDELL
HIGGS LLP

Top-rated HR director on our list.



NO. 12 – JON GREGSON
WEIGHTMANS LLP

Top-rated employment lawyer on our list.



NO. 13 – PATRICK MCCANN
LINKLATERS

Top-rated director of learning on our list.



NO. 14 – RAYMOND SUN
HERBERT SMITH FREEHILLS

Top-rated technology lawyer on our list.



NO. 15 – CHARLOTTE CLODE
FBC MANBY BOWDLER LLP

Top-rated litigator on our list.



NO. 16 – AMELIA PLATTON
CLIFFORD CHANCE

Top-rated trainee on our list.



NO. 17 – RUBINA FERREIRA
TAYLOR ROSE MW

Top-rated resi lawyer on our list.



NO. 18 – ASMA IQBAL
CHADWICK LAWRENCE LLP

Top-rated insolvency expert on our list.



NO. 19 – ELEONORA ROSATI
BIRD & BIRD

Top-rated IP expert on our list.



NO. 20 – TOM PLATTS
STEPHENSON HARWOOD LLP

Top-rated M&A partner on our list.

TOP 100

Q1 2024 RANKING	NAME	FIRM	OVERALL POWER SCORE	Q4 2023 RANK	UP/DOWN
1	Justin Farrance	Allen & Overy	80416.8	8	7
2	Jen Shipley	Irwin Mitchell	31704.5	1	-1
3	Ilana Kattan	Hogan Lovells	29300.5	2	-1
4	Mark Stephens CBE	Howard Kennedy LLP	18714.2	5	1
5	Sophie Pender	Bates Wells	18081.2	4	-1
6	Matt Schwartz	DLA Piper	12975.9	12	6
7	Jason Feng	Herbert Smith Freehills	8157.9	7	0
8	Joel Shen	Withers LLP	7933.7	6	-2
9	James Quarmby	Stephenson Harwood LLP	7265.9	NEW	N/A
10	Heledd Wyn	Ampa - Legal & Professional Services	6801.4	45	35
11	Sophie Wardell	Higgs LLP	6270.7	17	6
12	Jon Gregson	Weightmans	6068.0	53	41
13	Patrick McCann	Linklaters	5625.3	9	-4
14	Raymond Sun	Herbert Smith Freehills	5241.6	11	-3
15	Charlotte Clode	FBC Manby Bowdler LLP	4829.6	166	151
16	Amelia Platton	Clifford Chance	4810.0	NEW	N/A
17	Rubina Ferreira	Taylor Rose MW	4526.0	13	-4
18	Asma Iqbal	Chadwick Lawrence LLP	4517.5	41	23
19	Eleonora Rosati	Bird & Bird	4433.6	28	9
20	Tom Platts	Stephenson Harwood LLP	4329.1	308	288
21	Rt Hon Sir Robert Buckland KBE KC MP	Payne Hicks Beach LLP	4251.9	79	58
22	Judy Selby	Kennedys	4237.3	NEW	N/A
23	Breanna Needham	DLA Piper	4229.3	85	62
24	Jon Baines	Mishcon de Reya LLP	4201.2	30	6
25	Paul Sams	Dutton Gregory Solicitors	3698.1	19	-6
26	Yetunde Dania	Trowers & Hamlins	3618.9	35	9
27	Waqas Hussain	Bird & Bird	3528.5	198	171
28	Adam Rose	Mishcon de Reya LLP	3440.0	68	40
29	Alex Gregory-Chialton	Dutton Gregory Solicitors	3364.3	294	265
30	Laura Hadzik	JMW Solicitors LLP	3287.9	NEW	N/A

