LEGAL LINKEDINFLUENCERS · Q3 2026

The Firms Report

The UK's 250 largest law firms, ranked on everything they put on LinkedIn: their pages, their people and their leaders. 1 July to 30 September 2026.

TBD Marketing · legallinkedinfluencer.com

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KEY FINDINGS

The balanced scorecard

A page score flatters. This quarter we rank firms on the **10×10×10×10**: the ten best posts on the firm's page, the ten best posts of each of its ten best people and the ten best posts of each of its two leaders. Up to 130 posts. Every firm in the TBD250 can field a page, ten people and two leaders. Few field all of them.

Howard Kennedy tops the 10×10×10×10. Its ten best people scored 40,574, led by Hall of Famer Mark Stephens CBE. Four of the top ten sit outside the 50 largest firms.

People outperform pages. Lawyers at these firms out-posted their pages four to one and out-commented them 15 to 1. Nearly two in three firm page posts get no comment at all. People start conversations. Pages broadcast.

Freshfields runs the best main page in the TBD250, ahead of Hogan Lovells Cadwalader and Mishcon de Reya. People news, from promotions to trainees qualifying, earns three times as much per post as insight and commentary. But some firms run many more pages. Their multi-page strategies sit in our full page-network dashboard, which we tailor to each firm within minutes once it tells us which competitors it cares about.

DLA Piper fields the biggest social army: 1,437 people posting in an average month. **Stephens Scown fields the strongest**: 27% of its people post every month. The typical TBD250 firm manages one in eight.

Leadership moves the firm. 22 of the top 25 firms on the 10×10×10×10 have a leader posting. Across all 250, 207 of the firm leaders we tracked posted at least once.

The risers come from every size of firm. Charles Russell Speechlys climbed fastest in the top 50, Thorntons in 51–100 and Winn Solicitors in 101–250.

> **Every firm can field a page, ten people and two leaders. Few field all of them.**

THE BALANCED SCORECARD

Why we rank firms on 130 posts, not one page

10

Firm page 10×10

The ten best posts on the firm's own LinkedIn page.

100

Firm 10×10

The ten best people at the firm, ten best posts each. Leaders sit outside this group.

20

Leaders

The firm's two best leaders, ten best posts each: managing partner and senior partner, with the CEO, then the chair, filling any gap.

130

10×10×10×10

All three added together. The headline ranking in this report.

A strong page is one layer of three. Most firms judge LinkedIn by their company page. It is the one account the marketing team controls, and the one most firms report to the board. But the page is the smallest layer. Across the TBD250 this quarter, firm pages produced 15% of the attention. Their people produced the rest.

Ten is a number every firm can reach. We don't reward headcount. A firm with 150 staff can field ten people who post well, and plenty do. The 10×10×10×10 asks the same of every firm: a page, ten people and two leaders, each at their best.

Quality, not volume. Each person counts for their ten best posts and no more. Posting 60 times doesn't beat posting ten times well. The firms at the top of this ranking have a group of people who post well, not one person who posts a lot.

Every gap is fixable. A weak page, a thin bench or silent leaders: each one is a decision, not a fact of life. Only one firm, Ashurst Perkins Coie, makes the top ten on all three layers.

Original posts only, 1 July to 30 September 2026. Scores: likes, plus reposts, plus four times comments. A person counts once, as a leader or one of the ten, never both.

TABLE 1 · THE HEADLINE RANKING

The 10x10x10x10: the top ten firms

RANK	MOVE	FIRM	SIZE	PAGE 10X10	FIRM 10X10	LEADERS	10X10X10X10
1	—	Howard Kennedy	97	447	40,574	268	**41,289**
2	▲ 10	Clyde & Co	8	2,251	30,407	1,120	**33,778**
3	▲ 1	CMS	3	1,021	24,294	2,880	**28,195**
4	▲ 28	Nexa	150	510	26,840	132	**27,482**
5	—	Hogan Lovells Cadwalader	7	4,667	16,836	5,645	**27,148**
6	▲ 11	Fletchers	53	2,623	23,234	0	**25,857**
7	▲ 2	Ashurst Perkins Coie	12	3,402	18,510	3,455	**25,367**
8	—	Freshfields	10	5,401	14,674	2,457	**22,532**
9	▲ 26	Kingsley Napley	87	1,154	20,612	401	**22,167**
10	—	Dentons	2	1,935	16,811	2,652	**21,398**

Howard Kennedy tops the ranking on 41,289. Its people did the work: 40,574 of the total, led by Hall of Famer Mark Stephens CBE.

