

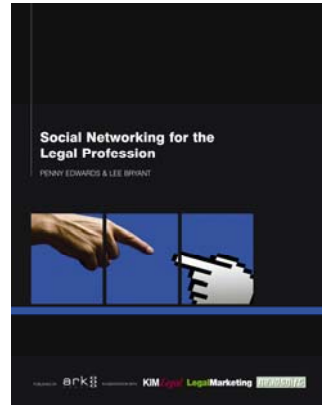
Social Networking for the Legal Profession

By Penny Edwards & Lee Bryant

This exceptional new report takes into account the key risk issues surrounding the use of social networking in a legal context and explains the challenges you must overcome to make implementation of a social networking strategy a success.

Social Networking for the Legal Profession explores the networking practices and social tools that are currently being adopted by individuals and firms, and will provide practical guidance for getting started with an online social networking strategy, including:

- What do we mean by social networking in a legal context?
- Using online social networks for recruitment, value-added legal services, thought leadership and reputation management;
- Using networks across the firm to improve experience location, knowledge sharing, current awareness and internal communications;
- The role of social networks in improving both personal and network productivity, decision making, collective intelligence and relationship building;
- Challenges to establishing and participating in online social networks;
- How to evaluate and select social networking tools, and assimilate them in to your professional and personal life in ways that suit and make sense to you;
- Policy and governance issues around social networking adoption;
- A survey of personal, professional and lawyer-to-lawyer social network sites, including the best sites for lawyers and what they have to offer;
- How social tools support social networking within the firm, including blogs, wikis, presence sharing, social bookmarking and tagging; RSS, social news reading and syndication; and
- Future social networking trends and their impact on the legal profession.



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The guidance and expertise provided within the report is supported by case studies and interviews with legal professionals offering practical advice and insight into social networking and the use of social tools.

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