

Get Connected Social Media Strategy Group Summer Newsletter

Issue 2, Summer 2011



“Ask me about sm,” read the lapel buttons worn by the Antitrust Section’s social media ambassadors at this year’s Spring Meeting, generating as much buzz as mystery in Washington, D.C.

“‘Sm,’ what’s that?”

“Social media,” said the ambassador.

“Social media, what exactly is that?”

-Kristen Anderson
Member, Social Media
Strategy Group

Welcome to the second issue of *Get Connected*, the ABA Section of Antitrust Law, Social Media Strategy Group’s newsletter. As we reflect on the Spring Meeting and look forward to the summer, we update you on the many ways you can connect with the Section using social media.

- We reminisce about the Spring Meeting through a “Best of” list and Joyce Choi’s fascinating interview of Nick Grimmer, the director of *The Antitrust Network*, showcased at the Spring Meeting.
- Michelle Taylon educates us on setting up a social network.
- Craig Falls updates us on the Section’s Committees’ use of social media.
- Kristen Anderson provides formats to maximize the effectiveness of social media platforms.

Lauren Rackow
Editor, *Get Connected*

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Thoughts on the 2011 ABA Antitrust Spring Meeting: My "best of" list
Posted on the Antitrust & Competition Policy Blog on April 2, 2011
By D. Daniel Sokol, Assistant Professor, University of Florida Levin College of Law

Posted on the [Antitrust & Competition Policy Blog](#) (reprinted with permission)

1. Best communicator on a panel (can make the complex easy to understand): Howard Shelanski (FTC)
2. Best use of audio-visual materials: Ted Banks (Shoeman Updike)
3. Best panel: Innovation and Mergers: Evaluating the Potential Benefits, Harms, & Remedies
4. Best panel format (where the panelists were merely introduced and the entire session was Q&A with the audience): The New Horizontal Merger Guidelines: Ripples Across the Pond or Tsunami?
5. Most inappropriately named panel in light of recent events: The New Horizontal Merger Guidelines: Ripples Across the Pond or Tsunami?
6. Best dressed male: Dick Steuer (Mayer Brown)
7. Best dressed female: Christine Wilson (Kirkland & Ellis)
8. Most interesting program that a law firm put on privately: Wilmer's antitrust lunch on Friday with guest speaker Doug Melamed of Intel. Runner Up: Clifford Chance's India program on Tuesday.
9. Worst space to have a drink reception: W Hotel. Just because you buy the Hotel Washington and add some lights and ambient music does not mean that the location is "hip". It just means that you need to spend money to give the hotel a more modern feel to it or more effectively make use of the existing structure.
10. Funniest person to spend time with who I already knew: Harry First (NYU)
11. Funniest person I met at a cocktail reception: Richard Taffet (Bingham McCutchen)
12. Best cocktail reception I attended in terms of the quality of the food: Kirkland & Ellis
13. Most interesting cocktail discussion not antitrust related: Tad Lipsky (Latham) discussing how he once played onstage with B.B. King
14. Most impressive coffee time discussion that was antitrust related: Bill Blumenthal (Clifford Chance)
15. Most impressive speaker on an 8:00am panel: Ilene Gotts (Wachtell)
16. Best Section Dinner table discussion on Thursday night: the Dechert table. Mike Weiner, Paul Denis, and Jim Fishkin are some very smart guys.
17. Best looking baby: Adam Biegel (Alston & Bird) brought his baby son on Wednesday afternoon
18. Most interesting baby related fact I learned from Adam: Apparently there are three evite templates for sending out an invitation for a bris. Who knew? With two daughters, I certainly didn't.
19. A person who should be teaching full time: Mark Popofsky (Ropes and Gray)

Are you on Facebook? The ABA Section of Antitrust Law and most of its Committees are. If you're not connected, you're missing out on top-notch Antitrust and Consumer Protection news, commentary, discussions, and networking.¹ Privacy – or the (misperceived) lack thereof – is the most common reason I hear Section members give for letting the Facebook bandwagon speed by. But their concern over blurring the line between "personal" and "professional" is usually based on misunderstandings. Let's dispel the privacy myths:

Myth: If I join Facebook, I'm throwing in the towel on privacy.

