

SOCIAL NETWORKING SITES – CAREER MOTIVES AND BUSINESS DEVELOPMENT

I. DOs

1. Prepare a detailed profile on LinkedIn (and other sites).
2. Build your network.
3. Use contacts to get warm leads.
4. Join groups or start your own group.
5. Post status updates regularly.
6. Update your profile regularly.
7. Use the “Jobs” section of LinkedIn.
8. Use to gather information.
9. Use to view law firm and company profiles.
10. Check in with contacts.
11. Get creative.

II. DON'Ts

1. Don't fail to include a professional photo.
2. Don't fail to realize that your profile is just like your resume.
3. Don't necessarily allow access to your entire profile on Facebook.
4. Don't fail to include a headline on LinkedIn.
5. Don't invite people on LinkedIn or Facebook who you don't know at all.
6. Don't include an unprofessional email address on your profile.
7. Don't post inappropriate comments on others' profiles or blogs.

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