

# Agenda

Introductions



LinkedIn



Facebook



Policies and Risks



Blogging



Twitter



Legal OnRamp



Martindale Connected







## In the beginning, there was MySpace ...

The screenshot shows a MySpace profile for 'LA's Dopest Attorney'. The profile includes a profile picture of a woman, a bio stating she is a 29-year-old female from Los Angeles, California, and a quote: "The right to get high." Below the bio are navigation links for 'View My Pics' and 'Videos'. A 'Contacting LA's Dopest Attorney' section lists actions like 'Send Message', 'Add to Friends', and 'Add to Group'. The 'MySpace URL' is provided as http://www.myspace.com/lasdopestattorney. The 'Interests' section is titled 'General' and lists 'A HARVARD LAWYER INSIDE OUT'. The 'Latest Blog Entry' section features several articles with titles like 'THE ALLURE OF DRUGS - MY SUNDAY DAILY NEWS ARTICLE' and 'PARIS HILTON SPRUNG MY VIEWS IN THE DAILY NEWS - TODAY'. The 'About me' section identifies her as 'Criminal attorney Allison B Margolin' and mentions her work on criminal defense and a weekly 'Go Ask Allison' column.

Robert J. Ambrogi Esq.

www.legaline.com

BOB

... and it begat:



Robert J. Ambrogi Esq.

[www.legaline.com](http://www.legaline.com)

Today we'll try to make some sense of it all.

Social



Professional



Organize & connect with people in a professional way.

Lawyer to Lawyer



Martindale-Hubbell® Connected BETA  
The premier global network for lawyers



PivotalDiscovery.com BETA



Lawyer-Link  
Connecting attorneys with attorneys

[Robert J. Ambrogi Esq.](#)

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The questions we'll explore today:

## What **value** does online networking offer?

- What **benefits** might people expect to see?
- How much **time and effort** should they invest?
- Which are the **best sites** for lawyers? For the rest of us?
- How can you **maximize** the return?

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Robert J. Ambrogi Esq.

[www.legaline.com](http://www.legaline.com)

Survey: [Avanade.com](http://www.avanade.com), September 2008

Survey of **541 top executives** in North America, Europe and Asia-Pacific:

- Social media have the **potential to transform** the way companies build and manage relationships with their customers.
- **Apathy, fear and uncertainty** – more than costs – are preventing companies from formally adopting social media.
- Social media are **invading the workplace by stealth**. Companies know this, but most have no formal plan to manage them.

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Robert J. Ambrogi Esq.

[www.legaline.com](http://www.legaline.com)

Survey: [Avanade.com](http://Avanade.com), September 2008

Among global businesses that were early adopters of social media:

- Two-thirds see **improved customer satisfaction** from the adoption of social media.
- 64 percent report an **improved reputation** in the marketplace.
- 2 in 5 companies can directly associate an **increase in sales** with the move to new forms of media.

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Robert J. Ambrogi Esq.

[www.legaline.com](http://www.legaline.com)

Survey: ABA Legal Technology Survey Report, August 2008

## BLOGS AND SOCIAL NETWORKS

Blogs are maintained by just a tiny minority of lawyers and firms. But attorneys seem to be warming more to the idea of joining social networks:

**8%**

Firms that  
maintain  
a law blog

**2%**

Lawyers who  
maintain  
a law blog

**4%**

Firms that  
have joined a  
social network

**15%**

Lawyers who have  
joined a social  
network

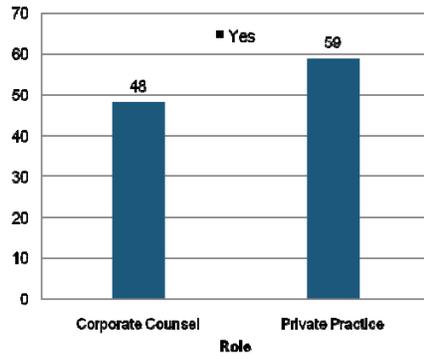
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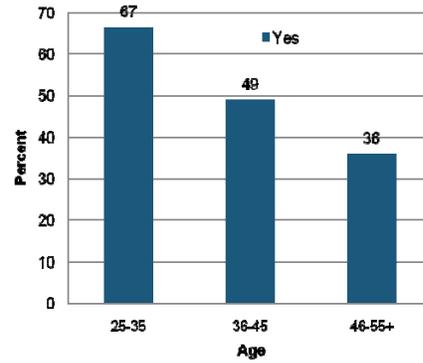
[www.legaline.com](http://www.legaline.com)

Survey: Leader/LexisNexis, July 2008

Are you a member of an online social network such as LinkedIn, Plaxo, Facebook or MySpace? (by role)



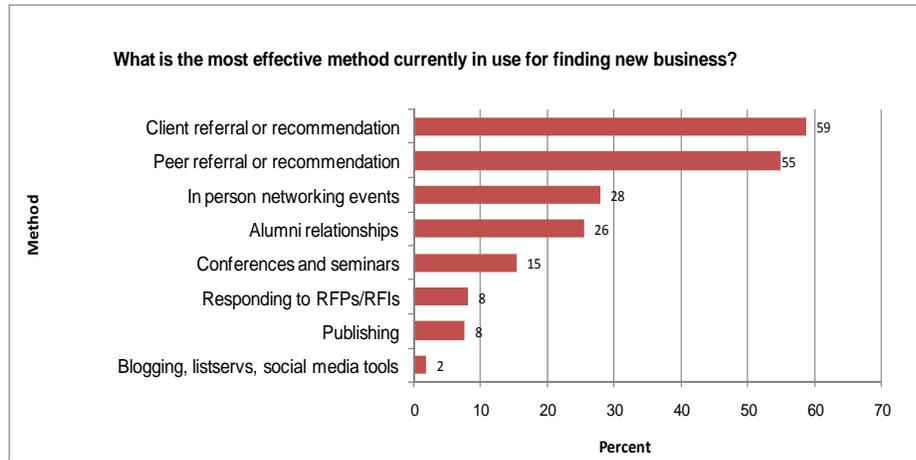
Are you a member of an online social network such as LinkedIn, Plaxo, Facebook or MySpace? (by Age)



Robert J. Ambrogi Esq.