Four of the ten sit outside the 50 largest firms. Nexa, 150th by size, is fourth. Fletchers, Kingsley Napley and Howard Kennedy all outscore firms many times their size.

Nexa climbed 28 places into the top ten, Kingsley Napley 26 and Fletchers 11. Clyde & Co rose ten places to second.

> **Where does your firm rank, and which layer is holding it back? Every TBD250 firm has a free page at legallinkedinfluencer.com.**

Size: position in the TBD250 by headcount. Move: places climbed since Q2 on the same measure. Hall of Famers count for their firms.

TABLE 2 · FIRM PAGE

The best firm pages

RANK	FIRM	SIZE	PAGE POSTS	PAGE 10X10	VS Q2	FOLLOWERS
1	Freshfields	10	166	**5,401**	-14%	280,864
2	Hogan Lovells Cadwalader	7	118	**4,667**	-15%	313,593
3	Mishcon de Reya	39	127	**3,924**	+9%	75,742
4	Addleshaw Goddard	18	35	**3,450**	-33%	99,914
5	Ashurst Perkins Coie	12	92	**3,402**	-9%	169,897
6	Slaughter and May	28	57	**3,247**	+13%	161,536
7	Clifford Chance	6	112	**3,048**	-17%	478,380
8	Watson Farley & Williams	41	160	**2,996**	+18%	58,658
9	Linklaters	9	53	**2,917**	-27%	313,723
10	A&O Shearman	4	102	**2,847**	-22%	183,288

What a firm page post earns, on average, by type

People news	**66**
Awards & rankings	**47**
Deals & cases	**39**
Community & charity	**29**
Events & webinars	**25**
Insight & commentary	**22**
Hiring	**22**

Freshfields runs the strongest firm page in the TBD250: its ten best posts scored 5,401. **Hogan Lovells Cadwalader**, in its first quarter as a merged firm, is second. **Mishcon de Reya**, 39th by size, is third, and **Watson Farley & Williams**, 41st, is eighth.

People news wins on every firm page. Promotions, trainees qualifying, new joiners and long-service milestones earn three times as much per post as insight and commentary. The page performs best when it shows off the firm's people.

But the page is one layer of three. Three of these ten, Freshfields, Hogan Lovells Cadwalader and Ashurst Perkins Coie, also make the 10×10×10×10 top ten. Their people and leaders matched their page.

Page 10×10: the ten best original posts on the firm's own LinkedIn page, scored on likes plus four times comments. Figures from 3 October; re-checked at the freeze. Followers at 31 August.

TABLE 3 · PEOPLE

The firm 10x10: the best ten-person teams

RANK	FIRM	SIZE	FIRM 10X10	ITS TOP PERSON	PEOPLE IN TOP 10,000
1	Howard Kennedy	97	**40,574**	Mark Stephens CBE	19
2	Clyde & Co	8	**30,407**	Stephen Allen	121
3	Nexa	150	**26,840**	Steven Mather	19
4	CMS	3	**24,294**	David Hardy	151
5	Fletchers	53	**23,234**	Becca Horley	72
6	Kingsley Napley	87	**20,612**	Michael Rosen	82
7	DLA Piper	1	**19,626**	Matt Schwartz	218
8	Stephenson Harwood	37	**19,512**	James Quarmby	52
9	Ashurst Perkins Coie	12	**18,510**	Rupa Mooker	111
10	Fieldfisher	25	**18,194**	Jen Shipley	61

Howard Kennedy fields the strongest ten in the TBD250, led by Hall of Famer Mark Stephens CBE. **Clyde & Co** is second, led by Stephen Allen, with 121 people in the top 10,000. **DLA Piper** has 218, more than any other firm.

