



Office of Career Planning  
University of San Francisco School of Law  
2130 Fulton Street  
San Francisco, CA 94117  
TEL 415 422-6757  
FAX 415 422-6710

## 2010 NALP ANNUAL EDUCATION CONFERENCE E-Networking Part 1: To Tweet or Not to Tweet

### **SOCIAL MEDIA RESOURCES**

*Marina Sarmiento Feehan, Assistant Director for Employer Relations*

The following bibliography is a list of resources with links to additional information to assist NALP members in determining whether or not to use Social Media and, if using it, how to use Social Media more effectively. We also list law firms and law schools using Facebook or Twitter as examples to review.

- If you are interested in learning how to set up a Facebook page or Twitter account for your employer or yourself, you may view the free NALP webinar “Leveraging the Power of Facebook and Twitter” at [http://www.nalp.org/facebook\\_twitter](http://www.nalp.org/facebook_twitter) (login required).
- If considering using Social Media for the first time see the Wall Street Journal article, “How to Build a Web Presence from Scratch” (while geared towards individuals, can also apply to companies).<sup>1</sup>

This handout was made possible through work of the E-Professionalism and Social Networking work group. I wish to acknowledge the contributions and dedicated efforts of Vice-Chair Sandra Buteau, and committee member, Kristen Hulse, both from the Georgetown University Law Center, Office of Graduate Programs. Many thanks to Heather Day DiFranco, Esq., Assistant Director of Career Services, Case Western Reserve University School of Law for compiling the examples of law schools on Facebook. Lastly, a warm thank you to Chandra Clouden, Attorney Hiring Manager, Alston & Bird LLP for her invaluable input regarding law firm recruiting.

### **RECRUITING AND SOCIAL MEDIA:**

Companies have been by-passing paying recruiters to find great candidates. Instead, companies are using LinkedIn to find the best kind of candidate – one that is already employed. One of my law students received an email from a Silicon Valley corporation via LinkedIn, inviting her to apply for a summer law clerk position. The “in-mail” was sent by the company’s HR recruiter who found my student by typing in key words such as “employment law,” “corporate law,” “law student” and the like. As companies mine the web for potential candidates, it is important to find the social media platform that works for your company based on your recruitment strategy. It is tempting to just start doing it as the sites are free, the resumes and professional profiles are prolific, and you can source candidates from comfort of your own desk. However, we advise you to learn the capabilities, benefits and short-fall of the social media tools you are considering before sourcing.

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<sup>1</sup>A Web Presence from Scratch, Wall Street Journal, May 10, 2009.  
[http://online.wsj.com/article\\_email/SB124270066448733341-lMyQjAxMDI5NDIyMjcyMDIwWj.html](http://online.wsj.com/article_email/SB124270066448733341-lMyQjAxMDI5NDIyMjcyMDIwWj.html)



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### How Recruiters are Using Social Media:

1. How Company Recruiters are Using LinkedIn to Find Top Talent:  
[http://money.cnn.com/2010/03/24/technology/linkedin\\_social\\_networking.fortune/index.htm](http://money.cnn.com/2010/03/24/technology/linkedin_social_networking.fortune/index.htm)
2. Best Practices - The Art of Recruiting with Social Media: <http://hiring.monster.com/hr/hr-best-practices/recruiting-hiring-advice/job-screening-techniques/recruiting-using-social-media.aspx>
3. Fifty Top Employers Recruiting on Twitter: <http://www.job-hunt.org/job-search-news/2009/06/09/top-50-employers-recruiting-on-twitter/>
4. Why Marketers (or Recruiters) Should Choose Facebook Pages Over Facebook Groups:  
<http://www.insidefacebook.com/2009/06/08/4-reasons-why-marketers-should-choose-facebook-pages-over-facebook-groups/>

### SAMPLE SOCIAL MEDIA POLICIES:

1. Should Your Company Have a Social Media Policy? <http://mashable.com/2009/04/27/social-media-policy/>
2. Sample Social Media Policy for Law Firms:
  - a. <http://dougcornelius.com/2008/11/bloggng-social-internet-policy-for-a-law-firm/>
  - b. <http://www.jaffepr.com/about-us/industry-insight/white-papers/social-media-and-social-networking-policies-and-procedures>
3. 20 Things Law Firms Need to Have in their Social Media Policy:  
<http://virtualmarketingofficer.com/2009/03/19/20-things-law-firms-need-to-have-in-their-social-media-guidelines/>
4. A Great Website with dozens of Social Media Policies:  
<http://123socialmedia.com/2009/01/23/social-media-policy-examples/>
5. IBM: The Gold Standard for Social Media Best Practices: (a bit long but available for all to see, not just IBM employees) <http://www.ibm.com/blogs/zz/en/guidelines.html>