[www.legaline.com](http://www.legaline.com)

Survey: Leader/LexisNexis, July 2008

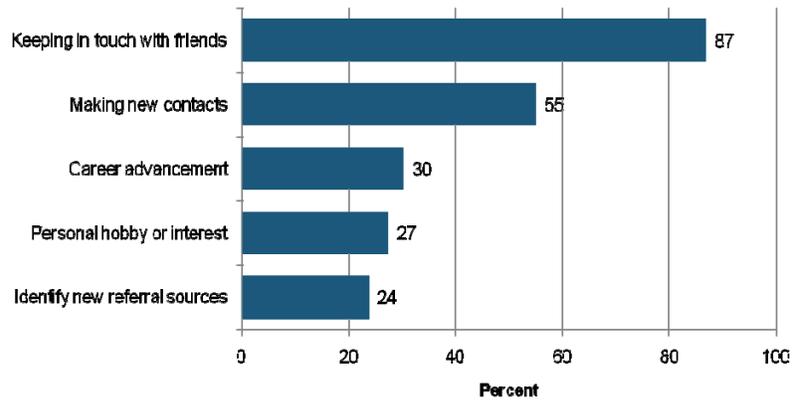


Robert J. Ambrogi Esq.

[www.legaline.com](http://www.legaline.com)

Survey: Leader/LexisNexis, July 2008

**What do you use your online social network membership for?  
(all respondents)**

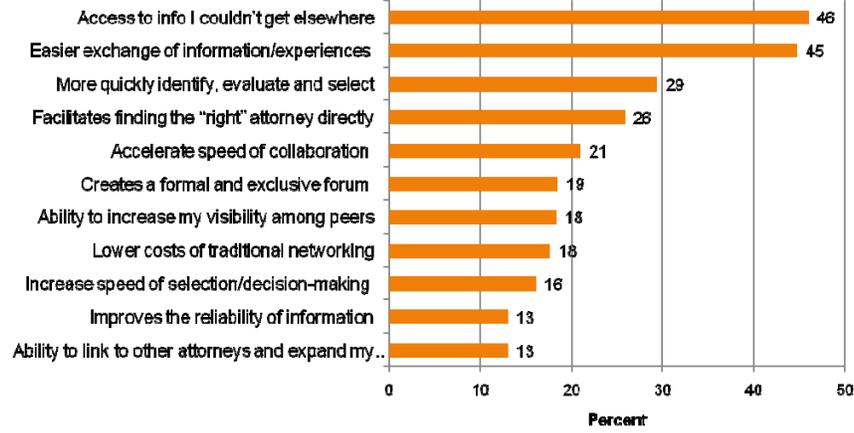


Robert J. Ambrogi Esq.

[www.legaline.com](http://www.legaline.com)

Survey: Leader/LexisNexis, July 2008

**What are the top advantages of participating in an online legal professional network?**



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- 25 million members
- growing at a rate of more than one million new members a month
- (one every two seconds)

DOUG

Are these social network site for real? Are they a fad?

People are joining in droves.

LinkedIn focuses on being a professional social network site

Poll audience for users

**Doug Cornelius**  
Senior Real Estate Attorney and Knowledge Management Attorney at Goodwin Procter LLP  
Greater Boston Area

Contact Directly  
Get introduced through a connection

Public profile powered by: **LinkedIn**  
Create a public profile: [Sign In](#) or [Join Now](#)

**View Doug's full profile:**

- See who you and Doug Cornelius know in common
- Get introduced to Doug Cornelius
- Contact Doug Cornelius directly

[View Full Profile](#)

**Name Search**  
Search for people you know from over 25 million professionals already on LinkedIn.

First Name  Last Name   
(example: Doug Cornelius)

Ads by Google

**Cold Calling Is Dead**  
Read the new e-book that explains why cold calling doesn't work!  
[www.nevercoldcall.com](http://www.nevercoldcall.com)

**Dubai Recruiters**  
Find The Perfect Job in Dubai City Register CV Today for Dubai Jobs!

**Doug Cornelius's Summary**

I am a senior attorney in Goodwin Procter's Real Estate Group, helping clients invest in real estate through a variety of investment vehicles. I have considerable experience with the use of mezzanine loans and joint ventures to acquire indirect interests in real estate, as well as the use of mortgage loans as an investment in real estate or as a way to extract value from a real estate asset. I also work with companies looking to leverage their real estate assets to acquire more liquid capital and to grow their businesses.

In addition to my real estate practice, I am a member of Goodwin Procter's Knowledge Management Department. In this role, I am responsible for developing and implementing tools and resources to identify, create, represent and distribute knowledge for reuse, awareness and learning across the firm. I coach other attorneys and staff on using knowledge resources to facilitate the efficient and effective practice of law.

I have represented a number of public REITs in mortgage financings, joint

**Current**  
Senior Real Estate Attorney at Goodwin Procter LLP  
Knowledge Management Attorney at Goodwin Procter LLP

**Education**  
Boston University School of Law  
Brandeis University

**Connections**  
280 connections

**Industry**  
Legal Services

**Websites**

- My Knowledge Management Blog
- My Real Estate Blog
- My Website

You create a profile.

You can put in as little information as on a business card.

Or an expanded resume.

The key to LinkedIn is creating connections with other people in LinkedIn.  
Like an online rolodex.

The screenshot shows the LinkedIn home page interface. At the top, there is a navigation bar with the LinkedIn logo, account settings, help, and sign out options. Below this is a secondary navigation bar with tabs for People, Jobs, Answers, and Companies, along with an advanced search bar. The main content area is divided into several sections:

- Inbox:** A list of messages, including two "Invitation to connect" messages from James Tuvell (dated Sep 2) and Gregory Trinh (dated Aug 29).
- Network Updates:** A section titled "Network Updates" with a "Feedback" link. It lists recent activity from connections, such as Dale Fulton connecting to Sean Stentiford, Lee Rosen watching a video, David J. Bilinsky connecting to Dean Leung, Rob Robinson connecting to Frank Manley, and Stan Garfield recommending Raj Datta.
- Today:** A section for updates from today, including "NEW TO LINKEDIN (1)" where Bill Dee has joined, and "STATUS UPDATES (1)" where Lee Rosen watched a video.
- QUESTIONS & ANSWERS (3):** A section for questions and answers, with one question visible: "Knowledge Management for Legal Professionals" by Ralph.
- People you may know:** A section suggesting new connections, including Ben Hron, Edmund Pletcher, and Nick Mitrokostas.
- LinkedIn Feature:** A promotional banner for "Improved LinkedIn Groups" featuring discussion forums and enhanced search, with a "Visit Now" button.
- Who's viewed my profile?:** A section showing that the user's profile has been viewed by 12 people in the last 28 days and appeared in search results 17 times.

The left sidebar contains navigation options: Home, Groups (Goodwin Procter LLP, Speakers and Panelists, Boston KM Forum), Profile (Edit My Profile, View My Profile), Contacts (Connections, Imported Contacts, Network Statistics), and Inbox (Compose Message, Messages, InMail, Introductions, Invitations (2), Profiles, Q&A, Jobs, Recommendations). At the bottom of the sidebar is a profile card for Doug Cornelius and an "Add Connections" button.

