Smart Internet Research/Resources

**Martindale.com**
http://www.martindale.com/
Find Lawyer or Law Firm
Search by practice area; choose from their list
Include State

**People tab**
Search by law school (Brigham Young University)
Compare for side by side list
Contact now

**NALP Directory**
http://www.nalpdirectory.com/
Can search by name, city, type, size, if they hire your class, practice area, etc.
Wealth of info on the firm including:
Contact info
Website
Lawyer demographics
Practice areas
Compensation & benefits
Partnership & advancement
Recruitment & Hiring
Hours & Lifestyle
Pro bono/public interest
Diversity & inclusion
Professional development

**Google Reader**
Log into Gmail>More>Reader
Subscribe
Search for key words or put in name, URL, /RSS feed
Newspapers in cities you want to work in, business/finance/legal section
Industry journals, papers
Blogs (http://www.abajournal.com/blawg100)
Magazines
Websites of organizations you want to work at (look for an RSS feed)
Job boards

**Google Alerts**
http://www.google.com/alerts
Use key words and set frequency and location of alerts (email or Reader)
Firm names
Legal jobs
Key words including practice areas, cities, etc.

**BYU Alumni Directory**

**JRCLS Directory**
**Facebook pages**
Search for organizations, firms (AF Jag, DOJ, DHS, law firms, etc.)
Like the page to put them in your FB newsfeed

**Google**
Google search tips & tricks
LinkedIn

- Professionals’ preferred choice for social media & connecting with others
- Use a professional photo
- Personalize your LinkedIn URL
- Keep it up to date
- Use key words in your descriptions
- Send personalized invitations using specific information, i.e.
  - Customize the Invitation
  - Tell the Person Where You Know Them From
  - Tell the Person Why You Want to Connect
  - No Strings Attached
  “Dear Dave, I enjoyed speaking with you at the Law Society fireside last week and learning more about your work at Parsons Behle and what classes really helped you during law school. I would like to add you as a connection on LinkedIn. Thanks again for your advice. All the best, MariLee”

LinkedIn Groups
Alumni groups (undergrad, law school)
National clubs or societies
Practice specific groups (Business law, tax law, etc.)
Industry specific groups (attorney, attorneys and technology, etc.)
Legal jobs (city, practice area)
  - Follow, make comments, add value to the group, ask questions, start discussions, etc.

Companies
Law firms
Law practice
Legal aid
Refine by key words, location, job opportunities, size, etc.

Jobs
Law clerk
Attorney
Associate
Legal internship
Legal jobs
Twitter

To find people to follow, search for key words such as:
Attorney jobs
Law firms
Practice Areas
Attorneys
Firm name (if you know the name of a firm you’d like to follow)
Attorney jobs (state)
Lawyer jobs
Legal jobs
Law clerk jobs
Etc.

Big law firms on Twitter:
Patton Boggs @pattonboggs
Troutman Sanders @TStweets
Seyfarth Shaw @seyfarthsshawLLP
Latham & Watkins @lathamwatkins
Nixon Peabody @NixonPeabodyLLP
Goodwin Procter @goodwinprocter
Lowenstein Sandler @LowensteinNews
Greenberg Traurig LLP @GT_Law
DLA Piper @DLA_Piper_News
McGuireWoods LLP @McGuireWoodsLLP
Mayer Brown @Mayer_Brown
McDermott @McDermottLaw
Weil Gotshal & Manges @WeilGotshal
Ehrlich, Franz & Harris @FL_LawFirm
Akin Gump @akin_gump
Skadden, Arps @SkaddenArps
Fulbright & Jaworski @Fulbright
Kirkland & Ellis LLP @Kirkland_Ellis
Clifford Chance UK @CC_UK_PR
White & Case @WhiteCase
Perkins Coie @PerkinsCoieLLP
Norton Rose @NortonRoseGroup
Arent Fox LLP @arentfox
Gibson Dunn @gibsondunn

Other people to follow:
Legal Week@legalweek
Reuters Legal @ReutersLegal
FindLawLP @FindLawLP
Law Society Gazette @lawsocgazette
ABA Law Journal @ABAJournal
WSJ Law Blog @WSJlawblog
WSJ Legal News @WSJlaw
Legal Intelligencer @thegalalintel
Legal Times @Legal_Times
TweetLaw.com @TweetLaw
LawLibrary of Congress @LawLibCongress

Law.com @lawdotcom
Vault Law @VaultLaw
Westlaw @Westlaw
LexisNexis @LexisNexis
Law Firm Newswire @lfnewswire
Lawyerist.com @lawyerist
U.S. Supreme Court @USSupremeCourt
Justice Department @TheJusticeDept

