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Work Gone Wild:
Resources and Best Practices
for Managing Your Professional Presence and E-Accessibility

E-etiquette:
- Know your audience. If you're writing an email to a partner or professor, proofread as though it is a final document.
- Consider that you may not know your audience. In other words, expect that your email or tweet or blog posting will be forwarded.
- "CC" appropriately. For example, your boss may want to be cc'd on any email you send. Or she may prefer you cc her only on formal emails to large groups. If you work closely with someone, ask her what her cc'ing preference is.
- Just because it's new doesn't mean that old etiquette standards don't apply-- at the very least, some users may think they do. Consider reading or having your students and new associates read, a basic etiquette book. A to Z of Modern Manners by Jo Bryant (published by Debrett's) is a contemporary ettiquette guide that includes tips on social networking.

On-line presence(s):
- Learn how to use Facebook "Friend Lists." You can create groups of friends and separate work from family, and family from close friends. Edit your privacy settings for each Friend List, so that you are controlling which groups see which information. As you add new friends, you can assign them to a Friend List when you accept their friend request.
- Familiarize yourself with all forty-three privacy settings on Facebook. The default privacy settings restrict access to friends only (no access for friends-of-friends), but many applications installed by friends can access and store your personal information (unless you change the privacy settings).
- Some law schools search current students' online profiles. They reach out to students with questionable content and provide coaching on improving their online presence.
- Law schools use Facebook groups to help publicize events. This is probably an under-utilized Facebook function, and one that will gain momentum as Facebook's popularity continues to explode.
- Schools and employers should consider regular training sessions on social networking, from how to use privacy settings to emergent sites and their potential boons (and pitfalls).

Managing your inbox and other information streams:
- Turn off the new message notification (the one that dings when you get a new email).
- Except on those days when you are expected to be answering emails for an urgent project, check email at specific times each day.
- Use Twitter's "Tweetdeck" to manage the flow of and filter information from other users' tweets.
- Give training from an information and time management perspective on how to integrate technologies. Too often training focuses on how to use something, not how best to use and integrate that technology into our existing professional lives.
- Set up folders in your inbox and use them aggressively.
- Schedule regular team or department updates on technology and communication changes. If you're the team leader, express your preferences on issues like cc'ing, email flurries/ storms, etc.
- Firms should routinely review their clients' expectations with regards to technology and communication.
- Limit your inbox to one month's worth of emails.
- If you use Blackberry and email on the weekends and evenings, adopt the mindset that it

eases stress and heads off problems. Especially if you have a deadline or urgent matter, Blackberry can help you resolve or at least keep on top of issues so that Monday morning doesn't come as a rude awakening.

- On the other hand, avoid the Blackberry frenzy of frivolous email exchanges. Just because you can say it or respond to it doesn't mean you should. Consider whether your hasty response is proliferating work (in the form of proliferating emails which others will have to sift through and respond to) or resolving issues.

E-privacy and policies:

- NALP's Principles & Standards (see Part II.C.1; Part III.A.2; and Part IV.E.3) provide guidelines for employers, candidates and law schools regarding the internet and recruiting: **"Responsibilities of Employers, Candidates and Law Schools Regarding the Use of the Internet in the Recruiting Process**

  Q. What are the responsibilities of employers, candidates and law schools regarding the use of information on the Internet during the recruiting process?

  A. Employers should use valid, job related criteria when evaluating candidates. Information learned about candidates on the Internet that has no predictive value with respect to employment performance, should not be relied upon by employers in the hiring process. If an employer obtains information on the Internet about a candidate that may have predictive value with respect to employment performance, the employer should make good faith efforts to determine the accuracy and reliability of the source of such information prior to using that information in evaluating the candidate.

  Candidates should learn as much as possible about target employers and the nature of their positions. When conducting research into employers on the Internet, candidates should make good faith efforts to determine the accuracy and reliability of the source of the information they obtain prior to using that information in evaluating the employer.

  Law schools should counsel students about the importance of maintaining a professional image on the Internet; the propriety of providing information on the Internet about fellow candidates and employers; and the importance of making good faith efforts to determine the accuracy and reliability of the source of information they obtain about employers on the Internet during the recruiting process."

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