On the home page of linkedin, you get updates from you connections, as they update their information, connect with others, update their status.

**LinkedIn** Account & Settings | Help | Sign Out | Language

People | Jobs | **Answers** | Companies | Advanced Search | Answers | Search

## Answers

Answers Home | Advanced Answers Search | My Q&A | Ask a Question | Answer Questions

### Ask a Question

Get answers from your connections and experts in your network.

Next

### Answer Questions

Recommended categories for you:

- Property Law
- Blogging
- Personal Real Estate
- Commercial Real Estate
- Corporate Law

### Featured Category

Information Technology

Sponsored by: **IBM**

### My Q&A

You have 0 open questions.

**Ask a question now.**

» View all your questions & answers

### Browse

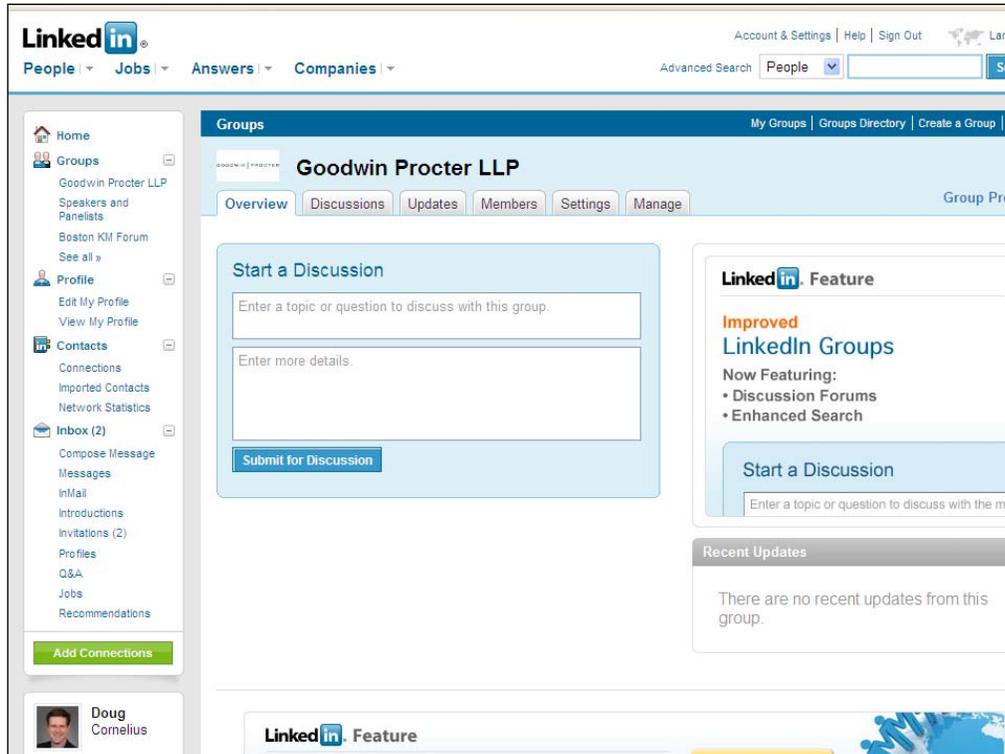
- Administration
- Business Operations
- Business Travel
- Career and Education
- Conferences and Event Planning
- Finance and Accounting
- Financial Markets
- Government and Non-Profit
- Hiring and Human Resources
- International

### New Questions From Your Network

- Q. Coming to NYC on September 10. Want to join me for dinner?**  
5 answers | Asked by Chuck Hester (2nd) | 4 hours ago in Professional Networking, Public Relations
- Q. Can anyone recommend a good, low-cost flash designer in Denver area?**  
1 answer | Asked by Todd Berkowitz (2nd) | 6 hours ago in Graphic Design
- Q. Does anyone have some positive (or negative!) opinions on Visual Studio 2008 automated test tool?**  
0 answers | Asked by Paul Littlebury (2nd) | 8 hours ago in Web Development
- Q. Does anyone have some positive (or negative!) opinions on Visual Studio 2008 automated test tool?**  
0 answers | Asked by Paul Littlebury (2nd) | 8 hours ago in Web Development

**Doug Cornelius**

LinkedIn has an answers feature. You can answer questions put up by anyone in LinkedIn. It is an opportunity to show your expertise. It also a danger point for lawyers.



LinkedIn has a groups function. Joining a group was little more than a badge on you profile.

They recently added lots of functionality to the groups feature.

I have not had time to explore these yet.

Web Images Maps News Shopping Gmail more ▾ doug.cornelius@gmail.com | My Notebooks | Web History | My Account | S

Google  Search [Advanced Search](#) [Preferences](#)

Personalized based on your web history. [More](#)

Web Results 1 - 10 of about 2,090 for **steve charkoudian**. (0.39 sec)

**[Steve Charkoudian - LinkedIn](#)**  
View **Steve Charkoudian's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Steve Charkoudian** ...  
[www.linkedin.com/pub/1/041/726](http://www.linkedin.com/pub/1/041/726) - 11k - [Cached](#) - [Similar pages](#) - [Note this](#)

**[Stephen Charkoudian - Goodwin Procter LLP](#)**  
**Stephen Charkoudian** is a partner and chair of Goodwin Procter's IP Transactions & Strategies Practice and a member of the firm's Technology Companies Group. ...  
[www.goodwinprocter.com/People/Charkoudian%20-%20Stephen.aspx](http://www.goodwinprocter.com/People/Charkoudian%20-%20Stephen.aspx) - 24k - [Cached](#) - [Similar pages](#) - [Note this](#)

[PDF](#) **[IP Advisor \(March 2005 - newsletter\)\(PDF\)](#)**  
File Format: PDF/Adobe Acrobat - [View as HTML](#)  
Profile: **Steve Charkoudian**. **Stephen G. Charkoudian** is a partner in Goodwin Procter's Business Law Department and a member of its ...  
[www.goodwinprocter.com/-/media/724A7A0FC68B4ACE9E1290C4826CF4C6.ashx](http://www.goodwinprocter.com/-/media/724A7A0FC68B4ACE9E1290C4826CF4C6.ashx) - [Similar pages](#) - [Note this](#)  
[More results from www.goodwinprocter.com »](#)