Size is no barrier. Nexa, 150th by size, fields the third-strongest ten, and Higgs, 126th, the eleventh.

Law firm business development has always run on individuals. The firms at the top of this table don't hold their best posters back. They raise everyone else to match them.

> **How deep is your bench? What happens to your firm's score without its top person is in your dashboard.**

Firm 10×10: the ten best people at the firm, ten best posts each, up to 100 posts. Leaders count in Table 4, not here.

TABLE 4 · LEADERSHIP

The firms whose leaders lead on LinkedIn

RANK	FIRM	SIZE	LEADERS' SCORE	LEAD POSTER	ROLE
1	Hogan Lovells Cadwalader	7	**5,645**	Miguel Zaldivar	CEO
2	Taylor Rose	44	**4,134**	Antony Jaggard	CEO
3	Dutton Gregory	185	**3,632**	Paul Sams	Managing partner
4	Ashurst Perkins Coie	12	**3,455**	Paul Jenkins	CEO
5	Lewis Silkin	61	**3,284**	Jo Farmer	Managing partner
6	CMS	3	**2,880**	Adrian Bell	Managing partner
7	Bird & Bird	17	**2,788**	Christian Bartsch	CEO
8	Dentons	2	**2,652**	Kate Barton	CEO
9	Forbes Solicitors	121	**2,535**	Pauline Wild	Managing partner
10	Freshfields	10	**2,457**	Alan Mason	Managing partner

Leaders' score: *the 10×10s of the firm's two best leaders added together, up to 20 posts. Lead poster: the higher-scoring of the two.*

Hogan Lovells Cadwalader's leaders score highest, led by CEO Miguel Zaldivar on 5,252 in the merged firm's first quarter. **Dutton Gregory**, 185th by size, is third: managing partner Paul Sams posted 80 times. **Forbes Solicitors**, 121st, makes the ten, led by managing partner Pauline Wild.

Seven of these ten firms also sit in the 10×10×10×10 top 25.

> **Leaders and their firms rise together. The full picture, firm by firm, is on the next page.**

Leaders: the managing partner and senior partner, with the CEO, then the chair, filling any gap. Global roles only.

LEADERSHIP

What firms put in, and what they get back

The firm

Firm pages posted 6% less than in Q2 and earned 14% less. Their people didn't slow down: the lawyers ranked at these 250 firms matched their Q2 total almost exactly.

The page is where most firms put their LinkedIn effort. This quarter it earned 15% of the attention.

The leaders

We tracked 408 leaders at 247 of the 250 firms. 207 of them posted, at 151 firms. In 96 of the UK's 250 largest law firms, not one leader posted all quarter. We couldn't track leaders at the other three firms.

Leaders own 8am. One in seven of their posts goes out in that hour, before the working day takes over.

22 of the top 25 firms on the 10×10×10×10 have a leader posting. A leader who posts gives everyone else at the firm permission to.

The lawyers

12,663 people at TBD250 firms published 61,741 original posts this quarter. At £400 an hour and 30 minutes a post, that is £12.3m of lawyer and staff time. On average, each point of attention costs £3.58 of time.

The firms that get the most back aren't the ones that post most. They are the ones whose people post well: early in the morning, in the evening, and about other people. The typical 6am post earns more than twice the typical post in working hours.

> **Time is the one LinkedIn cost no firm puts on its budget.**

How we reached £12.3m: original posts by people at TBD250 firms, valued at £400 an hour across the board, business professionals included, and 30 minutes a post. Your dashboard has a calculator to change both. Whatever figures you use, LinkedIn content takes a significant commitment of time, a soft cost, on top of the hard cost of producing it.