31	Angus Walker	BDB Pitmans	3221.9	NEW	N/A
32	Akima Paul Lambert	Hogan Lovells	3000.9	18	-14
33	Emma Wright	Harbottle & Lewis	2980.2	162	129
34	Kerry Westland	Addleshaw Goddard	2977.9	29	-5
35	Keeley Lengthorn	Taylor Rose MW	2898.0	337	302
36	Lauren Ridgewell	Thompsons Solicitors	2880.0	NEW	N/A
37	Musab Hemsî	Anderson Strathern	2764.9	101	64
38	Justin D'Agostino MH	Herbert Smith Freehills	2726.3	NEW	N/A
39	Chris L	BDB Pitmans	2720.2	NEW	N/A
40	Alesya Pavlynska	Hogan Lovells	2640.2	NEW	N/A
41	James Plotkin	Gowling WLG	2626.4	57	16
42	Paul Gascoyne	Shearman & Sterling LLP	2617.1	32	-10
43	Cliff Fluet	Lewis Silkin	2599.3	84	41
44	Jonathan Whettingsteel	Dutton Gregory Solicitors	2566.1	NEW	N/A
45	Jacqui Rhule-Dagher	Hogan Lovells	2512.6	56	11
46	Jeremy Ford	Skadden, Arps, Slate, Meagher & Flom LLP	2510.9	156	110
47	Sally Hulston	Lewis Silkin	2460.7	NEW	N/A
48	Joanna Lee-Mills	Ampa - Legal & Professional Services	2388.5	38	-10
49	Mason Sherman	Linklaters	2358.6	72	23
50	Ben Giaretta FCI Arb CARb	Fox Williams	2337.9	159	109
51	Nina Goswami FRSA	Clifford Chance	2323.2	39	-12
52	Paul Verrico	Eversheds Sutherland	2309.7	48	-4
53	Sarah Jackson	IBB Law	2306.7	195	142
54	Louise Bloomfield	DAC Beachcroft LLP	2256.1	NEW	N/A
55	James Stewart	Penningtons Manches Cooper LLP	2183.9	67	12
56	Peter Mansfield	Reynolds Porter Chamberlain (RPC)	2150.3	24	-32
57	Victoria Walker	Moore Barlow LLP	2096.2	NEW	N/A
58	Aziz Deen	Foot Anstey LLP	2084.6	34	-24
59	John Andrews	JMW Solicitors LLP	2036.0	279	220
60	Debra Cooper	Hill Dickinson LLP	2022.8	86	26
61	John Gibson	Kennedys	2011.5	59	-2
62	Dan Herman	Stewarts	2002.4	70	8
63	Ben Troke	Weightmans	1989.5	NEW	N/A
64	Gary Miller	Mishcon de Reya LLP	1976.0	247	183
65	Jeanne Kelly	Browne Jacobson LLP	1969.3	NEW	N/A