Reality: Even if you make the ill-advised decision to share that video of your Lady Gaga karaoke disaster, you still have control over who sees it. Facebook incorporates a number of custom privacy controls for this very purpose. The problem for many Section members is they don't know where these settings are or how to use them.

The first thing you'll want to do is take advantage of the "cornerstone of privacy on Facebook,"² the **friend list feature**, which allows you to establish distinct professional and personal sides of your Facebook presence. "The concept behind friend lists is simple: it's a way of organizing your friends into various affiliation groups."³ So, for instance, you might create a list of your "professional" contacts – people you'd rather not share your beach vacation photos with – and exclude them from anything more personal than professional. You create the friend list in the [friends area](#) of Facebook by clicking "Create a List."



Once you've populated your "professional" friend list, you can pick and choose which aspects of your Facebook profile they'll see. To do this, [access your Facebook Privacy settings by clicking here](#) (or, from your Facebook page, click the "Account" dropdown in the top right corner of your Facebook screen and select "Privacy Settings"; next, click "Customize settings").

¹ The inaugural issue of [Get Connected](#) introduced us to the Section and Committees' social media presence, explaining many of the ways Antitrust and Consumer Protection practitioners can use and benefit from Facebook and other social media.

² AllFacebook.com, 10 New Privacy Settings Every Facebook User Should Know, <http://www.allfacebook.com/facebook-privacy-new-2009-12>.

³ *Id.*



You now have the ability to control exactly who can see everything from your birthday to photos you're tagged in.

Myth: If I "like" [the Facebook page of the Section](#) or a committee, all of the other Section/committee members can see my private information.

Reality: Joining a Facebook page by "liking" it does not expose any of your information, aside from the fact that you now "like" that page. It will, however, enable you to make posts to the page and receive others' posts.

Myth: I won't have access to the Section's Facebook page unless I join Facebook.

Reality: The Section's Facebook page is "public," so you can visit without a Facebook profile. But we very much encourage you to join – the real value of the Section's social media is the involvement and interaction of its members.

For more information on Facebook and privacy, check out AllFacebook's list and [video](#) of [10 New Privacy Settings Every Facebook User Should Know](#). Facebook's own [help center](#) and "[Controlling How You Share](#)" article are also good resources.

We invite you to explore the Section's Social Media and take part in our dialogue!

AT-Social Media

To facilitate the exchange of best practice information for the Section's social media, the Section has set up AT-Social Media as a new email discussion list. Click [here](#) to sign up.

Social Media Links

Links to the Section's social media presence of the Section and its Committees:
[Facebook](#), [LinkedIn](#), [Twitter](#), [Complete list](#), and [Email Discussion Lists](#)

Setting Up a Social Network is Easier than You Think!

By Michelle Taylon

While everyone has no doubt heard of social media and heard that it can be useful, embracing social media is much more difficult for those who don't use it in their social lives. Social media is very easy to use, however, and is especially beneficial for business purposes.

In general, social media includes blogs, Facebook, Twitter, and LinkedIn. We can agree that most of these platforms were developed and originally used as social networks for friends and outside-of-work contacts. But now more than ever, businesses are realizing the potential of social media for advertising and reaching a broader audience. And its working.

Social media allows businesses to target the customers they want and start an interactive or two-way conversation with them. For instance, customers can comment on blogs, Facebook posts, LinkedIn posts, and tweets, and the poster can respond in real time. Social media creates a platform which allows customers to reach out to the businesses they follow and allows the businesses to find out what the customer really wants. Additionally, social media allows businesses to have a personalized relationship with their customers and make customers know that their individual allegiance is important.

Social media platforms were developed to meet people's individual preferences and behaviors. Thus, social media platforms essentially let the recipient choose how they want to receive information. The customer or recipient of your message is no longer forced to use a specific channel (like email), and at the same time, that customer can contact the sender of the message through his preferred channel. Social media is the answer to email overload!

