

# social**media**

LAWPRO has a corporate LinkedIn page, does your firm?



LAWPRO has had a corporate LinkedIn page for almost two years now. We find it a useful tool to connect with lawyers and other legal profession stakeholders. It allows us to easily share LAWPRO-related information with LinkedIn users.

As well as giving us a corporate presence and the ability to post updates, we have customized the "Products and Services" tab. On this tab we list seven items including: E&O insurance for Ontario lawyers, our practicePRO risk management program, TitlePLUS title insurance, excess insurance, LAWPRO Magazine, our corporate social responsibility program, and the AvoidAClaim blog. Each item has a brief description; together they give a good overview of our mandatory and optional insurance program options and our risk management materials and resources.

If you don't have a firm page on LinkedIn you should consider creating one. LinkedIn highlights and shares information about the staff and lawyers from your firm that are on LinkedIn – and those that have left, as well – so it is a good idea to have a page for your firm. Did you know that if any one of your employees has a LinkedIn account and has added your company as an employer, LinkedIn will automatically create a generic business page? With over 225 million users on LinkedIn, there's no better time to claim that page and customize it to start promoting your firm, the lawyers and staff who work there, and the services you offer. LinkedIn can also be a helpful recruiting tool.

Don't forget!

Connect with LAWPRO: [in](#) [t](#) [f](#)

Victoria Caruso is communications coordinator at LAWPRO.

## Social media profile: Kathleen Waters

Kathleen Waters  
President and CEO



When asked how Kathleen has seen social media shape the industry she works in, she responds:

“Social media allows us to be closer to our insureds and other influencers, and what could be better than that? We can see what they are interested in and they can see what we value as reflected in our posts. I receive more direct feedback from insureds about my social media efforts than any other aspect of my work at LAWPRO.”

Time at LAWPRO: 16 years

Kathleen has been active on Twitter and LinkedIn for the past two years.

### Target audience:

- lawyers and paralegals
- real estate industry
- political stakeholders
- insurance regulators

### Topics of interest:

- professional liability insurance for lawyers, including risk management and global insights
- LAWPRO updates, primary, excess and TitlePLUS programs
- real estate issues in Canada and the U.S.
- insurance industry updates
- lawyer and paralegal education
- charity initiatives of interest to lawyers
- occasional updates of interest to feminists