

# Selected Articles Related to Social Networking

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Are you a career services officer wondering how to get started on social media? A law student who's been told that she needs to create a profile on LinkedIn? A lawyer who's been hearing Twitter is the place to be? The following links can help you get started learning about the three main social media platforms, Facebook, Twitter, and LinkedIn and how each site can be used in job searching, personal branding, client development, keeping on top of your industry, and more! In addition, an excellent book on this topic is *The 6Ps of the BIG 3™* by Amanda C. Ellis (Something Different Publishing, Inc., 2010).

## **SOCIAL MEDIA/SOCIAL NETWORKING**

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<http://socialmedialawstudent.com/twitter/what-career-service-office-advisors-should-be-telling-law-students-about-social-media-part-22/>

"5 Strategies for Smart Social Networking," Illinois State University website —  
<http://www.helpdesk.ilstu.edu/kb/index.phtml?kbid=1138>

"A Lawyer's Social Networking Toolbox: Tuning Up Your Business Development," *Law Practice Today*, ABA (2009) —  
<http://www.abanet.org/lpm/lpt/articles/ftr11096.shtml>

"Compliance and Recommendations on Social Networking Sites," *Compliance Building* (2009) —  
<http://www.compliancebuilding.com/2009/03/24/recommendations-on-social-networking-sites-and-compliance/>

"Social Media or Snake Oil: Does Social Media Measure Up to the Hype?" *ABA Journal* (2011) —

[http://www.abajournal.com/magazine/article/social\\_media\\_or\\_snake\\_oil/](http://www.abajournal.com/magazine/article/social_media_or_snake_oil/)

"Social Blunders," *The DC Bar* (2008) —  
[http://www.dcbar.org/for\\_lawyers/resources/publications/washington\\_lawyer/december\\_2008/social\\_blunders.cfm](http://www.dcbar.org/for_lawyers/resources/publications/washington_lawyer/december_2008/social_blunders.cfm)

## **USING SOCIAL MEDIA TO FIND A JOB**

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<http://blogs.wsj.com/hire-education/2010/05/03/the-basics-of-job-hunting-through-social-networks/tab/print/>

"Using Social Networking in Your Job Search," *Lateral Attorney Report* (2009) —  
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"The Ultimate Social Media Checklist for Job Hunters," *Applicant* (2010) —  
<http://applicant.com/the-ultimate-social-media-checklist-for-job-hunters/>

"How to Turn Social Networking into a Job Offer," *U.S. News & World Report* (2009) —  
<http://www.usnews.com/money/careers/articles/2009/05/11/how-to-turn-social-networking-into-a-job-offer.html>

"How Lawyers Are Using Social Media for Real Results," *Mashable* (2010) —  
<http://mashable.com/2010/06/01/lawyers-social-media/>

"More Employers Use Social Networks to Check Out Applicants," *The New York Times* (2009) —  
<http://bits.blogs.nytimes.com/2009/08/20/more-employers-use-social-networks-to-check-out-applicants/?pagemode=print>

## **FACEBOOK**

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<http://www.infotoday.com/it/mar08/Krivak.shtml>

"Facebook 101: 25 Tips and Tricks," *Switched* (2008) —  
<http://www.switched.com/2008/11/13/facebook-101-25-tips-and-tricks/>

"10 Privacy Settings Every Facebook User Should Know," *All Facebook* (2009) —

<http://www.allfacebook.com/facebook-privacy-2009-02>

"Managing Facebook Privacy Settings," *The Chronicle of Higher Education* (2009) —

<http://chronicle.com/blogs/profhacker/managing-facebook-privacy-settings/22791>

"Law Firm Facebook Disasters & How to Prevent Them," Amanda Ellis Legal Search (2009) —

<http://archive.constantcontact.com/fs035/1102387444051/archive/1102638465141.html>

