

Photograph of El Morro gratis by Luis A. Muñoz

**NALP 2010**  
**Annual Education Conference**  
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**E-Networking Part 2: Putting  
Your Best E-Footprint Forward**

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Perkins Coie LLP



## Agenda

- E-Networking → Social Media
- E-Communication → Overview
- E-Professionalism → Guidelines
- E-Due Diligence → Employers

## E-Networking: Social Media

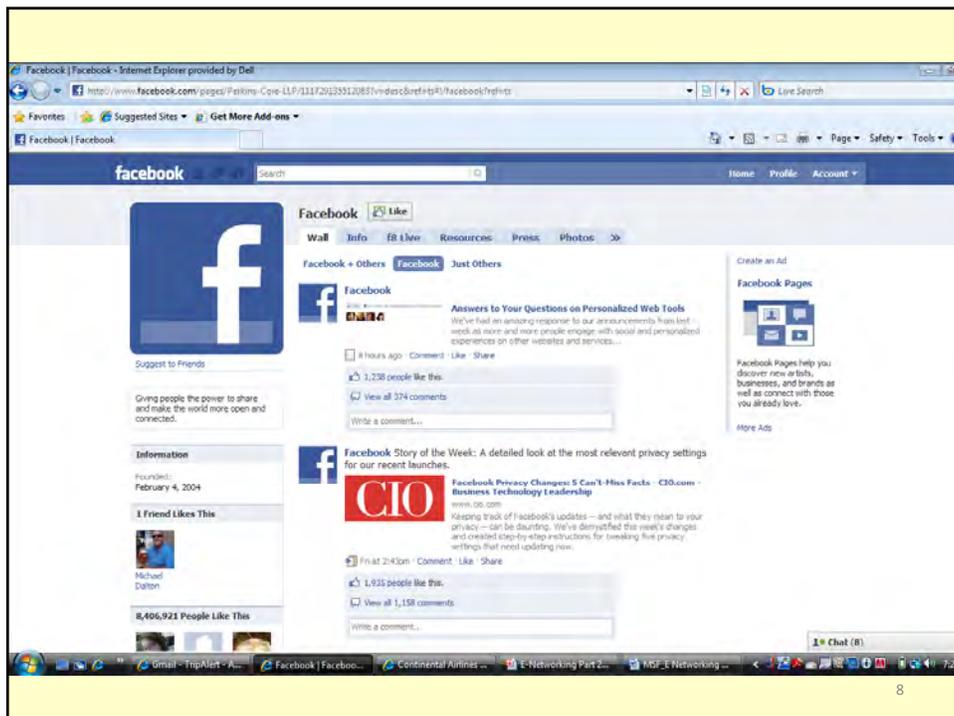
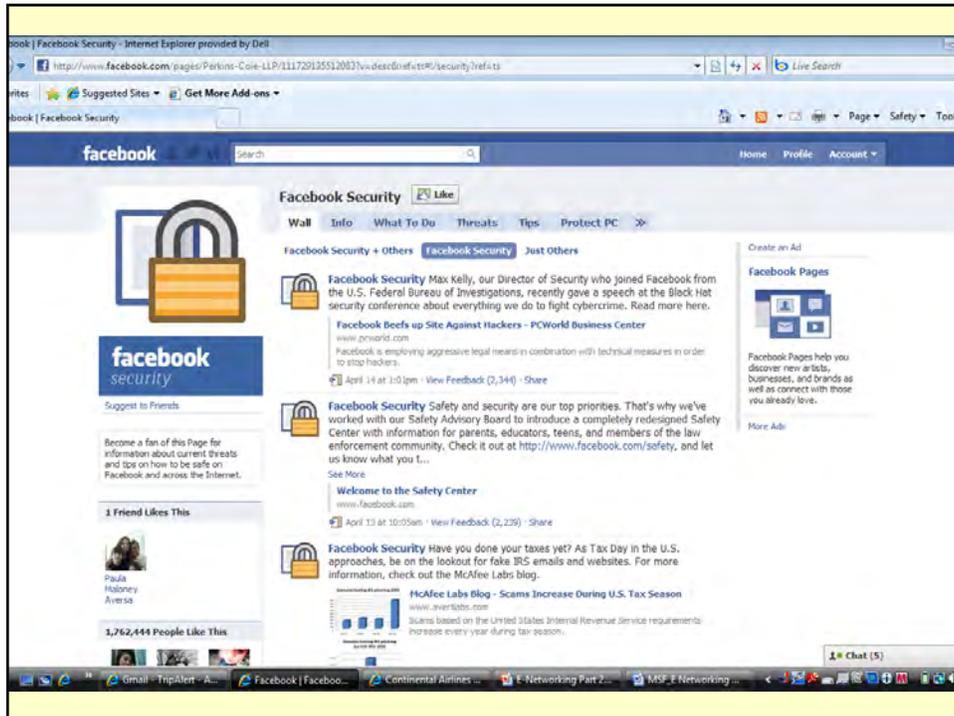
- E-Communication: The Big Three
  - **Facebook** : “friends”
  - **twitter** : “followers”
  - **Linked in**® : “connections”
- Other Platforms:
  - YouTube: web video
  - Blogs: web log
  - Email: electronic communication