For example, if you have a message you would like to advertise to an audience, like a program announcement, you probably send that announcement out via email. If email is your only method of communication, you are missing out on a vast audience and you are forcing at least a

certain portion of your audience to receive the message by email. In addition, the groundwork for setting up an email list and managing that list are more difficult than using a social media network, because once a social media network is set up, the message reaches that broader audience without any additional legwork.

You would witness a big difference by using social media to broadcast your message. First, start a blog. Blogs are similar to a website, and when your organization is already producing relevant content to disseminate to members, a blog is a very easy transition. Your membership can go to the blog and sign up for email notifications, and continue to receive content via email, if that is his or her preferred platform.

Your user will also be able to sign up for your blog via an RSS reader. RSS stands for Real Simple Syndication and is a type of website that aggregates the websites you like to read. You can go to one website and see the top news from all of your preferred websites and blogs.

In addition, blogs show up in Google searches. So if a target recipient is doing a search for content and your blog contains information on that subject, your blog will turn up in the user's search results. When that user then clicks on the link to your blog, he or she can sign up for an email or RSS subscription to the blog.

You can also set up your blog to simultaneously publish content on Twitter, LinkedIn, and Facebook, without any additional work. On all three sites, the message goes out to all of the people who follow you and allows them to comment or respond. Twitter has 175 million users, LinkedIn has 100 million, and Facebook has 600 million. Basically, if you are not using social media to broadcast your message, you are missing a very large market!

Twitter allows you to reach out to people you don't actually know and provide them with useful information. Twitter is also a great way to

identify new business opportunities or target customers, because Twitter recommends people for you to follow based on the network you create for yourself. In addition, people can find you on Twitter as a provider of information that interests them. You can think of Twitter like a billboard or commercial that is constantly updated. Twitter also allows users to enter search terms and save the searches so that you automatically receive posts that fit the search criteria. For instance, a relevant search to use on Twitter for this audience could be #antitrust to make sure that you receive all the current antitrust news.

LinkedIn allows you to connect to other professionals using a professional profile and also allows you to interact with others through forums and online group discussions. For lawyers, LinkedIn is a great forum to showcase skills, publications, and expertise to all of your business contacts (which you can easily import from Outlook). By joining groups on LinkedIn, you can start discussions by posing interesting topics and can join into discussions started by others. You can easily keep track of changes in employment of your business contacts, and you can follow businesses that interest you.

Facebook is generally recognized as a more casual type of profile used for friends and family. However, businesses are capitalizing on the Facebook market by creating pages and enticing users to “like” their business. When a user likes the business’ page, it shows up in the news feed of all of that user’s friends, which makes it more likely that those friends will also like the business’ page. When businesses post messages on their own page, the message is broadcast to all of the users who like the page. Facebook is also a great tool for providing information on what your business does and how it can help and simultaneously allows Facebook users to comment on the page, again starting a 2-way dialogue.

Social media platforms were developed to meet people’s individual preferences and behaviors. Thus, social media platforms essentially let the recipient choose how they want to receive information Social media is the answer to email overload!

If you are currently broadcasting your messages via email, you are only reaching those who are already committed to your organization, but you are not reaching any prospective members, clients, or leads. By starting a blog, you allow these types of potential targets to find you via a simple Google search for relevant content that you are already providing (read: no work on your part!). When your blog is updated, your entire LinkedIn network will see the update with a link to the full article/message. You may have business contacts you never knew would be interested in your organization’s messages. Every person who likes your Facebook page will receive the new message and have the opportunity to respond and share it with their friends. When your Twitter network receives your message, chances are that you are reaching many people you don’t even know on a personal level! And for every re-tweet of your message, you reach new networks of people who, if interested, can easily track down your organization and subscribe to its messages, again with no extra work on your part.

So set up a social network, sit back and relax, and watch your membership and followers grow!

