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 jobs, writes Amy Boardman Hunt of **Muse Communications**.

"In trying to unpack that contradiction, I discovered that there are valid, in fact glaringly obvious, reasons that LinkedIn lags in popularity. In fact, according to this report, more than three-quarters of LinkedIn users log in to the site less than once a month," she explains.

She offers some helpful tips for maximizing your LinkedIn presence in a low-maintenance way.

Read the article.

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