### LEGAL IMPLICATIONS OF SOCIAL MEDIA USE:

1. Steven C. Bennett "Look Who's Talking: Legal Implications of Twitter Social Networking Technology." NYSBA Journal, May 2009.  
[http://www.nysba.org/AM/Template.cfm?Section=Bar\\_i\\_Journal\\_i\\_&CONTENTID=26780&TEMPLATE=/CM/ContentDisplay.cfm](http://www.nysba.org/AM/Template.cfm?Section=Bar_i_Journal_i_&CONTENTID=26780&TEMPLATE=/CM/ContentDisplay.cfm)



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## **TWITTER:**

Should your law firm or law school be on Twitter? Many of your lawyers are already tweeting as are some of your law students. There are conflicting demographic statistics on the internet stating that users in the age group of 45-54 are the top Tweeters<sup>2</sup> while another states that the age demographic is that of 18-35 year olds<sup>3</sup> are the largest users. Anecdotally, our law school's Twitter following for @USFLawOCP and @usflaw reveal that our alumni are more likely to be on Twitter than our current students. What does this mean? For a law school, Twitter may be a more effective marketing tool to reach your alumni base or prospective students. For law firms interested in using Twitter for recruiting purposes, depending on your target – law students vs. laterals, there may be other social media tools better suited for this purpose.

### General Twitter Information:

1. All You Need to Know to Twitter – NY Times:  
<http://www.nytimes.com/2009/05/07/technology/personaltech/07basics.html>
2. Twitter for Businesses: (web pages and downloadable slide show that explains how businesses can use Twitter, along with case studies) <http://business.twitter.com/twitter101>
3. Getting the Most Out of Twitter – NY Times:  
<http://www.nytimes.com/2010/03/04/technology/04basics.html>
4. How Twitter will Change the Way We Live – Time Magazine:  
<http://www.time.com/time/business/article/0,8599,1902604,00.html>

### Law Schools and Career Centers on Twitter:

1. Extensive list of Law Schools on Twitter: <http://socialmedialawstudent.com/twitter/how-law-schools-are-using-twitter/>
2. Top 50 College University Career Centers Using Twitter: <http://www.job-hunt.org/job-search-news/2009/06/15/top-50-college-university-career-centers-using-twitter/>
3. How Your University Can Use Twitter to Its Fullest Potential: <http://doteduguru.com/id2251-twitter-potential-universities.html>

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<sup>2</sup> comScore Releases Surprising Twitter Statistics <http://blog.searchenginewatch.com/090408-122803>

<sup>3</sup> Think Twitter is for Your Generation?

[http://www.associatedcontent.com/article/2066733/which\\_demographic\\_uses\\_twitter\\_the.html](http://www.associatedcontent.com/article/2066733/which_demographic_uses_twitter_the.html)



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### Lawyers and Twitter:

1. Sixteen Ways Lawyers Can Use Twitter:  
<http://www.law.com/jsp/legaltechnology/pubArticleLT.jsp?id=1202426490041>
2. Twitter Your Way to New Clients: <http://kristenluke.wordpress.com/2009/06/14/worksheet-twitter-your-way-to-new-clients/>
3. BigLaw Lawyers on Twitter: <http://www.securitiesdocket.com/biglaw-lawyers-on-twitter/>