**[Steve Charkoudian's Page - ION Nexus](#)**  
**Steve Charkoudian's** Page ION Nexus. ... **Steve Charkoudian** joined the group ION 08 Attendees Apr 14. **Steve Charkoudian** left a comment for Cynthia Freese Apr ...  
[ionnetwork.ning.com/xn/detail/u\\_1udbo8yrd8d9o](http://ionnetwork.ning.com/xn/detail/u_1udbo8yrd8d9o) - 30k - [Cached](#) - [Similar pages](#) - [Note this](#)

**[Virtual Goods Summit 2007 - Attendees](#)**  
**Steve Charkoudian**, Goodwin Procter LLP Sven Strohhband, Mohr Davidow Ventures Svetlana Lebedeva, Intuit Tan Nguyen Tatian Bernhard, Stanford Graduate School ...  
[www.vgsummit.com/attendees.php](http://www.vgsummit.com/attendees.php) - 18k - [Cached](#) - [Similar pages](#) - [Note this](#)

**[Steve Charkoudian's Page - OpenCoffee Club](#)**  
Latest Activity. Primit Gadhia left a comment for **Steve Charkoudian** Jun 20. **Steve Charkoudian** is member #2336 of OpenCoffee Club. May 17 ...  
[www.opencoffeeclub.org/xn/detail/u\\_1udbo8yrd8d9o](http://www.opencoffeeclub.org/xn/detail/u_1udbo8yrd8d9o) - 21k - [Cached](#) - [Similar pages](#) - [Note this](#)

**[Stephen G. Charkoudian - a Boston, Massachusetts \(MA\) IP ...](#)**

The power of LinkedIn. I search for Steve Charkoudian, a partner in our IP practice and his LinkedIn profile comes up #1 in a Google search. Ahead of the Goodwin Procter listing.

Most attorney's LinkedIn Profile will come up in the top 5 Google search

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font centered on a dark blue rectangular background. This logo is positioned at the top of a white rectangular frame.

- 100+ million members
- They can't all be college students

DOUG

Facebook

Huge site. Way past the point of critical mass for college-aged students and law students.

Not yet at the point of critical mass for lawyers. But as new associates arrive we get closer and closer to the critical mass point.

Poll audience for users

Welcome to the new Facebook Send feedback | Back to the old Facebook

facebook **Doug Cornelius** Friends Applications Inbox Home Settings Logout Search

**Doug Cornelius** dropping the kids off at school this morning and getting into work late. via Twitter · 15h ago clear

Wall Info **Photos** Boxes + Edit Information

**Basic Information**

Networks: Boston, MA BU Grad Student Brandeis Goodwin Procter LLP

Sex: Male

Birthday: August 25

Hometown: Auburndale, MA

**Personal Information**

Activities: Rock Climbing Snowboarding

Interests: Knowledge Management Enterprise 2.0 Web 2.0 Real Estate Law Real Estate Capital

Favorite TV Shows: The Office Curb Your Enthusiasm How I Met Your Mother Survivor 30 Rock Battlestar Galactica

**Contact Information**

Email: dcornelius@alumni.brandeis.edu dcornelius@goodwinprocter.com doug@dougcornelius.com dougcornelius@alum.bu.edu kmspace@dougcornelius.com

Current Town: Auburndale, MA

Website: <http://kmspace.blogspot.com> <http://realestatespace.blogspot.com> <http://www.dougcornelius.com>

Write something about yourself.

Networks: Boston, MA BU Grad Student Brandeis Goodwin Procter LLP

Birthday: August 25

Current City: Auburndale, MA

**Friends** 138 friends See All

Jack Vinson Brian J. Reeves Michael Kendall Rob Saccone Mark T. Jordan Bettencourt Jordan Furlong

**Movies**

Advertise

**Heroes: Villains**

Good will battle evil. Watch the Series Premiere Event, Monday, Sept. 22nd at 8/7 only on NBC!

**Free Obama/Biden Sticker**

MoveOn is giving away a million Obama/Biden sticker this week. Free. Even the shipping's free. Get yours now, then tell your friends.

You create a profile in Facebook, with as much information as you want to make available and you can control who sees the information.

The screenshot shows a Facebook profile for Doug Cornelius. The profile header includes the name "Doug Cornelius" and a bio: "riding the 7:15 Acela from Boston to NYC. So much more relaxing and productive than flying. Grabbed an aircard for net access. via Twitter - 37m ago clear". Below the bio are tabs for "Wall", "Info", "Photos", and "Boxes". A navigation bar contains "Update Status", "Share Link", "Add Photos", "Write", and "Write Note". A "Post" button is visible next to a text input field.

On the left side, the "Edit My Profile" section is visible, with red arrows pointing to the "Networks" and "Current City" fields. The "Networks" list includes Boston, MA; BU Grad Student; Brandes; and Goodwin Procter LLP. The "Current City" is listed as Auburndale, MA.

The "Friends" section shows 140 friends, with red arrows pointing to the names of Robert E. Puopolo, Rachelle Rennagel, Suzanne Breselor, and David Hobbie.

The main feed shows several posts from Doug Cornelius, including:

- "Doug riding the 7:15 Acela from Boston to NYC. So much more relaxing and productive than flying. Grabbed an aircard for net access."
- "Doug Heading to NYC for a law firm knowledge management meeting."
- "Doug working on presentation for Attorney Social Networking : http://tinyurl.com/5tndxo."
- "Doug dropping the kids off at school this morning and getting into work late."

On the right side, there are advertisements, including one for HP with the text "Save Big During Labor Day" and another for "Scattered Atoms".

You can update your status and make information available to your "friends."

Welcome to the new Facebook Send feedback | Back to the old Facebook

facebook Doug Cornelius Friends Applications Inbox Home Settings Logout Search

**Doug Cornelius** dropping the kids off at school this morning and getting into work late. via Twitter · 15h ago clear

Wall Info Photos Boxes +

#### Cities I've Visited

tripadvisor travel map been 9 favorites 9 going

I've pinned 46 cities in 6 countries

View my map Update map Create your own map

My favorite destinations Where I'm going hide

None selected. Add pins now! None selected. Add pins now!

My friends with maps (showing 12 of 21) hide

Their favorite place: Boston, MA, USA

Ask Friends to pin their maps!

Plan your trips hide

Search reviews & opinions from millions of travelers:

Search!

Get more from TripAdvisor hide

#### My LinkedIn Profile

View my profile on **LinkedIn**

#### Twitter

dropping the kids off at school this morning and getting into work late.  
10:30 AM September 02 from web

#### Web Presence

**LinkedIn**  
<http://www.linkedin.com/in/...>

**KM Space - My Blog on knowledge management, legal technology and Enterprise 2.0**  
<http://kmspace.blogspot.com>

**Real Estate Space - My blog on real estate law**  
<http://realespace.blog...>

**Delicious Tags**  
<http://del.icio.us/dougcorn...>

#### Advertise

100 Million Active Users

### Facebook Ads

With Facebook's highly targeted ad system, how you connect with them? Learn more here!