"How to Lose a Job Via Facebook in 140 Characters or Less," *Applicant* (2009),

<http://applicant.com/how-to-lose-a-job-via-facebook-in-140-characters-or-less/>

"Florida Judges Banned from 'Friending' Lawyers on Facebook, What Would People Think?!", *The Register* (2009) —

[http://www.theregister.co.uk/2009/12/11/florida\\_judges\\_social\\_network\\_friend\\_restriction/](http://www.theregister.co.uk/2009/12/11/florida_judges_social_network_friend_restriction/)

"Professor Suspended After Joke About Killing Students on Facebook," ABC News (2010) —

<http://abcnews.go.com/Business/PersonalFinance/facebook-firings-employees-online-vents-twitter-postings-cost/story?id=9986796>

## **TWITTER**

"Why Would a Grown-Up Lawyer Ever Tweet?"

85 Broads (2010) —

<http://www.85broads.com/experts/betsy-munnell/why-would-a-grown-up-lawyer-ever-tweet-2>

"Twitter 101: Tips and Tricks, Switched" (2009) —

<http://www.switched.com/2009/03/26/twitter-101-tips-and-tricks/>

"30 Profiles (and Sites) Every Job Seeker on Twitter Should Follow," *Applicant* (2009) —

<http://applicant.com/30-must-follow-twitter-profiles-and-sites-for-job-hunters/>

"50 Ways To Use Twitter as a Job Search Tool," *Applicant* (2009) — <http://applicant.com/twitter-job-search/>

"5 Ways Twitter Can Get You Fired," *Applicant* (2009) — <http://applicant.com/5-ways-twitter-can-get-you-fired/>

"Top 100 Twitter Feeds for Law Students," *Online Best Colleges* (2009) —

<http://www.onlinebestcolleges.com/blog/2009/top-100-twitter-feeds-for-law-students/>

## **LINKEDIN**

"LinkedIn for Lawyers 101," *Lawyer Casting* (2009) —

<http://www.lawercasting.com/2009/01/linkedin-for-lawyers-101.html>

"The 'Don't Do It' Guide to Using LinkedIn,"

*The Applicant* (2009) —

<http://applicant.com/the-dont-do-it-guide-to-using-linkedin/>

"How to Really Use LinkedIn" —

<http://www.how-to-really-use-linkedin.com/How-to-REALLY-use-linkedin-EN-light-version.pdf>

"A LinkedIn Profile Is Only the Beginning," *Fulton County Daily Report* (2010) —

<http://www.law.com/jsp/law/careercenter/CareerCenterArticleFriendly.jsp?id=1202449770591>

"10 LinkedIn Groups Every Job Seeker Should Join,"

*Applicant* (2009) —

<http://applicant.com/10-linkedin-groups-every-job-seeker-should-join/>

"10 Ways to Use LinkedIn to Find a Job," *Applicant* (2010) —

<http://applicant.com/10-ways-to-use-linkedin-to-find-a-job/>

"Using LinkedIn to Help You Find Work as a Lawyer,"

*The Legal Intelligencer* (2010) —

[http://www.lawjobs.com/newsandviews/LawArticle.jsp?id=1202443837068&Using\\_LinkedIn\\_to\\_Help\\_You\\_Find\\_Work\\_as\\_a\\_Lawyer&slreturn=1&hbxlogin=1](http://www.lawjobs.com/newsandviews/LawArticle.jsp?id=1202443837068&Using_LinkedIn_to_Help_You_Find_Work_as_a_Lawyer&slreturn=1&hbxlogin=1)

## **BLOGGING/EMAIL**

"Lawyers, Looking to Launch a Blog? Read This First,"

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<http://blogs.wsj.com/law/2010/03/08/lawyers-looking-to-launch-a-blog-read-this-first/>

"Email Etiquette 101," Michael Hyatt Intentional Leadership

(2007) — <http://michaelhyatt.com/e-mail-etiquette-101.html>

"E-Mail Netiquette for Lawyers" Judge Gerald Lebovits, *NYSBA Journal* (2009) — <http://ssrn.com/abstract=1515812>