## E-Professionalism

- E-Professionalism Strategy
  - Envision and establish your public reputation
  - Then manage it
- What is E-Professionalism?
  - Guidelines for online behavior
  - Manners, etiquette for E-Communication
  - Case studies of good vs. poor behavior

## Facebook is Your Friend

- What is Facebook?
- Using Facebook Responsibly
  - What's your purpose?
  - Privacy settings: Lock them down!
  - Choose your friends wisely
  - A picture is worth a thousand words
  - Be accountable
  - Practice what you preach



## Facebook is Your Friend

- Using Facebook Professionally
  - E-Professionalism: Part One
  - Examples of professional usage
  - Create a fan page
  - Provide training
    - Using Facebook to Gain a Professional Advantage
    - Recruitment “2.0”
    - Getting Hired: A Discussion of the Recruitment Process
    - Leveraging Your Online Reputation
- Case Studies

The screenshot shows the Facebook profile page for the Office of Career Planning, University of San Francisco School of Law. The page is viewed in Internet Explorer. The header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The profile information section on the left lists contact details: Room 320 Landmark Hall, Ph: (415) 422-6757, Fax: (415) 422-6710, Email: lms@ucp.usfca.edu, and website www.USFLawUP.com. The main content area features a post from the Office of Career Planning, University of San Francisco School of Law, dated Friday, May 14, 2010, at 9:01 AM. The post includes a video thumbnail and text about Prof. Bob Talbot and May Chang '09. Below the post are several advertisements, including one for 'Join the USF Saturday MBA', 'Air Conditioning' by AC PRO, and 'Mossy Makeover' by Tri Valley. The bottom of the page shows the Windows taskbar with several open applications.

## Facebook is Your Friend

- Case Studies
  - Hey Recruiter, wanna be “friends”?
    - What are the issues?
    - What should you do?
    - Personal Policy & Practice

## Link Up on LinkedIn

- LinkedIn – “Facebook for Professionals”
- Create a Strategy
  - Determine professional persona
  - Set goals
  - What company do you keep?
  - Build and maintain relationships
  - Keep current / add value