Update on Committee Use of Social Media

By Craig Falls

The majority of the Section's and its Committees' social media sites were launched around October, 2010. To date, the Section and its Committees have established 16 Facebook pages, 26 LinkedIn groups/subgroups, 13 Twitter accounts, and 4 blogs. Each committee has taken a customized approach in using their social media to achieve the committee's specific objectives. Now that half a year has passed, it is a good time to take inventory of how the Committees are using social media to identify innovative uses and best practices. Generally, the Section's Committees are using social media for the following purposes:

Discussion

Social media can be used to create a forum for online discussion about the law. LinkedIn is particularly good for this purpose, and the majority of Section committees with social media presence have elected to create a LinkedIn discussion group or a subgroup of the Section's LinkedIn discussion group.

Getting attorneys to embrace discussions in a public setting, in writing, and without anonymity, has been somewhat of a challenge. Nonetheless, the Section and several committees have been successful in generating lively discussions on their discussion groups. For example, the [International Committee](#) benefits from having a wide variety of members contributing posts to its LinkedIn group and offering substantive comments on other's posts, as do the [Corporate Counseling Committee](#) and [Cartel & Criminal Practice Committee](#).

Posts that tend to be most successful in generating discussion are those where the original poster poses a question to the group asking for direction or asking other members to share their experience (as opposed to questions asking for legal insight or opinion). For example, Joe Murphy generated a very active discussion on the [Section's LinkedIn](#) group by asking if anyone

knew about the availability of a particular type of research.

News Aggregation

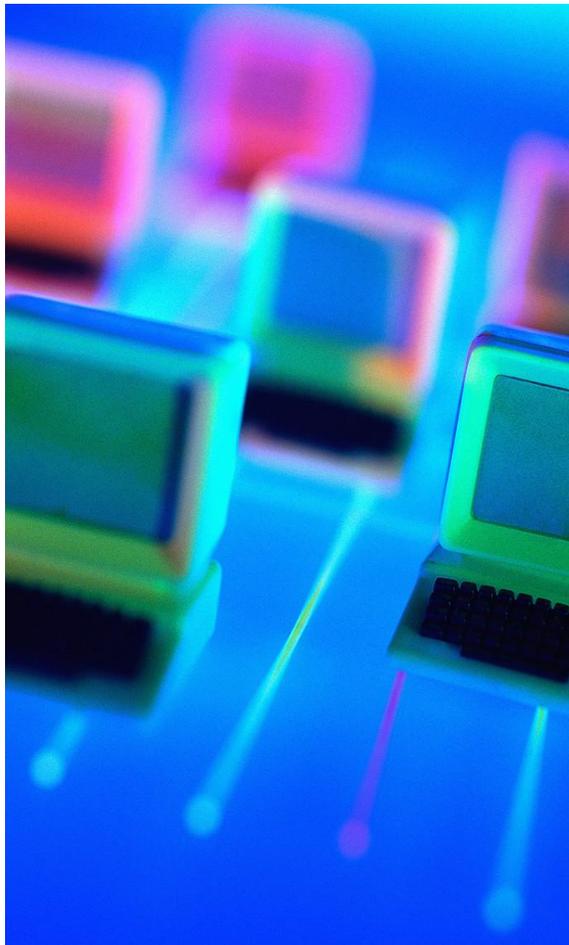
Social media can be used to aggregate news from a variety of sources and distill it for a particular audience. Given the unique focus of each Section committee, using social media to create a customized stream of legal news for committee members is a natural fit, especially for the industry and substantive legal committees. Not surprisingly, nearly all committees with a social media presence use their sites, whether Twitter, LinkedIn, or Facebook, to share committee-relevant news with members. Some committees also share detailed insight in blogs like the Privacy & Information Security Committee's ["The Secure Times."](#)

Twitter is particularly useful to generate a stream of news from a variety of sources that the committee chooses to "follow." Twitter can also be used to search for certain content in any source by using hashtags like "#antitrust" or "#consumerprotection." A committee volunteer can review the collected content on the committee's account and publish posts relevant to the committee's specific focus on the public-facing side of its Twitter page.