### Law Firms Using Twitter:

1. Should Your Law Firm Be on Twitter: <http://lawyerkm.wordpress.com/2009/01/31/law-firms-on-twitter-an-update/>
2. Selected list of Law Firms on Twitter:
  - Akin Gump Strauss Hauer & Feld LLP – [twitter.com/akin\\_gump](https://twitter.com/akin_gump)
  - Allen & Overy – [twitter.com/allenoverly](https://twitter.com/allenoverly)
  - Andrews Kurth LLP – [twitter.com/andrewskurthllp](https://twitter.com/andrewskurthllp)
  - Arent Fox – [twitter.com/arentfox](https://twitter.com/arentfox)
  - Baker & Daniels – [twitter.com/BakerD\\_News](https://twitter.com/BakerD_News)
  - DLA Piper – [twitter.com/dla\\_piper\\_news](https://twitter.com/dla_piper_news)
  - Drinker Biddle & Reath LLP – [twitter.com/DrinkerBiddle](https://twitter.com/DrinkerBiddle)
  - Duane Morris LLP – [twitter.com/DuaneMorrisLLP](https://twitter.com/DuaneMorrisLLP)
  - Foley Hoag LLP – [twitter.com/Foleyhoag](https://twitter.com/Foleyhoag)
  - Foley & Lardner LLP – [twitter.com/FoleyandLardner](https://twitter.com/FoleyandLardner)
  - Fulbright & Jaworski LLP – [twitter.com/fulbright](https://twitter.com/fulbright)
  - Greenberg Traurig, LLP – [twitter.com/GT\\_Law](https://twitter.com/GT_Law)
  - Katten Muchin Rosenman LLP – [twitter.com/KattenLaw](https://twitter.com/KattenLaw)
  - Mayer Brown LLP – [twitter.com/Mayer\\_Brown](https://twitter.com/Mayer_Brown)
  - McDermott Will & Emery – [twitter.com/McDermottLaw](https://twitter.com/McDermottLaw)
  - Nixon Peabody LLP – [twitter.com/NixonPeabodyLLP](https://twitter.com/NixonPeabodyLLP)
  - O'Melveny & Myers LLP – [twitter.com/omelvenymyers](https://twitter.com/omelvenymyers)
  - Patton Boggs LLP – [twitter.com/pattonboggs](https://twitter.com/pattonboggs)
  - Perkins Coie LLP – [twitter.com/PerkinsCoieLLP](https://twitter.com/PerkinsCoieLLP)
  - Stradley Ronon – [twitter.com/stradleyronon](https://twitter.com/stradleyronon)
  - Thompson Hine LLP – [twitter.com/ThompsonHine](https://twitter.com/ThompsonHine)
  - Troutman Sanders LLP – [twitter.com/TStweets](https://twitter.com/TStweets)
  - Vinson & Elkins – [twitter.com/VinsonandElkins](https://twitter.com/VinsonandElkins)
  - Weil Gotshal & Manges LLP – [twitter.com/weilgotshal](https://twitter.com/weilgotshal)
  - Wilson Sonsini Goodrich Rosati PC – [twitter.com/wilsonsonsini](https://twitter.com/wilsonsonsini)
  - Womble Carlyle Sandridge & Rice, PLLC – [twitter.com/WCSRtwit](https://twitter.com/WCSRtwit)



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## **LINKEDIN**

If your lawyers or law students are not on LinkedIn, they need to be. Nowadays, you are no one unless you are someone on the web. According to Guy Kawasaki, a Silicon Valley venture capitalist, all 500 of the *Fortune* 500 are represented in LinkedIn and in fact, 499 of them are represented by director-level and above employees.<sup>4</sup> Currently, companies cannot create their own “Company Pages” on LinkedIn but the LinkedIn Company Pages FAQ states the feature will be coming soon.<sup>5</sup> Instead, company profiles are created from LinkedIn user data and LinkedIn’s partner, Capital IQ.

The links below should convince lawyers and law students alike (as well as you) why LinkedIn is the professional networking site of choice. The LinkedIn website offers excellent online tutorials on how to use LinkedIn professionally and we recommend you go to their learning center for information <http://learn.linkedin.com/>. Additionally, the E-Networking Part 2 handout on Social Media resources also contains an extensive LinkedIn bibliography.

1. Why Lawyers and Law Students Should be on LinkedIn:
  - a. Why Law Students Should Use LinkedIn:  
<http://kevin.lexblog.com/2009/04/articles/social-networking-1/law-school-students-using-linkedin-its-a-no-brainer/>
  - b. LinkedIn & Lawyers: Why You Should Be on the Site:  
<http://www.jaffepr.com/about-us/industry-insight/white-papers/lawyers-and-linkedin-why-you-should-be-site>
2. How LinkedIn Will Fire Up Your Career:  
[http://money.cnn.com/2010/03/24/technology/linkedin\\_social\\_networking.fortune/index.htm](http://money.cnn.com/2010/03/24/technology/linkedin_social_networking.fortune/index.htm)
3. Twenty Ways to Maximize Your LinkedIn Use: <http://webworkerdaily.com/2007/06/15/20-ways-to-use-linkedin-productively/>
4. How to Get Started on LinkedIn: [http://www.bnet.com/2403-13070\\_23-219860.html](http://www.bnet.com/2403-13070_23-219860.html)
5. How to Change the World - Ten Ways to Use LinkedIn:  
[http://blog.guykawasaki.com/2007/01/ten\\_ways\\_to\\_use.html#ixzz0jKUvF3AX](http://blog.guykawasaki.com/2007/01/ten_ways_to_use.html#ixzz0jKUvF3AX)