Trump Univ. Real Estate

Master the real estate investing game with online training from Trump University!

More Ads

It is a great aggregator of information from other systems and applications.

Twitter update my status

Doppler lets people know when I am traveling

My blog posts get pushed into my stream of updates

The screenshot shows a Facebook news feed for user Doug Cornelius. At the top, there is a search bar with the text "What are you doing right now?". The main feed contains several updates: a status update from Doug Cornelius about dropping kids at school; a post by George Athanassov about a meeting; a post by Omar about NALP forms; a post by Rachelle Rennagel about birthday wishes; and two fan announcements: "Steve Charkoudian became a fan of Boston College" and "Connie Crosby became a fan of Rainebrooke". Below these are several comments from other users. The right sidebar features several widgets: "Requests" (1 friend request), "Updates" (1 new update), "Bookmarks" (Page Manager, My LibraryThing, My Blogs, Ping.fm, Groups, Movies, PreCYdent, Dopplr: Where Next?), "Sponsor" (Invite Your Friends), "Birthdays" (Today: Rachelle Rennagel, Tomorrow: Jeff Hawk), and "People You May Know" (Joshua Gallitano, Terry Crum).

You get a stream of updates from your “friends.”

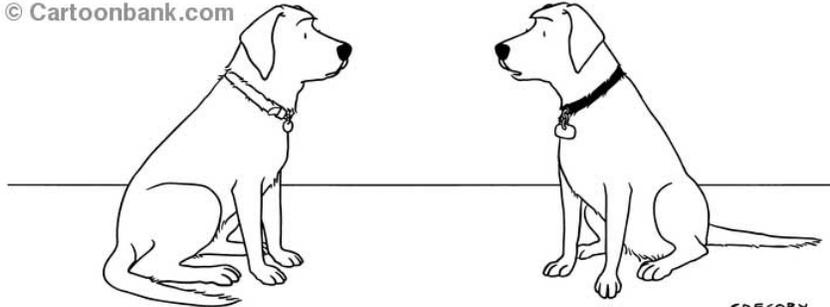
It is great way to keep people up to date with what you are doing.



JENN starts us off

# Blogging

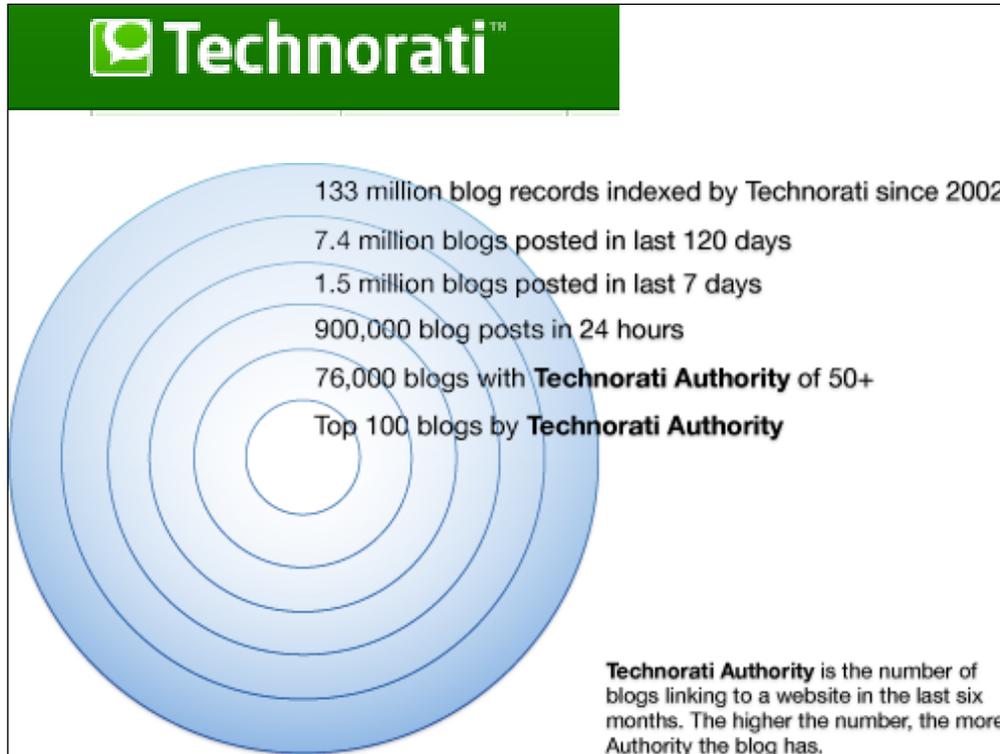
© Cartoonbank.com



*"I had my own blog for a while, but I decided to go back to just pointless, incessant barking."*

**DOUG**

**Poll audience for bloggers and blog readers**



DOUG

Technorati is blog tracking service and just released their 2008 State of the Blogosphere with some startling numbers.

1.5 million blogs are updated at least weekly

900,000 blog posts every day

SEARCH BLOG | FLAG BLOG | Next Blog»

## Leading Geeks

Can they actually be led? A technology leader's thoughts.

MONDAY, SEPTEMBER 29, 2008

### On Correction

One of the greatest challenges in management is correcting staff, especially when you're somewhat annoyed at them. While it might feel really good to vent your anger by stalking into your geek's cube and start yelling, "What the S%\*t were you thinking!?!?!?", this isn't the best way to maintain her respect or team functions in general. And, I have to admit, I have a temper, which makes the yelling part even harder to resist.

How do I deal with it?

So glad you asked...

1. Find out what actually happened. Your question to the geek shouldn't be, "What the S%\*t did you do to the managing partner's computer?", but should be, "So, what's up with the managing partner's computer?" And it should be said in a true tone of inquiry, rather than anger.
2. Think about it. Think before reacting or thinking (If I, an extreme extrovert can do it, so can you--honest!). Make sure you've listened, and ask whatever follow-up questions you need to ask so that you feel like you thoroughly understand the situation.
3. Figure out how to phrase your correction. Usually, this will become somewhat clear as you understand the situation. I find that I usually phrase correction starting with, "In the future, I'd



**About Me**

Jenn Steele  
Boston, MA, United States  
Here's a bit more [about me](#) and why I write here. I usually blog on leadership and grammar; subject to change without notice, of course.

