Facebook's "LIKE" Button – Are you a pro or con legal pro?

April 27th, 2010 by Kara

Several days ago, I wrote a post that linked to a NY Times article detailing how to disable Facebook's new "like" buttons and "Open Graph API" applications on your pages.

With with open web advocates both in the legal community and outside, questioning the true "openness" of the new platform, and Facebook arguing that the move is good for the web.

For a bit more clarity - here's a 10-point guide compiled by Mashable's Pete Cashmore, reviewing the debate and giving his take on who's right:

Shocker: Facebook Does What's Best For Facebook

Just as an "FYI" — Want to see scary? Go to this URL, which uses the facebook graph api:

http://zesty.ca/facebook/

If you enter the ID or Alias of yourself or a loved one, or someone you are stalking, whatever…

You can see how much of YOUR DATA is being released in the FB Graph API to a 3rd party YOU DIDNT APPROVE OF (namely, zesty.ca who are providing this as maybe-a-public-service, because really, you don't know…).

I've changed my FB settings so nothing comes up, but it's pretty scary if you enter an ID of someone who hasn't. *Food for thought…*

Other articles you may be interested in:

Legal Marketers – Here's How to Opt-Out of Facebook's Instant Personalization

Legal Marketers: Responding to social media inquiries is more important than you think

Here's the Scoop: Facebook for Lawyers Is In the News

10 Essential Rules for Legal Marketing Brands in Social Media to Follow

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.

You can reach her at 917-856-5410