66	Natalie Clarke	Paris Smith LLP	1924.5	NEW	N/A
67	Darryl Cross	Norton Rose Fulbright	1912.0	269	202
68	Daisy Doardo	Scott-Moncrieff & Associates Ltd	1907.6	15	-53
69	Susie Foden	Penningtons Manches Cooper LLP	1892.6	278	209
70	James Barrett	Travers Smith LLP	1881.7	146	76
71	Shashi Nathan	Withers LLP	1848.0	211	140
72	Anna Willetts	gunnercooke llp	1839.4	27	-45
73	Ian MacLean Master Mariner LLM MBA AFNI	Hill Dickinson LLP	1795.2	NEW	N/A
74	Shabnam Ali-Khan	Russell-Cooke Solicitors	1709.5	88	14
75	Sharon Missah	Clyde & Co LLP	1701.0	166	91
76	Rania Tadros	Stephenson Harwood LLP	1693.3	NEW	N/A
77	Eduardo Ustaran	Hogan Lovells	1658.1	26	-51
78	Bonnie-Anne Phillips	Forbes Solicitors	1655.8	36	-42
79	David James Lister	Ward Hadaway	1613.9	NEW	N/A
80	Matt Skipper	Mills & Reeve LLP	1607.1	102	22
81	Lloyd Rees	Freshfields Bruckhaus Deringer	1601.8	140	59
82	Melanie Burden	Bond Turner	1592.4	NEW	N/A
83	Caleb Adebayo	Allen & Overy	1584.0	10	-73
84	Hendrik Puschmann	Farrer & Co	1576.5	NEW	N/A
85	Owen Williams	Simmons & Simmons	1558.7	184	99
86	Anna Masser	Allen & Overy	1547.0	42	-44
87	James Geary	EMW Law LLP	1537.8	NEW	N/A
88	Munir Hassan	CMS	1495.0	NEW	N/A
89	Cari Sowden-Taylor	Hugh James	1492.4	NEW	N/A
90	Asit Jansari	Nelsons	1489.2	NEW	N/A
91	Aysha Chouhdary	Geldards LLP	1435.5	NEW	N/A
92	Marcus Ketley	TLT LLP	1425.0	308	216
93	Carly Thorpe	Walker Morris LLP	1419.5	78	-15
94	Ben Townsend	Stewarts	1411.0	254	160
95	Naomi McFadden	Roythornes Solicitors	1389.3	NEW	N/A
96	Ben Buckton	Ampa - Legal & Professional Services	1386.0	220	124
97	Paul Kelly	Slater and Gordon	1376.8	NEW	N/A
98	Ved Nathwani	Stephenson Harwood LLP	1374.7	NEW	N/A
99	Amber Morris	Brethertons Solicitors LLP	1360.0	275	176
100	Ben Knowles	Clyde & Co LLP	1354.3	185	85

TOP 10 BEST-PERFORMING POSTS IN Q1 2024



#	NAME	POST	FIRM	POST POWER SCORE
1	Justin Farrance	VIEW POST	Allen & Overy	63,608
2	Alison Fagan	VIEW POST	DLA Piper	7,416
3	Sarah Bolt	VIEW POST	Irwin Mitchell	5,393
4	Maia C.	VIEW POST	DAC Beachcroft LLP	3,279
5	Jason Feng	VIEW POST	Herbert Smith Freehills	3,006
6	Ludovico Lugnani	VIEW POST	BDB Pitmans	2,977
7	Sophie Pender	VIEW POST	Bates Wells	2,453
8	Alison Eddy	VIEW POST	Irwin Mitchell	2,217
9	Sophie Pender	VIEW POST	Bates Wells	2,016
10	Daisy Pritchard	VIEW POST	Eversheds Sutherland	2,015

TOP LAW FIRMS FOR LINKEDINFLUENCERS*



FIRM	NUMBER OF LINKEDINFLUENCERS
Hogan Lovells	5
Stephenson Harwood LLP	4
Mishcon de Reya LLP	3
Herbert Smith Freehills	3
Dutton Gregory Solicitors	3
Ampa - Legal & Professional Services	3
Allen & Overy	3

* FIRMS WITH THE MOST PEOPLE IN THE TOP 100

TOP 10 AVERAGE SCORE PER POST



#	NAME	AVERAGE POWER SCORE
1	Justin Farrance	3496.4
2	Sophie Pender	1063.6
3	Jason Feng	906.4
4	Amelia Platton	481.0
5	Ilana Kattan	366.3
6	Jen Shipley	333.7
7	Munir Hassan	299.0
8	Sherlin Tung	286.5
9	Joel Shen	283.3
10	Justin D'Agostino MH	272.6

DUTTON GREGORY

Amazingly, this small firm has three voices ranked in the top 50 overall. **Paul Sams**, Managing Partner of Dutton Gregory Solicitors, responds to our questions:

WHY DO YOU THINK IT IS THAT THE FIRM HAS DONE SO WELL IN THE RANKINGS THIS TIME? HAVE YOU HAD A PUSH ON INDIVIDUALS USING LINKEDIN?