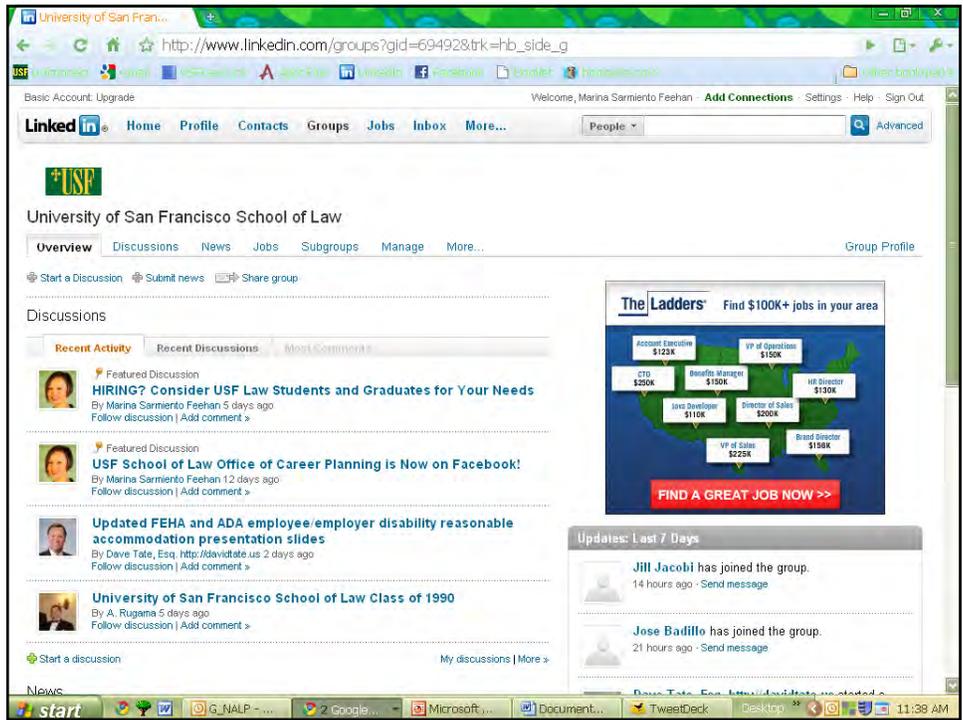
# SUGGESTED LINKEDIN USES

## LAW SCHOOLS

- Create alumni group
- Source atty volunteers
- Foster networking and info interviews
- Find “lost” alumni
- Post jobs
- Start discussions
- Provide information

## LAW FIRMS

- Create employee alumni group
- Source candidates
- Client development
- Research source for law students / laterals
- Promote attorneys consistently



## LinkedIn Strategy

### Your Connection Strategy / Policy:

- Who and how do you invite to connect?
- Do you accept all invitations?
- Your policy for writing recommendations
- What about requests for introductions?
- Want your connections for all to see?

## Learning LinkedIn

- LinkedIn '09 Grad Guide (On-line tutorials):  
<http://grads.linkedin.com/gradstudents/>
  - How to Build a Professional Graduate Student LinkedIn Profile
  - How to Use LinkedIn to Connect; and
  - How to Get Online Recommendations
- The LinkedIn Learning Center for Attorneys:  
<http://learn.linkedin.com/attorneys/>

**1 Own a profile that truly represents you.**

- List your [current](#) and [past positions & education](#) along with your tenure there. This helps the right people and opportunities find you.
- Add a [profile photo](#)— people never forget a face!
- Add a [summary paragraph](#). Think of it as your professional elevator pitch.

**2 Ensure your connections represent your “real-world” network.**

- Use [wehmail import](#) to see, in seconds, all the people you know who are already on LinkedIn. You can then select who you wish to invite to join your trusted network.
- [Upload](#) a contacts file from Outlook, Palm, ACT!, or Mac Address
- View our list of your [colleagues](#) and [classmates](#) that are already on LinkedIn.

**3 Leverage the power of your LinkedIn network!**

With a profile and connections that truly represents you and your “real-world” network, you’re all set to get the most out of LinkedIn.

- [Post a question](#) on Answers and tap into the experts you’re connected to and the entire LinkedIn network. With a professional community of 65+ million, this is the perfect place for those tough questions.
- [Look up](#) someone’s profile before you meet with them. Learn their background and see who you know in common to get off to a fast start.
- Search for [Service Providers](#) and select based on trusted recommendations from people in your

## Blogging for Grown-Ups

- Home run or strike out?
- Positive blog uses
- Potential liability
- Cautionary tale
- Blogging guidelines

The screenshot shows a web browser window displaying the homepage of the 'Social Media Law Student' blog. The page features a navigation menu with links for Home, About, Accolades, Contact, Events Calendar, Privacy Policy, Sponsorship, Terms of Service, and Blogroll. The main content area includes a bio for Laura Bergus, a 'SPONSORS' section with various advertisements, and a 'National Law Review' banner at the bottom.

