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2010 NALP ANNUAL EDUCATION CONFERENCE E-Networking Part 2: Putting Your Best E-Footprint Forward

SOCIAL MEDIA RESOURCES

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This resource packet for E-Networking Part 2: Putting Your Best E-Footprint Forward is designed to help career services offices and employers coach and/or train their law students, lawyers, and employees on the proper use of Social Media. Additionally, Social Media tools such as LinkedIn or Twitter are increasing being used to find jobs or research employers. Knowing how to use Web 2.0's "Big Three" - Facebook, Twitter and LinkedIn - will also benefit career services officers and employers in understanding the benefits and pitfalls of each media, and the importance of using these tools in creating an effective, professional online presence for individuals, law schools, and legal employers.

This selected bibliography contains links compiled with the help of the E-Professionalism and Social Networking work group. I would especially like 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. Their research made this handout possible. Special thanks to Josie Mitchell, Chair of the Law Student Professionalism Committee, for her guidance to our work group throughout the year.

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 (login required).

LINKEDIN

LinkedIn (www.LinkedIn.com) is the Social Media site of choice for professionals. We recommend that all NALP members establish a LinkedIn profile and encourage their attorneys and law students to do so also. It is important that one's Social Media presence be consistent and accurate among all platforms and as such, a LinkedIn on-line resume needs to match the hard-copy resume. As LinkedIn also has a high SEO (search engine optimization), it is often one of the first results an employer will see when conducting a Google search on a candidate. Maintaining a LinkedIn profile is one of the important steps you can take to manage and control your online reputation.

The LinkedIn website's learning center offers excellent online tutorials on how to use LinkedIn professionally (<http://learn.linkedin.com/>). The learning center contains user guides tailored to



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specific audiences such as job seekers, attorneys, and business developers. Additionally, the free webinars are offered weekly (advanced registration required).

LinkedIn for Lawyers and Law Students:

1. LinkedIn '09 Grad Guide (On-line tutorials): <http://grads.linkedin.com/gradstudents/>
 - a. How to Build a Professional Graduate Student LinkedIn Profile
 - b. How to Use LinkedIn to Connect; and
 - c. How to Get Online Recommendations
2. The LinkedIn Learning Center for Attorneys: <http://learn.linkedin.com/attorneys/>
3. Tips on How Law Students Should Use LinkedIn: <http://lawyerist.com/how-law-students-should-use-linkedin/>
4. Gigantic Tips Guide for Finding Jobs With LinkedIn: <http://jobmob.co.il/blog/gigantic-linkedin-job-search-tips/>
5. Using LinkedIn to Find a Work as a Lawyer:
<http://tinyurl.com/UsingLinkedInforLawyerJobs>
6. A List of Articles to Help Lawyers Make the Most of LinkedIn:
<http://scoop.jdsupra.com/2009/12/articles/law-firm-marketing/linkedin-for-lawyers-a-how-to-reading-list/>
7. LinkedIn SuperGuide -Tutorials, Tips and Tools:
<http://www.interactiveinsightsgroup.com/blog1/linkedin-superguidetutorials-tips-and-tool/>
8. Etiquette for LinkedIn and the Professional Networking World:
http://www.intuitive.com/blog/etiquette_for_linkedin_and_the_professional_networking_world.html
9. Social Network Etiquette - Introducing Yourself:
http://www.cio.com.au/article/304107/social_network_etiquette_introducing_yourself



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TWITTER:

Twitter is yet another Social Media tool with a high SEO. Twitter, if used properly, can be an effective marketing tool to recruit and inform candidates, build a client base, increase a network, or brand oneself as an online “expert” in a particular field. A former law student and 2009 graduate, Rex Gradeless (@Rex7), built a base of over 76,000 followers on Twitter. Known as a social media expert, Rex found an associate attorney position with the help of Twitter and drove traffic to his blog <http://socialmedialawstudent.com/> by providing the link on his Twitter bio.

Before jumping onto Twitter, it does pay to be a passive Twitter observer as the Twitter world can be highly confusing for beginners. You can read “Tweets” (posts by Twitter users) without opening a Twitter account. This will allow you to get a sense of what users are posting and how they are using Twitter. For tips on how to use Twitter effectively and efficiently, see “To Tweet or Not to Tweet: A Twitter Primer” in the February 2010 edition of the NALP Bulletin.¹

The following links should be able to get you, your law students, or your employer started on Twitter:

1. A Beginner’s Guide to Using Twitter: Everything I Wish Someone Had Told Me
<http://tribalwriter.com/2010/02/22/a-writers-starter-guide-to-twitter-or-everything-i-wish-someone-had-told-me-when-i-first-started-using-twitter/>
2. How to Use Twitter as a Lawyer: (part 1 of a series of 7)
<http://blogforprofit.com/2008/09/11/how-to-use-twitter-as-a-lawyer-part-1/>
3. Ten People all Lawyers Should Follow on Twitter:
<http://linkedinlawyer.blogspot.com/2008/12/ten-people-all-lawyers-should-follow-on.html>
4. How to Find a Job on Twitter:
 - a. <http://mashable.com/2009/03/13/twitter-jobs/>
 - b. <http://www.job-hunt.org/job-search-news/2009/11/29/job-hunts-top-10-job-search-twitter-lists/>
 - c. <http://jobmob.co.il/blog/beginners-guide-find-a-job-with-twitter/>
5. Five Ways Twitter Can Improve Law School Life:
<http://www.lawstudent.tv/2007/03/16/5-ways-twitter-can-improve-law-school-life/>

¹ NALP Bulletin, Feb. 2010, Marina Sarmiento Feehan, “To Tweet or Not to Tweet: A Twitter Primer.”
<http://www.nalp.org/viewbulletin/?documentID=2711&bulletinID=361>.



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FACEBOOK:

For the first time ever, Facebook surpassed Google in March 2010 as the most visited website on the internet². Originally the haven of college students, an increasing number of adults are now logging onto Facebook. Facebook fiascos run rampant and there are many online articles about Facebook blunders³ in status updates, photos, or comments causing posters to lose jobs, tarnish their reputations or be seen in a bad light. For law students previously used to posting their college antics online, complete with photos of drunken revelry, entering the legal profession requires modifications to their online behavior.

We gathered these links to help you coach your students, lawyers and employees regarding proper use of Facebook for professional and personal purposes. Additionally, it is important to establish Facebook boundaries to determine who to friend as tensions can arise when using social networking sites for both personal and professional use.⁴ Lastly, we included a link regarding Facebook etiquette.

1. Facebook Invitation: When Your Boss Wants to be Your Friend
<http://www.etiquettedaily.com/2009/04/when-the-boss-tries-to-friend-you-on-facebook/>
2. How to Use Facebook without Losing Your Job over it:
<http://engtech.wordpress.com/2007/03/08/how-to-use-facebook-without-losing-your-job-over-it/>
3. Nine Best Practices for Attorneys Using Facebook:
<http://www.insidefacebook.com/2009/12/22/9-best-practices-for-attorneys-using-facebook/>
4. Three Facebook Settings Every User Should Check Now:
<http://www.nytimes.com/external/readwriteweb/2010/01/20/20readwriteweb-the-3-facebook-settings-every-user-should-c-29287.html?em>
5. Practicing a Proper Social Demeanor - A Guide To Facebook Etiquette:
<http://properfacebooketiquette.blogspot.com/>

² Facebook surpasses Google in Weekly Traffic: http://www.mercurynews.com/business/ci_14698296

³ Law Student's Facebook Page post Lands Him in Hot Water:
<http://74.125.155.132/search?q=cache:GmIR155OuusJ:www.msnbc.msn.com/id/21258212/+law+students+on+facebook&cd=5&hl=en&ct=clnk&gl=us&client=firefox-a>

⁴ When Social Networks Cross Boundaries: A Case Study of Workplace Use of Facebook and LinkedIn
<http://delivery.acm.org/10.1145/1540000/1531689/p95-skeels.pdf?key1=1531689&key2=8367569621&coll=GUIDE&dl=GUIDE&CFID=83676188&CFTOKEN=49570936>



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REPAIRING AND MANAGING YOUR ONLINE REPUTATION:

Google is not just a search engine but a reputation engine. Employers are increasingly googling candidates prior to extending offers. While you may not be able to make negative information disappear (especially if the information is true), there are ways to minimize the negative content by creating positive content through the use of Social Media tools with high SEO (search engine optimization). Controlling the content that appears on the first page of a Google search is doable and advisable. Creating and maintaining an account on LinkedIn and Twitter, social networking sites with high Google Page Rankings, is a main tenet of online reputation management.

Along with the links provided below, for further reputation management tips see also co-presenter Brianne O’Leary’s handout included as part of this packet “How to Protect and Maintain Your Online Reputation.”

1. Google Reputation Management: Tips on how to fix your reputation and remove negative results. <http://www.marketingpilgrim.com/2007/10/google-reputation-management.html>
2. Basics of Online Reputation Management – for your company, top executives, brand or product: <http://www.toprankblog.com/2007/03/basics-of-online-reputation-management/>
3. Professional Facebook Privacy in under 10 Minutes: <http://lawyerist.com/2009/05/04/professional-facebook-privacy-in-under-10-minutes/>
4. Twitter: How to search for mentions of your law school, law firm or name and apply for an RSS Feed of automatic updates. <http://search.twitter.com/>