In short, our culture. We encourage people to be their best selves, true to who they are, and trust them to represent themselves and the firm positively. We find this translates into an authentic online presence for those who choose to explore it. We have offered internal training for people interested in using LinkedIn, but don't 'push' anyone. We have never brought in external help, or paid for posts to be promoted, because we want both our content and audience to grow organically. You can see the diversity of our three people who feature in the top 100 and how different we all are. The one thing that brings us together (and everyone else here) is how much we care about the firm, and it shows.

HAVE YOU HAD ANY BREAKTHROUGH RESULTS AS A RESULT OF USING THE PLATFORM? HIRES? CLIENT WINS? INTRODUCTIONS?

This year I have won more work for the firm from LinkedIn than perhaps all of the years I have been on the platform. Jon has certainly raised his profile from highlighting the work and charity events he has run. Alex has used her profile to promote the Liverpool office, making sure the people in the city she loves knows we are there. It has been a good tool for recruitment as it is our "shop window", showing who and what we have to offer. The key is being genuine. Whereas some firms want staff to sign them over, every individual at Dutton Gregory has full control over their own social media accounts, so you know what they say is genuine.

WAS THE TRAINING RUN IN-HOUSE? WHAT HAVE YOU FOCUSED ON WHEN IT COMES TO TRAINING YOUR PEOPLE?

All training has been run in-house by more confident users of the platform. Everyone is encouraged to have a go, whilst engaging, reacting and supporting the posts of others.

WHO SHOULD WE KEEP AN EYE OUT FOR IN FUTURE? DO YOU HAVE ANY FUTURE SOCIAL MEDIA STARS IN THE MAKING?

We have so many people here, we are bursting with talent, but I think that Angela Lechner has a great way of getting her message across, and Nathalie Harris has a lovely life story to convey through her posts on LinkedIn.

WHAT WOULD YOU SAY TO FIRMS/LEADERS THAT ARE HESITANT ABOUT GETTING GOING ON LINKEDIN?

People buy from people, so if you are able to raise the profile of both yourself and your firm for free, why not? The 21st century is the first time in human history that you can raise your profile quickly and cheaply. In an ever-competitive marketplace, being before any audience is no bad thing. Decide upon the message you want to convey and the tone you want to convey it in. Some people go for a negative angle which, like the news, might get more clicks, but I would rather remain upbeat and positive.

Paul Sams

Managing Partner,
Dutton Gregory Solicitors



A LATE BLOOMER?

Moore Barlow's **Victoria Walker** caught the LinkedIn bug recently...

We asked her why she'd decided to jump on the bandwagon.

WHY DID YOU DECIDE TO START USING LINKEDIN NOW?

I started to use LinkedIn more because I've gone off Twitter since it became X; I was very involved in the Twitter legal community. I was encouraged by the marketing team and thought, 'Why not?'

WHAT KINDS OF RESULTS HAS IT PRODUCED IN TERMS OF CONVERSATIONS, NEW CONTACTS, LEADS, AND BEING FRONT OF MIND WITH CLIENTS?

It has definitely generated conversation and I've felt connected to my community; no work from it yet but I'm hoping it's early days and I'm building a presence / reputation. I've met a few people for lunch and I'm hoping that turns in to referrals at some point.

HOW DO YOU KEEP THINKING OF NEW THINGS TO SHARE ABOUT?

I have a lot of sector info that comes to me by email with news and developments, and that generates posts. I also use my daily experience of the job and working at MB.

TELL US ABOUT YOUR STRONG USE OF VISUALS IN YOUR POSTS (AND DO YOU USE INSTAGRAM?)

I've always thought it was a more formal platform, but I've decided to just be me and not overthink it. Some posts are work-related, and some are about me. I love taking photos, so I'm trying to incorporate that. I am not a big Instagram user.

Victoria Walker
Partner, Moore Barlow

moore
barlow
lawyers



SHOULD **YOU** BE RANKED IN OUR TOP 100? LET'S **FIND OUT...**

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.



Understand LinkedIn's technical features and algorithms



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