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


“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/


USING SOCIAL MEDIA TO FIND A JOB


FACEBOOK


This is one of a series of E-Guides on E-Professionalism available from NALP at www.nalp.org/eguides.
“10 Privacy Settings Every Facebook User Should Know,” All Facebook (2009) —
http://www.allfacebook.com/facebook-privacy-2009-02


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/

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) —


“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) —

“The ′Don′t Do It′ Guide to Using LinkedIn,”
The Applicant (2009) —

“How to Really Use LinkedIn” —


“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=120443837068&Using_LinkedIn_to_Help_You_Find_Work_as_a_Lawyer&slreturn=1&hblogin=1

**BLOGGING/EMAIL**


http://ssrn.com/abstract=1515812

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