Practice Specific:
IP Law Updates @IPLawAlerts
IP Law News @IP_Law_News
Construction Law @BuildingLaw
Corporate Counsel @CorpCounsel
Immigration Law @LegalDocs
Tech Law News @Tech_Law
Social Media Law @SocialMediaLaw
Real Estate Law @LegalRealEstate
Environmental Law @EnvironmentalAlerts
Insurance Law News @InsuranceAlert
Bankruptcy Law News @BankruptcyLaw
Securities Law @SecuritiesLaw
Small Law Firm News @SmallLawFirms
USA.gov @USAgov

Jobs:
AttorneyJobs @AttorneyJobs
Attorney Jobs @attorneyjobsusa
Attorney Jobs (student & other) @USAttorneyJobs
Attorney Jobs @AllAttorneyJobs
Search for Attorney Jobs (State) ie. Attorney Jobs New York
#LawJobChat @LawJobChat
#lawjobs
#lawclerks
#legaljobs
Managing Your Digital Dirt

by Tracy Evans and Gwen Ferrel, Members of NALP’s e-Professionalism and Social Networking work group. Tracy is the Director of Professional and Bar Relations and Gwen Ferrell is the Associate Director of Career Services at Louisiana State University Law Center

The digital age is remarkable and is growing more rapidly than anyone could have ever imagined. Today, Facebook, MySpace, Twitter, and blogging can generate information on the Internet instantly and permanently. Entries through all of the above create large volumes of information on a daily basis, and managing the information flow can seem overwhelming and almost impossible.

WHAT IS DIGITAL DIRT?

It is anything and everything about you that can be found on the Internet that can possibly portray you in a negative manner. For instance, a picture of you drunk, a YouTube video of you mooning some friends, a negative comment on your Facebook wall about an individual or employer, or a blog where you voice your opinion in a harsh and unprofessional manner. All of these are true examples of Internet dirt that has caused problems for people seeking employment. As a general rule, before posting use the “Grandmother Rule” — if you would not want your grandmother to see or read it, then consider it digital dirt. Unfortunately, there is always potential for dirt that someone else posted or blogged about you. This is why managing your digital dirt is so important.

Employers are eagerly using the Internet to obtain knowledge about job candidates to help in making hiring decisions. Who can blame employers when the Internet provides information on a potential employee far beyond what is recorded on a resume? While this scenario may be unavoidable, there are ways to put a positive spin on your digital presence. But you must first find the dirt, then clean it up. Once this is done, it is important to maintain a regular routine of checking the Internet for personal information.

CLEANING THE DIRT

- **Start with the Simple and Obvious.** Sites that you regularly access such as Facebook and MySpace are great places to start by removing questionable comments, photographs, and links. Remember the “Grandmother Rule” above. Additionally, beef up your security settings to eliminate posting and tagging by anyone or use “just friends” only. This will at least help you to identify the source of the information. Some people collect as many friends as possible on Facebook and/or MySpace pages, but do you really want 300+ people to have access to your personal information, pictures, and posts? Consider implementing some tough love and remove those whom you do not know very well and stick to your true friends and family.

- **Gain Control Over the Dirt.** Creating a blog or a website is a good way for you to take control of what is on the Internet about you and to change the negative to positive. Essentially, the more you personally post to your own blog or website, the more the bad dirt gets pushed to the bottom. Most people do not care to search the Internet for the old and hard to find scoop; they want to access recent and easy to find information, which is typically just the first page.

- **Contact the Source.** When you find negative information about yourself on a website or blog, consider con-
tacting the owner or administrator of the site to ask for this information to be removed.

- **Bring in the Professionals.** Do you have just too much dirt to clean, or do you just not feel confident in your own abilities to adequately clean your online profile? Consider hiring professional “online cleaning services,” such as [www.reputation.com](http://www.reputation.com) and [www.defendMyName.com](http://www.defendMyName.com).

This is just the tip of the iceberg when it comes to ways to manage your digital dirt. Literally hundreds of tools are available on the Internet to assist with overseeing your online profile. JobMob for example, has an ongoing list of “reputation management tools” with 200+ sites to help you track the dirt.

Once you have had the opportunity to do some online spring cleaning, turn a new leaf by making sure what you post is professional and positive. If ever in doubt, do not post it, it is not worth the risk. Ask your friends to respect what they post about you as well, most of your cleaning is usually comments and pictures other people post. Finally, stay on top of it. Once you have done a thorough cleaning, remember that new information surfaces each day. Follow the rules above, establish a [Google alert](http://www.google.com/alert) and be sure to check your image regularly.
Selected Articles Related to Social Networking

Compiled by Sandra P. Buteau, Vice-Chair, NALP’s E-Professionalism and Social Networking work group, with the collaboration of several members of the Law Student Professionalism Section. Sandra is the Director of Graduate Career and Professional Development at Georgetown University Law Center.

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.