[View my complete profile](#)

**Filter posts:**

- [All Grammar Geek Posts](#)
- [All Leading Geeks Posts](#)
- [Care and Feeding of Your Geeks](#)
- [General Leadership](#)
- [Managing Up](#)
- [More about My Practices](#)

Jenn's blog and why she blogs

Home | RSS | Con

## Robert Ambrogi's LawSites

Tracking new and intriguing Web sites for the legal profession.

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Wednesday, September 24, 2008  
**Unique New Blog: Furniture Law**

A newly launched blog is the first I've seen to focus on the topic of furniture law. The **Womble Carlyle Furniture Law Blog** comes from the **Intellectual Property Group** at the law firm of **Womble Carlyle Sandridge & Rice** in Winston-Salem, N.C. The blog will focus on IP and patent issues that affect the furniture industry, covering case filings, court decisions and legislative affairs. The blog's authors are **Jack B. Hicks**, a patent attorney in the firm's Greensboro office, and **Jacob S. Wharton**, an IP attorney in the Winston-Salem office. Upon first look, the blog appears solidly built and nicely finished.

Labels: [blogs](#)

*posted by Robert Ambrogi @ 7:50 PM, No comment, links to this post*

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**Lawyer2Lawyer: Ike's Impact on Texas Lawyers**

When Hurricane Ike hit the Texas coast, lawyers were not spared. Many lawyers were hard hit in both their professional and personal lives. On this week's episode of the legal-affairs podcast Lawyer2Lawyer, my cohort **J. Craig Williams** and I interview Bill Livesay, executive director of **Andrews Kurth LLP** in Houston, and **Miriam Rozen**, staff reporter for **Texas Lawyer** newspaper. They share their accounts of Hurricane Ike and discuss its impact on the broader legal community.

Listen to or download this week's program [from this page](#).

Labels: [Lawyer2Lawyer](#)

*posted by Robert Ambrogi @ 6:26 PM, No comment, links to this post*

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Tuesday, September 23, 2008  
**LinkedIn Success Stories**

**About Me**



Robert J. Ambrogi is a Massachusetts lawyer, writer and media consultant. He is author of the book, *The Essential Guide to the Best (and Worst) Legal Sites on the Web*. He also writes the blog *Media Law*, co-writes *Legal Blog Watch* and cohosts the legal affairs podcast *Lawyer2Lawyer*.

**Links**

- [Ambrogi Law Office](#)
- [Ambrogi Strategic Media](#)
- [Media Law Blog](#)
- [Legal Blog Watch](#)
- [Lawyer2Lawyer podcast](#)
- [LinkedIn Profile](#)
- [Plaxo Profile](#)
- [Pics on Picasa](#)



**Honoree 2007**

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Courtport.com



**Courtport**  
Search, Store, Share

**Public Record Portal**

- Case Dockets
- Rules and Forms
- Property Records
- UCCs and Liens
- Criminal Records
- People Records
- All Jurisdictions

One of Bob's blogs



## MEDIA LAW

A BLOG ABOUT FREEDOM OF THE PRESS

FRIDAY, SEPTEMBER 26, 2008

### Mass. Court Says News Carrier is Employee

In a case involving the Worcester Telegram and Gazette, the state Appeals Court ruled yesterday that independent news carriers are to be considered employees under the state's unemployment compensation law. The ruling hinged on the "degree of control" exercised by the newspaper over the carrier, with the court finding that the T&G exercised greater control than did the Athol Daily News in a 2003 case in which the Supreme Judicial Court reached the opposite conclusion.

- The court's opinion: [Driscoll v. Worcester Telegram & Gazette.](#)
- The T&G news report: [State Appeals Court rules T&G carrier as employee.](#)

Key excerpts on the control issue:

"WT&G retained control over its carriers' routes by requiring that each carrier provide a list of the delivery order, and continue to deliver the newspapers in that order. WT&G's control of the routes included the right to require carriers to deliver to some customers before others, and to change the routes or papers to be delivered.

"Furthermore, the district manager directly supervised the new carriers, and retained the authority to go on the route



a member of  
**The Corante Network**

[learn more](#)

MEDIA BLOGGERS  
mediabloggers.org

BLOGGERS

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ABOUT ME

Robert J. Ambrogio is a Massachusetts lawyer and journalist. He is executive director of the Mass. Newspaper Publishers Association.

- [Law Office of Robert J. Ambrogio](#)
- [LawSites blog](#)
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XML




Another of Bob's blogs

The screenshot shows the Legal Blog Watch website. At the top, there is a banner for BLUE-ARC with the text "Trends in Electronic Discovery". Below the banner is a navigation menu with links: Law.com Home, Newswire, LawJobs, CLE Center, LawCatalog, Our Sites, Advertise, and ALM. The main header features the "Legal Blog Watch" title and a search bar with the "Quest" logo and the text "Search the Legal Web". There are also links for "Register For Law.com Newswire", "Newsletters", "XML", and "Feeds".

The main content area is titled "RIAA Ruling: Good News or Bad?". The article text reads: "The decision this week by a federal judge in Minnesota to order a new trial in the recording industry's case against Jammie Thomas was seen by many as a victory for users of peer-to-peer networks. But was it? Thomas remains the only defendant sued by the Recording Industry Association of America to take her case to trial, resulting in a jury verdict against her of \$222,000. But in a decision this week, U.S. District Judge Michael Davis vacated the verdict, concluding that he erred by instructing the jury that Thomas could be found liable for simply making a music file available in a folder on her computer, without showing actual distribution of the file. The decision was seen as good news for Thomas and other file-sharing defendants. At the Wall Street Journal's Law Blog, Dan Slater described the ruling as a blow to the recording industry, one that 'will certainly make the policing job of the [RIAA] a lot harder.' But another blogger says that the ruling's significance may lie as much in what it gave the RIAA as what it took away. 'It nullified an almost foolproof method for the RIAA to prevail in cases and replaced it with another,' contends David Kravetz at Wired's Threat Level blog. The issue is this: Judge Davis said that evidence of 'making available,' standing alone, is not enough to prove copyright infringement unless the plaintiffs also prove distribution. That was the good news. The bad news was that he went on to say that the RIAA could prove distribution by showing that the company it hired to investigate Thomas, MediaSentry, downloaded the file as part of its investigation. 'Distribution to an investigator, such as

On the left side, there is a "Law.com Blog Network" section with a list of blogs including Adam Smith, Esq., ALM Research Blog, The Am Law Daily, Blawg Review, The BLT: The Blog of Legal Times, The Common Scold, Counsel to Counsel, The Daily Report's Deal Watch, EDD Update, The Estrin Report, FutureLawyer, How Appealing, Human Law, InhouseBlog, Insurance Scrawl, IP Updates, JD Bliss, Jottings by an Employer's Lawyer, LA Legal Pad, Law Department Management, Larry Bodine LawMarketing Blog, and Leadership for Lawyers Legal Pad.