TABLE 5 · BIGGEST RISERS

The quarter's biggest risers, size for size

Firms 1–50 by size

#	FIRM	Q2	Q3	RISE
1	Charles Russell Speechlys	6,670	18,348	+175%
2	Slaughter and May	6,030	9,770	+62%
3	Clyde & Co	21,474	33,778	+57%
4	Taylor Rose	12,006	18,700	+56%
5	Hill Dickinson	7,845	10,854	+38%
6	Withers	9,674	12,084	+25%
7	Fieldfisher	16,052	19,851	+24%
8	Stephenson Harwood	16,628	20,539	+24%
9	HF	5,786	6,787	+17%
10	Watson Farley & Williams	7,245	8,404	+16%

Firms 51–100 by size

#	FIRM	Q2	Q3	RISE
1	Thorntons	3,191	6,129	+92%
2	Bond Turner	1,971	3,722	+89%
3	Kingsley Napley	13,098	22,167	+69%
4	Express Solicitors	3,814	5,960	+56%
5	Capsticks	8,374	12,371	+48%
6	Lindsays	1,743	2,401	+38%
7	Fletchers	19,164	25,857	+35%
8	Howard Kennedy	32,005	41,289	+29%
9	Morton Fraser MacRoberts	3,271	4,173	+28%
10	Keystone Law	6,569	8,310	+27%

Firms 101–250 by size

#	FIRM	Q2	Q3	RISE
1	Winn Solicitors	1,201	2,650	+121%
2	Davisons Law	1,957	4,297	+120%
3	Turcan Connell	1,281	2,804	+119%
4	MSB	3,581	7,773	+117%
5	Peters & Peters	2,016	4,262	+111%
6	Hempsons	1,132	2,373	+110%
7	NewLaw Solicitors	1,284	2,654	+107%
8	Sheridans	1,467	2,998	+104%
9	Capital Law	2,279	4,597	+102%
10	Acuity Law	2,945	5,875	+99%

Charles Russell Speechlys nearly trebled its score among the 50 largest firms, led by David Savage. **Thorntons** almost doubled in 51–100. In 101–250, **Winn Solicitors** and eight more firms more than doubled.

Percentage rise on the 10×10×10×10, Q3 against Q2, within each band of the TBD250, so a small firm's jump is measured against firms its own size.

The biggest and the strongest social armies

Table 6 · Most people posting each month

#	FIRM	SIZE	STAFF	POSTING MONTHLY	SHARE
1	DLA Piper	1	13,389	**1,437**	10.7%
2	Dentons	2	12,050	**923**	7.7%
3	Hogan Lovells Cadwalader	7	4,837	**833**	17.2%
4	Norton Rose Fulbright	5	8,854	**778**	8.8%
5	Ashurst Perkins Coie	12	2,629	**639**	24.3%
6	A&O Shearman	4	9,274	**615**	6.6%
7	Pinsent Masons	15	4,412	**591**	13.4%
8	CMS	3	11,213	**590**	5.3%
9	Clifford Chance	6	8,372	**547**	6.5%
10	Irwin Mitchell	19	3,210	**534**	16.6%

DLA Piper fields the biggest army in UK law: 1,437 people posting in an average month. **Hogan Lovells Cadwalader**, seventh by size, has the third biggest, and **Ashurst Perkins Coie**, 12th, the fifth. **Irwin Mitchell**, 19th by size, out-musters firms twice its size.

Table 7 · Biggest share of staff posting each month

#	FIRM	SIZE	STAFF	POSTING MONTHLY	SHARE
1	Stephens Scown	123	344	93	**27.0%**
2	HCR Law	62	972	261	**26.8%**
3	Wilson Browne Solicitors	212	168	44	**26.2%**
4	Redkite Solicitors	168	243	63	**25.9%**
5	EMW Law	225	159	39	**24.3%**
6	Napthens	138	295	70	**23.6%**
7	Harrison Drury Solicitors	177	217	48	**22.0%**
8	RWK Goodman	78	637	139	**21.8%**
9	Spencer West	103	458	98	**21.4%**
10	Ellisons	145	284	59	**20.9%**

Stephens Scown and **HCR Law** have more than a quarter of their people posting every month. Eight of the ten sit outside the 100 largest firms. The typical TBD250 firm has one in eight.

Social army: the average number of people posting each month in Q3, and that number as a share of the firm's LinkedIn headcount. Table 7 leaves out the three merged firms while their headcounts settle.

