# LinkedIn is Boring – But Lawyers Should Be There Anyway

LinkedIn is the least popular of all the big social media channels, but it's still considered a must for companies looking for business and individuals looking for work, writes Amy Boardman Hunt for **Muse Communications**.

She explains that "it's one of the first places employers, recruiters and prospective clients go to vet potential hires. So if you're interested in beefing up your firm's or your personal online presence, LinkedIn is what we in the marketing business call low-hanging fruit."

The article covers some of the best practices for using LinkedIn, including: using a professional photo, how to write a headline and a summary, making full use of various profile sections, using links to your articles and blog posts, keeping the profile updated, using recommendations, and sharing articles and updates.

**Read the article**.