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<sup>4</sup> Guy Kawasaki, How to Change the World: 10 Ways to Use LinkedIn.  
[http://blog.guykawasaki.com/2007/01/ten\\_ways\\_to\\_use.html#ixzz0jKUvF3AX](http://blog.guykawasaki.com/2007/01/ten_ways_to_use.html#ixzz0jKUvF3AX)

<sup>5</sup> LinkedIn Company Pages How To: <http://learn.linkedin.com/company-pages/#how>



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## **FACEBOOK:**

According to the JD Supra blog, The Scoop on Legal Marketing, “recent changes to Facebook Business Pages represent an excellent opportunity for all service professionals, including attorneys and law firms, to build and engage a responsive - and ultimately viral - network of friends, clients..., colleagues, and valued connections.”<sup>6</sup> For an excellent ideas on how to use Facebook for recruiting read the blog posting, “Facebook for Recruiting – What’s Working.”<sup>7</sup>

1. Why Lawyers Should be on Facebook:
  - a. Facebook 101 for Lawyers: <http://lawyerist.com/2009/04/23/facebook-101-why-lawyers-should-be-on-facebook/>
  - b. Not Just Why But a How To For Lawyers on Facebook: <http://scoop.jdsupra.com/2009/03/articles/content-marketing/you-should-be-on-facebook-heres-why-and-how/>
2. Why Create a Facebook Page Over a Facebook Group: <http://www.insidefacebook.com/2009/06/08/4-reasons-why-marketers-should-choose-facebook-pages-over-facebook-groups/>
3. Facebook 101: 25 Tips and Tricks: <http://www.switched.com/2008/11/13/facebook-101-25-tips-and-tricks/>
4. Customize Your Facebook Page’s URL: <http://www.facebook.com/username/>
5. An Extensive List of Lawyers and Law Firms on Facebook: <http://scoop.jdsupra.com/2009/07/articles/law-firm-marketing/lawyers-and-law-firms-on-facebook/>
6. List of Law Firms Using Facebook Pages for Summer Associates: <http://kmspace.blogspot.com/2008/04/lawyers-law-students-and-facebook.html>
7. Strong example of Law Firm Facebook Page specifically geared towards Recruiting:
  - Curtis, Mallet-Prevost, Colt & Mosle LLP: <http://www.facebook.com/Curtis.Careers>

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<sup>6</sup> <http://scoop.jdsupra.com/2009/03/articles/content-marketing/you-should-be-on-facebook-heres-why-and-how/>

<sup>7</sup> <http://blog.jobzcafe.com/2008/09/08/facebook-for-recruiting-whats-working/>



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8. Examples of Strong Law School Facebook Pages: *Most of these pages seem to be maintained by the law school's marketing or communications departments.*
- Southwestern Law School: (note how they land visitors at their Boxes tab, which highlights a variety of things) <http://www.facebook.com/southwesternlawschool>
  - University of Kansas Law School: (note their Welcome tab, which links visitors directly to pages within the school's website) <http://www.facebook.com/kulawschool>
  - Harvard Law School: (Their Networks tab is an interesting way to promote other resources) <http://www.facebook.com/harvardlaw>
  - University of Virginia School of Law: (note their links to other Facebook pages and groups for the law school, alumni classes, student organizations, etc.) <http://www.facebook.com/uvalaw>
  - Seattle University School of Law: (note use of RRS/Blog tab) <http://www.facebook.com/pages/Seattle-WA/Seattle-University-School-of-Law/51348305898>
  - University of Chicago: (note Groups + Pages tab which has links to Facebook pages of Univ. of Chicago current class years, student groups, alumni) <http://www.facebook.com/UChicagoLaw>
9. Strong Law School Career Services Offices on Facebook: *There are only a few law school career services offices on Facebook. We selected those with the most followers and the most content.*
- Case Western University: (good use of Notes tabs for posting; notice use of "Hootsuite" online application to post content) <http://www.facebook.com/pages/Case-Western-School-of-Law-Career-Services-Office/131582221121>
  - Suffolk University Law School: (Good use of subject headers, images, etc.) <http://www.facebook.com/pages/Boston-MA/Suffolk-University-Law-School-Career-Development-Office/137323531929>
  - University of San Francisco School of Law: (launched Jan. 26, 2010; already lots of content under each tab) <http://www.facebook.com/USFSchoolofLawOfficeofCareerPlanning>
  - University of San Diego: (A bit basic, but good and regular content) <http://www.facebook.com/pages/lawcareerssandiegoedu/Career-Services-University-of-San-Diego-School-of-Law/>