On the right side, there is a "From the Law.com Newswire" section with several article titles: "Shareholder Suits Face Uncertainty, Higher Hurdles", "Heller Starts Dissolution Process", "Pre-emption Looms Large in Supreme Court's Upcoming Business Cases", "Ups and Downs of Discovering Online Data", and "Don't Get Blindsided by Your New Job". Below this is a "Sign up to receive Legal Blog Watch by email" button and a "View a Sample" link. At the bottom right, there is a "CORPORATE counsel WEBINAR EXCLUSIVE" banner.

Another of Bob's blogs

The screenshot shows the LegalTalkNetwork website interface. At the top, there is a search bar and navigation links for Google and Legal Talk Network. The main content area features a podcast player for "LegalTalkNetwork: Lawyer 2 Lawyer (Coast to Coast)". The podcast title is "The Aftermath of Hurricane Ike". The description reads: "When Hurricane Ike hit the Texas coast, many were left to deal with the devastation of the storm which toppled businesses, firms and homes. Join Law.com bloggers and co-hosts, J. Craig Williams & Bob Ambrogi as they speak to Bill Livesay, Executive Director from Andrews Kurth LLP and Miriam Rozen, staff reporter from Texas Lawyer, to get their personal accounts of Hurricane Ike. On Lawyer2Lawyer, you'll hear how it has affected law firms and look at what firms are doing to assist their employees, their clients and those in need." Below the text, there is a video player with a play button and a "Legal channels" logo. The page also includes a sidebar with a login form, a menu, and a list of recent podcasts.

Bob Podcasting

The screenshot shows a web browser window displaying the 'KM Space' blog. The page has a green header with the title 'KM Space' and a subtitle: 'The Law Firm Knowledge Management Blog, with postings on knowledge management, enterprise 2.0, legal technology and the practice of law'. At the top, there are navigation links: 'SEARCH BLOG', 'FLAG BLOG', 'Next Blog', 'Create Blog', and 'Sign In'.

The main content area features two posts:

- Monday, September 29, 2008**  
**Social Networking for Lawyers - The What, Why and How**  
Carolyn Elefant recently released an e-book entitled [Social Networking for Lawyers - The What, Why and How \(.pdf\)](#).  
Courtesy of the [Avvo Blog](#): Treat For Avvo Blog Readers  
Labels: [social networks](#)  
0 comments | [Links](#)
- Friday, September 26, 2008**  
**The Demise of Heller**  
Bruce MacEwen of [Adam Smith Esq.](#) put together a post of lessons to be learned from the demise of [Heller Ehrman \(1890-2008\)](#). He proposes that one of the reasons for the demise was the fragility of law firms.  
"Our assets go down in the elevator every night." Take that bromide seriously.  
You must give people a persuasive reason to come back "home" every Monday morning.  
Make them believe in the ongoing vision of a vibrant institution.

The right sidebar contains several sections:

- About**: A photo of Doug Cornelius and a link to 'About This Blog and Doug Cornelius'.
- Subscribe**: Links to 'Subscribe to this site with RSS' and 'Subscribe to KM Space by Email'.
- View my profile on LinkedIn**: A button linking to the author's LinkedIn profile.
- Twitter** and **Facebook**: Social media icons.
- My Books**: Links to 'Book(s) I Am Currently Reading' and 'Recent Additions To My Library'.

Doug's blog and why he blogs

Personal knowledge management. This is a collection of stuff that I find interesting.

Blog platform is a powerful tool to help collect this knowledge, categorize it, date and search for it.

The Twitter logo, consisting of the word "twitter" in a lowercase, blue, sans-serif font.

Real-time short messaging service

“What are you doing?”

140 characters

Over 3 million twitterers

JENN

Twitter

Poll audience for twitter users

The Twitter logo is displayed in a large, light blue, lowercase sans-serif font. The letters are rounded and have a slight shadow effect, giving it a three-dimensional appearance. The logo is centered within a white rectangular box that has a thin black border.

Samuel Morse tapped out this historic message upon  
inventing the telegraph:

**What hath God wrought?**

22 characters long.

Alexander Graham Bell's first words on a telephone:

**Mr. Watson, come here, I want to see you.**

41 characters.

Neil Armstrong upon walking onto the moon:

**That's one small step for man, one giant leap for  
mankind.**

58 characters.

Can you say anything meaningful in 140 characters?

They did.

The screenshot shows the Twitter homepage with a purple header. At the top, there are navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The main content area is divided into two columns. The left column features a 'What are you doing?' text box with a character count of 140 and an 'update' button. Below this is a stream of tweets from users like @jix, @steveworral, @MelissaSummers, @sperris13, and @complexd. The right column displays the profile of user 'jennsteele' with statistics for following (59), followers (72), and updates (458). Below the profile is a navigation menu with options like @Replies, Direct Messages (37), Favorites, Everyone, and Following (with an 'add' button).

Hot Political Topics: [Tina Fey](#), [After Sarah Palin VP](#), [FDIC](#), [National Review](#), [Katie Couric](#) ELECTION2008 x

twitter Home Profile Find People Settings Help Sign out

What are you doing? 140

Latest: Observation: Librarians tweet in multiples. Lawyers and techies tweet more in singles or doubles, but techies are more likely to be funny. *about 2 hours ago from TwitterBerry* update

**jix** Retweeting @innismir: @jix I think we need have a Super Ninja Networking Chinchila vs @HamsterTwitty steel cage deathmatch. *half a minute ago from twhart*

**steveworral** Meeting with clients today on new divorce or family law cases and preparing for Thursday depositions in between. *9 minutes ago from web*

**MelissaSummers** Seriously why are my tonsils bound and determined to ruin my life? *42 minutes ago from web*

**sperris13** Still full from the fabulous dinner sperris made me last night *about 1 hour ago from Twinkle*

**jix** Great morning! New hire here today, first day! *about 1 hour ago from web*

**complexd** Facebook Hits Home In Grundy, Virginia - <http://tinyurl.com/3jfv8d> *about 1 hour ago from OutTuit*

jennsteele  
59 following | 72 followers | 458 updates  
Notice something different?  
Read about the changes.

Home  
@Replies  
Direct Messages 37  
Favorites  
Everyone  
Following add  
View All...