Four times the conversation

The totals

Q3 2026	LAWYERS AT TBD250 FIRMS	TBD250 FIRM PAGES	PEOPLE ÷ PAGES
Posts	61,095	15,666	**3.9×**
Likes	2,344,879	525,502	**4.5×**
Comments	253,175	16,354	**15.5×**
Likes per post	38.4	33.5	**1.1×**
Comments per post	4.1	1.0	**4×**
Comments per 100 likes	11	3	

12,525 lawyers at TBD250 firms posted in Q3. Their firms' 246 active pages posted 15,666 times. The lawyers out-posted them four to one and out-liked them four and a half to one. On comments it isn't close.

The average post

PER POST	LAWYER	FIRM PAGE
Median likes, the typical post	**18**	19
Median comments	**1**	0
Posts with no comments at all	**48%**	63%
Posts with 100+ likes	**8.3%**	5.9%
Top 10% of posts get at least	**89 likes**	73 likes
Top 1% of posts get at least	**286 likes**	238 likes
Best post	**8,176 likes**	1,896 likes
Most-commented post	**930**	60

The typical post is a dead heat on likes: 18 for a lawyer, 19 for a firm page. The gap is conversation. Nearly two in three firm posts get no comment at all. People start conversations. Pages broadcast.

Original posts only, 1 July to 30 September 2026. People figures are a floor: we scored the 25,054 most active of 191,164 people we track at these firms.

YOUR FIRM'S DASHBOARD

This report shows the top ten. Your dashboard shows you.

Your rank on every layer
page, people and leaders, and the one holding you back

Your rivals
five firms like yours, side by side

Your social army
how far under or over strength you are, and who to bring back

Your deep bench
what your score looks like without your top person

Your time ledger
what your people's LinkedIn time costs, and what it earns

Your leaders
how your leadership compares with the firms at the top

£1,799 + VAT a quarter for firms with large page networks, £1,399 for firms with a strong second channel and £999 for every other TBD250 firm. Order by 31 October and you also get Q2, so you can see your direction of travel, plus a free hour with Si within 14 days: what to keep, what to change, and what to do next quarter.

legallinkedinfluencer.com/firm-dashboards

TBD

METHODOLOGY

How we measured the firms

The firms. The TBD250: the 250 largest UK-headquartered law firms by headcount. Each firm counts all its people, wherever they are based. Merged firms count as one firm, with all their LinkedIn pages added together.

Scores. Every original post published between 1 July and 30 September 2026. A person's post scores its likes, plus reposts, plus four times its comments. A firm page post scores its likes plus four times its comments. Reposts of other people's content and group posts don't count.

10×10. The sum of a person's ten best posts in the quarter. **Firm page 10×10:** the firm page's ten best posts. **Firm 10×10:** the 10×10s of the firm's ten best people, leaders excluded. **10×10×10×10:** firm page 10×10, plus firm 10×10, plus the 10×10s of its two best leaders. Up to 130 posts.

Leaders. The managing partner and senior partner in post on 30 September 2026, global roles only. If either role is empty, the CEO fills the gap, then the chair. A leader who would rank in the firm's ten best people moves to the leaders' layer and the eleventh person steps in. Nobody counts twice.

Social army. The average number of people at the firm posting each month in the quarter, and that number as a share of the firm's LinkedIn headcount.

Risers. Percentage change on the 10×10×10×10 against Q2 2026, on the same definition, within three size bands: 1–50, 51–100 and 101–250.

Hall of Famers count for their firms. Fewer than ten people or two leaders posting: we score what exists.

Time. Valued at £400 an hour for everyone, business professionals included, and 30 minutes a post. £400 sits close to the 2026 guideline hourly rate for a London solicitor with four years' experience (£393), set by the Master of the Rolls. We put a value on the time people spend, not on the attention they earn.

TBD

Get the next report first

The Q4 2026 Firms Report lands in the new year. Sign up at legallinkedinfluencer.com/firms-report/ and we'll send it the day it's out. No forms, no paywall: just your email.