**Social Media Law Student** a blog by Rex Gradeless

Home About Accolades Contact Events Calendar Privacy Policy Sponsorship Terms of Service Blogroll

**Laura Bergus**

If you're new here, and interested in using social media in the legal profession, you may want to subscribe to the RSS feed or follow us on Twitter @Rex7, @lbergus, and @JoshCamson. Thank you for visiting SocialMediaLawStudent.com.

Laura is a second-year law student at the University of Iowa College of Law. As a member of Phi Beta Kappa, Laura obtained a Bachelor of Arts in Anthropology with special honors and highest distinction from the University of Iowa.

As a law student with a vast web and media background, Laura holds true to the belief that legal services should be affordable, accessible, and online.

Before attending law school, Laura worked for a municipal government, overseeing cable television administration and video production for the city. She also was webmaster and was in charge of public relations and community event planning. Laura has her own blog where she writes about her experiences at law school. Laura is creator of Social Media Best Practices for Law Schools (and manages the online community of the same name).

Laura is also a regular contributor and podcaster of Legal Geekery.

**SPONSORS**

- GO IT ALONE. SAVE MONEY. YOU'LL BE GLAD YOU DID. 1-800-BAR-EXAM. CLICK TO LEARN MORE.
- MICROMASH BAR REVIEW
- Hate Tracking Time? Get Chrometa
- Virtual Lawyering Made Simple. Try Our 90-Day Free Trial.
- lebooks.com FREE SHIPPING on used & new textbooks.
- NATIONAL LAW REVIEW www.natlawreview.com

## Blog Case Study

You are Professor Smith, a member of the faculty at GGU. One of your third year law students has asked you to be a reference for a job he is seeking with a prestigious government agency you formerly worked with. You have been impressed with this student's performance and are happy to recommend him.

When corresponding with the student via email, you noticed he included a link to his blog in the signature block of his message. Intrigued, you visit the blog, which chronicles the student's experiences during law school.

## Blog Case Study

While reading the blog, the following item catches your eye:

“Just got home from hitting the bars with [names GGU classmates] tonight. Not the best idea, considering we have a midterm tomorrow morning. Oh well; everyone at Golden Gate Law knows that Professor Yawne’s exams are a joke.”

What issues do you see? What would you do?

## TWITTER:

### One Tweet, One World, One Tweeple

- What is Twitter?
  - The micro blogging phenomenon
  - Updates are “tweets”
- The Power of Twitter
  - Firms: marketing, branding, recruiting, information dissemination
  - Schools: reputation enhancement, outreach, recruiting, news provider, learning

USFLawOCP

**Name** USF Law OCP  
**Location** USF Law, San Francisco  
**Web** <http://www.usfca...>  
**Bio** Official Site of Office of Career Planning at the University of San Francisco School of Law. Contact us at [lawcareer@usfca.edu](mailto:lawcareer@usfca.edu) or (415) 422-6757.

204 following 583 followers 40 listed

**Tweets** 1,452

Following

RSS feed of USFLawOCP's tweets.