The "wall" on a committee's Facebook page is also a useful tool for publishing a stream of news. In fact, Twitter and Facebook can be linked together so that committees get double the coverage by posting on either. LinkedIn discussions are not ordered chronologically, so it isn't an ideal platform for creating a regular stream of news, but LinkedIn is well suited for sharing more detailed insight on significant legal developments. Blogs can also be used to discuss legal developments in greater detail.

My Committee, Communications & Digital Technology Industries, uses all three platforms and a blog to share news with committee members. We use [Twitter](#) and [Facebook](#) for daily

updates; we offer more detailed analysis of significant developments on [LinkedIn](#); and we recently launched Michael Laufert's "Collaboration and Competition in Technology" [blog](#), which provides detailed analysis of recent news.



Outreach

Social media can help to expand committee outreach to new audiences. Many committees use their social media sites to promote upcoming programs, announce the availability of publications, and even to recruit new committee members and volunteers. In addition to specific announcements, social media can be used to provide general information about the committee or to drive traffic to the committee's page on the ABA website.

Facebook is particularly good for this purpose. Several committees have detailed information

about their committees on Facebook. For example, the Civil Practice & Procedure Committee not only has a detailed "info" page on its [Facebook site](#), but by using the Facebook "notes" feature, has created a detailed "[About the Civil Practice & Procedure Committee](#)" page authored by the Committee chair, Sarah Matthias. The note describes the Committee's publications and programs, informs readers of the Committee's other social media, and invites readers to join the Committee and volunteer.

Networking/Sharing

Of course, one of the primary benefits of the Section's social media is that it enables Section members to engage with each other when they cannot meet face-to-face. By sharing relevant news or announcements or by starting and engaging in discussions, Section members can make professional connections and identify fellow members with similar interests. LinkedIn is the best vehicle for this as there are networking tools available on the site that enable users to establish connections with other members. Facebook is also a good tool for networking, but LinkedIn has gained more traction among Section members, likely due to its strictly professional focus. Virtually all Section Committees with a social media presence have either a LinkedIn or Facebook site.

Get Involved

The real value of social media is member generated content. The Section and its Committees do not intend that social media be used only for unilateral communication from leadership. All Section members are welcome and encouraged to participate by sharing news, starting discussions, or commenting on existing discussions. Also, if you would like to volunteer to help the Section or its Committees manage their social media sites please email the appropriate social media contact from this [list](#).

Antitrust-streaming: Optimizing Social Media

By Kristen M. Anderson

Associate, Scott + Scott LLP

“Ask me about sm,” read the lapel buttons worn by the Antitrust Section’s social media ambassadors at this year’s Spring Meeting, generating as much buzz as mystery in Washington, DC.

“‘Sm,’ what’s that?”

“Social media,” said the ambassador.

“Social media, what *exactly* is that?”

“It’s the Antitrust Section Committees’ email blast lists, blogs, Twitter feeds, Facebook walls, and LinkedIn pages,” the ambassador explained. “The Committees collectively have 58 ways they deliver content to our members through social media.”

Thus begging the questions: how in the world can our Antitrust Section Committees efficiently manage publishing content through so many outlets, and how can our members possibly track that many content distribution channels?

The answer to both of these questions is to use the simple software tools described in this article.

Tools for Publishing

Most of the Antitrust Section’s Committees have three social media platforms — Twitter, Facebook, and LinkedIn — in addition to their email blast lists. This means that for any significant development, a committee member might need to alert members on four different platforms.

The old fashioned way of logging onto Twitter (post and copy), then Facebook (paste and post), and then LinkedIn (paste and post) takes a lot of mouse clicks. But the member can cut the clicks in half by using either Twitter feeds or a social media dashboard.

Twitter Feeds on Facebook and LinkedIn

Twitter’s Facebook app enables simultaneous publishing on Twitter and Facebook. LinkedIn Group pages also allow Twitter to auto-post tweets to the Group’s discussion page.

Install Facebook’s Twitter App by navigating to Twitter’s Facebook page and clicking on “Go to App.”

From the LinkedIn Group page, select Manage — News Feeds. Then add an RSS feed of the committee’s tweets.