Simple box to say “What You are Doing”

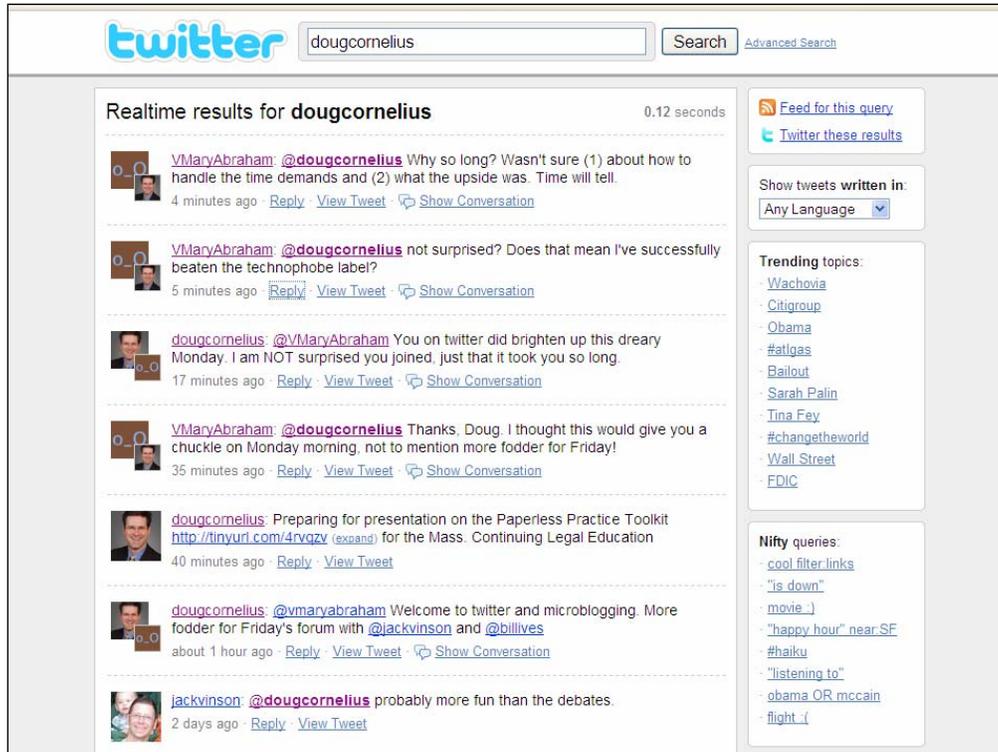
Stream of tweets from the people you follow.

The screenshot shows a Twitter profile page for user **jennsteele**. At the top, the Twitter logo is on the left, and navigation links (Home, Profile, Find People, Settings, Help, Sign out) are on the right. The main content area features a tweet with the text "What are you doing?" and a count of 140 replies. Below the tweet, a "Latest" observation is shown: "Observation: Librarians tweet in multiples. Lawyers and techies tweet more in singles or doubles, but t... about 2 hours ago". A list of replies follows, each starting with a user's profile picture and name, followed by their tweet text and timestamp. The replies are:
 

- gHeidenreich** @jennsteele: good luck with the migraine... fyi, my wife swears by Naproxin. 12:44 PM September 28, 2008 from TwitterBerry in reply to jennsteele
- didomenico** @jennsteele: too many to count! 03:43 PM September 25, 2008 from BeTwittered in reply to jennsteele
- dougcornelius** @jennsteele: Do the drinks taste better or do you just feel better? 03:37 PM September 24, 2008 from web in reply to jennsteele
- JDTwitt** @jennsteele: that looks like an interesting event 10/2 ... 04:57 PM September 23, 2008 from web in reply to jennsteele
- sperris13** @jennsteele: have fun in red! 05:56 AM September 19, 2008 from Twinkle in reply to jennsteele
- dougcornelius** @jennsteele: I think our thirst for efficiency and ROI, we miss those things that make us more human. We inherently need to communicate. 09:06 AM September 17, 2008 from web in reply to jennsteele
- dougcornelius** @jennsteele: Inefficiency. Like telling people what

 On the right side of the page, there is a sidebar for the user's profile, showing their name, profile picture, and statistics: 59 following, 72 followers, and 458 updates. Below this are navigation tabs for Home, @Replies, Direct Messages (37), Favorites, Everyone, and Following (add). A grid of profile pictures is visible under the "Following" tab, with a "View All..." link below it.

Replies (starting a tweet with an @ symbol and the username) get handled a little differently. You can see the conversation.



The screenshot shows a Twitter search interface. At the top, the Twitter logo is on the left, followed by a search input field containing 'dougcornelius' and a 'Search' button. To the right of the search bar is a link for 'Advanced Search'. Below the search bar, the main content area is titled 'Realtime results for dougcornelius' with a timestamp of '0.12 seconds'. The results are a list of tweets:

- A tweet from VMaryAbraham (@VMaryAbraham) to @dougcornelius: "Why so long? Wasn't sure (1) about how to handle the time demands and (2) what the upside was. Time will tell." (4 minutes ago)
- A tweet from VMaryAbraham (@VMaryAbraham) to @dougcornelius: "not surprised? Does that mean I've successfully beaten the technophobe label?" (5 minutes ago)
- A tweet from dougcornelius (@dougcornelius) to @VMaryAbraham: "You on twitter did brighten up this dreary Monday. I am NOT surprised you joined, just that it took you so long." (17 minutes ago)
- A tweet from VMaryAbraham (@VMaryAbraham) to @dougcornelius: "Thanks, Doug. I thought this would give you a chuckle on Monday morning, not to mention more fodder for Friday!" (35 minutes ago)
- A tweet from dougcornelius (@dougcornelius): "Preparing for presentation on the Paperless Practice Toolkit <http://tinyurl.com/4rvqzy> (expand) for the Mass. Continuing Legal Education" (40 minutes ago)
- A tweet from dougcornelius (@dougcornelius) to @vmaryabraham: "Welcome to twitter and microblogging. More fodder for Friday's forum with @jackvinson and @billives" (about 1 hour ago)
- A tweet from jackvinson (@jackvinson) to @dougcornelius: "probably more fun than the debates." (2 days ago)

On the right side of the page, there are several utility boxes:

- 'Feed for this query' with a link to 'Twitter these results'.
- 'Show tweets written in' with a dropdown menu set to 'Any Language'.
- 'Trending topics' listing: Wachovia, Citigroup, Obama, #atlgas, Bailout, Sarah Palin, Tina Fey, #changetheworld, Wall Street, and FDIC.
- 'Nifty queries' listing: cool filter links, "is down", movie :), "happy hour" near SF, #haiku, "listening to", obama OR mccain, and flight :f.

Twitter search allows you to really grab the conversation. Searching for Doug's name, you can see the messages he sent and the replies back.

Twitter is an open platform so there are lots and lots of tools that work with the flow of information.

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DOUG