**That's you!**

**EVENT: Probate 101: Fundamentals of Conservatorships. SF Bar May 27 @ 12N.** <http://ow.ly/1Dius>  
 about 1 hour ago via HootSuite

**MCLE: Tips for Handling a Document Intensive Trial. SF Bar, TH Apr 29 @ 12N** <http://ow.ly/1DirW>  
 about 2 hours ago via HootSuite

**EVENT: FBANC's - Filipino Bar Assn - 30th Anniversary Installation Dinner, SF Fri May 7th.** For info: <http://aw.ly/1BYE3>  
 about 2 hours ago via web

**WELCOME: Daisy Hung, Esq. joins the USF Law OCP staff today as Asst. Director of Law Career Planning, focusing on Public Int & Judicial.**  
 about 2 hours ago via TweetDeck

**Our Asst. Director @marinafeehan will be presenting @ #NALP10 conf in Puerto Rico. She'll be talking about Social Media & E-Networking.**  
 about 2 hours ago via TweetDeck

## The Trouble with Tweeters

- Privacy issues
- Unprofessional Use of Twitter:
  - Using Twitter like Facebook
  - Public fights / Name-calling
  - Boredom at work, school, with life
- Guideline:
  - If this were the only tweet people would see, what would they think of me?

## Twitterific Uses

- High SEO – Google loves Twitter
  - Create and manage your online reputation
- Finding a Job
- Research, news, information
- Personalizing a profession / person
  - @mrspinksalot: law student amuses
  - @taxgirl: makes tax law fun

## Using Social Media Properly

- Locate Partners in Your Institution
  - Schools: student services, registrar
  - Firms: human resources, marketing
- Integrate into Handbooks
- Resources
- Key Elements:
  - Using official channels
  - Using external social media
  - Consequences for violating

## Special Considerations for Lawyers and Law Students

- Do not provide legal advice or counsel
- Do not take a position on legal issues
- Do not express opinions re: people or controversial topics
- Do not discuss employer's business or clients
- Rules of professional responsibility apply
- Seek approval before "correcting" information

## Using Social Media **Effectively**

- Develop or Recruit Some Expertise
- Dedicated Programming
  - How To Use The "Big 3"
  - How To Protect/Enhance Your Online Reputation
  - How To Use Social Media To Search For Jobs And Build Their Professional Network
- Integrate Into Other Courses & Programming
  - Counseling
  - Clinics/externships
  - New student/employee orientation

## Social Media ABC's

- Add value by sharing your expertise
- Avoid posting insensitive, negative comments
- Be ethical and mature
- Beware of venting and sensationalism
- Create engaging content
- Do not post anonymously
- Give credit where credit is due
- Pause before posting

## Employer E-Due Diligence

- Case Study
- Disclaimer
- Why do you need a policy?
  - Social media is now prevalent in all phases of the employment cycle
  - Limited case law
  - Labor & employment issues
- Creating a Policy
  - Recruitment & Hiring Processes
  - Employee Usage
  - Current Labor Laws

## Employer E-Due Diligence

- Tips for Getting Started
  - Create a list of lawful info (i.e. protected v. unprotected) to be collected
  - Set guidelines for what info or pictures disqualify a candidate & why
  - Establish a timeline & procedure for consistent screening of all candidates
  - Neutral, non-decision making party reviews info
  - Consider e-diligence AFTER initial interview
  - Consult with employment counsel
  - Provide training

## Employer E-Due Diligence

- Determining accuracy of online information
  - See Handout “How to Protect & Maintain Your Online Reputation” Set guidelines for what info or pictures disqualify a candidate & why
- Best Practices:
  - Clean up your online reputation
  - Be accountable for your online persona
  - Don’t “friend” summer associates or candidates!

2010 NALP Annual Education Conference

## Take-Aways

- E-Networking Part 1:
  - Social Media Resources – Getting Started
- E-Networking Part 2:
  - Social Media Resources – Training
  - How to Protect & Maintain Your Online Reputation
  - E-Diligence Guidelines & Best Practices
  - Blogging Guidelines Resources for Lawyers & Law Students
- E-Guide for E-Professionalism (August 2010)

## Questions / Contacts

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  - [ggulcs.blogspot.com](http://ggulcs.blogspot.com)
- **Marina S. Feehan**, Asst. Director, Office of Career Planning
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- **Brianne O’Leary**, Professional Development & Recruitment Manager
  - Perkins Coie LLP
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  - <http://www.linkedin.com/in/brianneoleary>