Social Media Dashboards

Social media clients — like TweetDeck, HootSuite, and Posterous — enable publishing on Twitter, Facebook, and LinkedIn using one interface.

[TweetDeck](#) is a desktop application, meaning users must download it to their computers. TweetDeck allows users to simultaneously update multiple Facebook pages, Twitter accounts, and individual LinkedIn profiles. Currently TweetDeck does not integrate with LinkedIn Groups, so an extra step to update a committee’s LinkedIn Group page is necessary. Mobile TweetDeck is available for iPhone, iPad, and Android. TweetDeck is also available in beta as a web-based application on the Chrome browser.

Similar to TweetDeck, [HootSuite](#) also allows users to manage multiple social media networks using one interface. HootSuite is a web-based application, so users do not need to install it on their machines. Mobile HootSuite is also available for iPhone, Android, and BlackBerry.

[Posterous](#) is an email publishing platform and blogging service. To get started, send an email to post@posterous.com. Follow the link in the reply email to register your Posterous site. Then select Manage — Autopost. Add the committee’s Twitter account and Facebook page (adding the Facebook page requires installation of the Posterous app on Facebook). To update the committees’ Twitter account and Facebook status simultaneously, send an email to the @posterous.com email address the service assigns. Posterous also posts your email update to a Posterous blog page. Posterous does not support updates to LinkedIn Group pages. Mobile Posterous is available for iPhone and Android.

Tools For Tracking

The easiest way for members to start tracking the Committees' social media channels is to create profiles on Twitter, Facebook, and LinkedIn and then follow the Committees from there.

Email

Facebook and LinkedIn users can sign up for email alerts of the Committees' activities. Facebook's email alerts are instantaneous. LinkedIn allows users to select daily or weekly email digests of Group page activity. Twitter does not support email alerts.

The email alerts can pile up, however. To consolidate email alerts in one email, sign up for [NutshellMail](#), which allows user to receive Facebook, Twitter, and LinkedIn alerts through a single email on an hourly, daily, or weekly basis.

When members subscribe to Committees' email blast lists, they will find that the Committees are in regular contact with members via email. Between Committee emails and social media emails, the email inbox can become cluttered. Simple use of rules in Outlook to automatically direct these emails to a dedicated folder will keep the inbox neat.



Dedicated Social Media Browser

Another method to track content is by using [RockMelt](#), a dedicated social media browser.

Download the browser and then sign into Facebook and Twitter and add those profiles to the sidebar. LinkedIn can be integrated through an RSS feed.

Social Media Toolbar

Social media toolbars, such as [Yoono](#), are available for Firefox, Chrome, and Internet Explorer. Download the Yoono add-on for the browser of your choice. Yoono allows users to receive and post updates on Twitter, Facebook, and LinkedIn.

News Aggregator

Members can keep up to date with committee blogs by using an RSS reader that aggregates blog posts into a single location for easy viewing. Web-based aggregators, such as [My Yahoo!](#) and [Google Reader](#), allow users to view content from multiple locations on the web from one web page. Most internet browsers can also be used to read RSS feeds. Microsoft Outlook also offers an RSS reader that pulls news feeds into a dedicated RSS folder. Finally, there are RSS reader apps for mobile devices and tablets. Notably, [Flipboard](#) for iPad allows users to integrate both RSS feeds and social media feeds into one location.

By using a few simple tools to manage and track the Antitrust Section Committees' social media, members can keep up with Committee updates.

*Behind the Scenes of the
Antitrust Network*



[Nick Grimmer](#) is a litigation associate at Greenberg Traurig in Houston, Texas, and is [Allan Van Fleet](#)'s chair's assistant. He wrote, directed, filmed, acted in, and edited [The Antitrust Network](#), a fun spoof shown between panels at the 2011 Spring Meeting's Chair's Showcase. The spoof also featured Allan Van Fleet and his wife, **Michelle Matalon Hedges**. Nick was kind enough to answer questions Joyce Choi⁴ posed about his film.

JC: My compliments to you and Allan for starring in such a fabulous spoof! But I'm assuming you spent more time in law school than film school – how were you able to create such a high quality video in such a short period of time?

