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Professional Social Networking: From Facebook to LinkedIn

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Popular Social Networks

- MySpace (http://myspace.com) – best for socializing, sharing music
- Facebook (http://facebook.com) – increasingly used by law schools to connect to students, alumni, and applicants
- LinkedIn (http://linkedin.com) – establish and maintain online professional networks, features many alumni groups
- Twitter (http://twitter.com) – update your social networks quickly and follow others’ updates
- Diigo (http://diigo.com) – a social network for bookmarks
- LawLink (http://lawlink.com) – network with legal professionals
- Ning (http://ning.com) – create private or focused social networks

Law schools on Social Networks

Facebook
- IIT Downtown Campus Library - http://tinyurl.com/ceywhr
- University of Chicago Law School - http://tinyurl.com/cpnphy

LinkedIn
- Pace Law School - http://tinyurl.com/cnc8sk
- Chicago-Kent Group (requires membership)
- University of Illinois Law Alumni Association Group (requires membership)

Articles

- Leora Maccabee, How law students should use LinkedIn, Lawyerist (2009), available at http://lawyerist.com/2009/04/14/how-law-students-should-use-linkedin/#more-1815
- The Social Media Law Student: http://socialmedialawstudent.com/
Videos

- Social Networking in Plain English - [http://www.youtube.com/watch?v=6a_KF7TYKVc](http://www.youtube.com/watch?v=6a_KF7TYKVc)
- Twitter in Plain English – [http://www.youtube.com/watch?v=ddO9idmax0o](http://www.youtube.com/watch?v=ddO9idmax0o)
- Social Bookmarking in Plain English – [http://www.youtube.com/watch?v=x66lV7GOcNU](http://www.youtube.com/watch?v=x66lV7GOcNU)
- Social Bookmarking: Making the Web Work for You (by Emily Barney) - [http://www.youtube.com/watch?v=kcecBgRd3ig](http://www.youtube.com/watch?v=kcecBgRd3ig)

Considerations

**Privacy**
- Use privacy settings.
- Consider creating personal and professional accounts.
- Do not form connections you are uncomfortable with.
- Leave profile fields blank if you wish. Most are optional.

**Professionalism**
- Too little interaction will not develop networks; too much is intrusive.
- Share articles and insights across your social networks.
- Ignore features, requests, and memes you do not want or need.
- Be aware of how social networks are used by law faculty, law schools, and law students even if you are not participating.