NG: *I've always been interested in film, and the idea of a video spoof for the Chair's Showcase provided a great opportunity for me to dabble. It also provided a great excuse to get a new camera! So – one Canon EOS 7D and a handful of YouTube tutorials later, I was ready to roll. I*

⁴ [Joyce Choi](#) is an associate at Wilson Sonsini Goodrich & Rosati in New York. The views expressed in this article are the result of her wanting to find out how Nick was able to convince Allan to wear a fro wig and David Evans to share a ridiculous picture of himself with long hair.

did all of the editing in Pinnacle Studio (after learning how from YouTube tutorials).

JC: It amazes me that you were able to make that film by just using your camera and your computer and were not fazed by the prospect of learning a new skill. Do you have any advice for people who are open to trying a new technology but uncertain about how to use it?

NG: *The internet is such a wonderful tool. You can learn how to do anything just by poking around. I usually start on Google or YouTube, and go from there.*

JC: Turning back to the spoof, ever since a comment was made during a social media lunch about David Evans and his previous incarnation as a member of the Cure, I've wanted to see photographic evidence. How were you able to track it down?



NG: *Dave and I were Facebook friends, so I hopped over to his page to find random pictures to use in the spoof. As you can imagine, it wasn't hard to find the one at issue. I thought it was hilarious, but the funniest joke I could make of it called for Allan's character to ask "do you think Dave Evans wants the world to know he forgot to cut or wash his hair for 2 years?" I ran this part of the original script by Dave. Instead of politely asking us not to poke fun at his picture, he made the joke ten times better by sending me pictures of Robert Smith & Edward Scissorhands to use as comparisons.*



JC: That's awesome that he was willing to poke fun at himself. This video is actually the second in a [series](#) starring you and Allan. Can you tell us when you're planning a third?

NG: *Ha! We'll see. I might have to get back to billing hours at some point. ☺ But doing these has been so much fun, a third one just might happen!*

JC: The infamous Van Fleet fro wig – your idea or Allan's?

NG: *I think the Zuckerberg fro idea was Allan's. It played out quite well, because it made it obvious that the video was, at bottom, a big joke. And it inadvertently led to my favorite scene – the one where I grab his fro and he runs out of the room chasing me. By the way, that scene was totally unplanned and unscripted -- we were filming some random filler shots of us talking, being happy, being mad, etc. As we were running through each of these, I said "all right, let's act mad now." He thought for a second, then suggested I grab his wig. After recomposing myself and wiping away the laughter tears, we only needed one take.*

JC: The spoof did an excellent job of highlighting the Section's social media – but the message of the film was broader, for example, by getting into privacy issues (and the idea that [Richard Steuer](#) would accidentally buy a Maserati after being the subject of targeted ads!).

NG: *The Chair's Showcase was set to focus on privacy issues. Under Allan's leadership this year, the Section has put a lot of new emphasis on social media. I saw a little bit of overlap there, and tried to capture it in the spoof.*

JC: I've heard the comment that some people may hesitate to use social media professionally because they want to separate their professional life from their personal life. But what I enjoyed most about your videos is that you and Allan are willing to show your personality and have fun, all while still maintaining your professional image. How did you choose what balance to strike to blend the two? And which platform(s) would you recommend to someone who wants to dip their toe into the social media waters?

NG: *Honestly, I didn't think too much about striking a balance there. I'm not going to put anything out in cyberspace that I'm not proud of, whether it's personally or professionally. So really, my goal is just to do the best job I can and let the cards fall where they may. This said, users of social media have a wide variety of options to separate their online personal and professional lives. Check out my article on Facebook in this edition of Get Connected for more info! As for platforms for social media newbies, LinkedIn is most geared towards "professionals," but Facebook and Twitter are great platforms as well.*

JC: Thank you for answering my questions! Do you have any last words you'd like to share?

NG: *Allan and I want to thank you and Anthony Chavez, as well as the rest of the Technology Task Force and Social Media Working Group, for your great work in bringing the section into the age of social media. Such exciting times!*

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