

Web 2.0, Knowledge Management and Professional Development

Doug Cornelius
Chief Compliance Officer
ComplianceBuilding.com



You are probably wondering what the Chief Compliance Officer for a real estate private equity firm is doing in front of a class on Web 2.0.

After all, I deal with rules and regulations. And my company is a classic bricks and mortar company, because our business is to own bricks and mortar.

What I want to focus on is how Web 2.0 can help you professionally and at your job.

I think if I share my story about how I came into Web 2.0, it will provide the reasons and I think it will also provide the background for some of the topics we can discuss today.

I am going to talk about me for a little while.

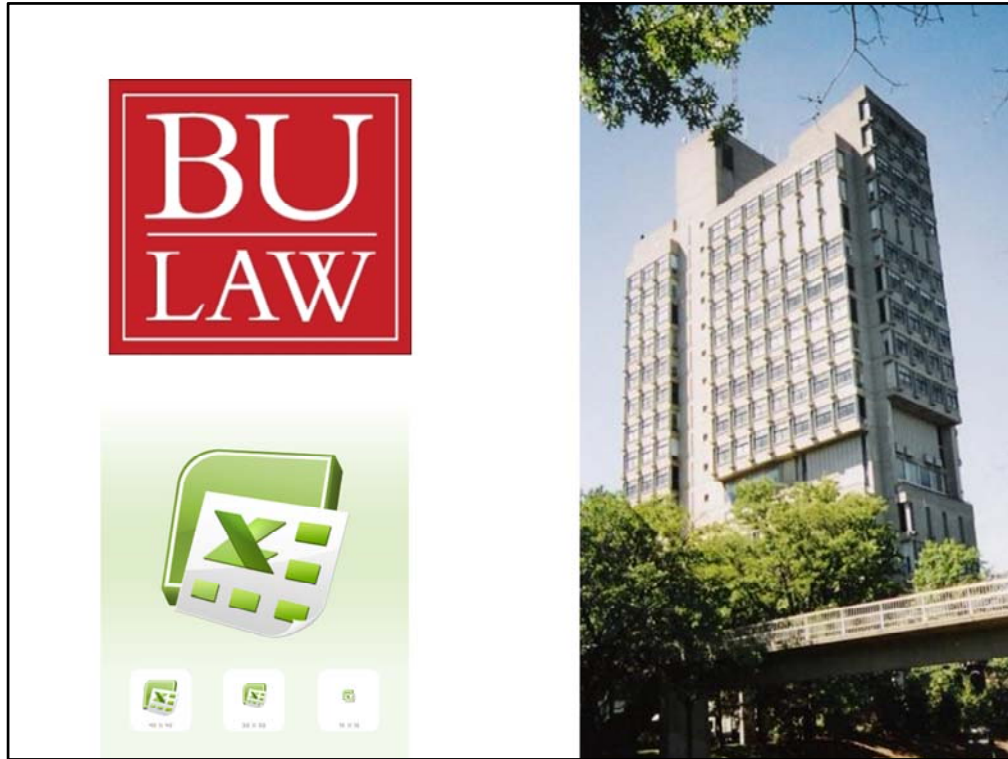
Just to provide fair warning, I am also going to go around the room and ask you to introduce yourself, tell me about yourself in one sentence.

But first me. (In more than one sentence.)



Lets start my story way back in time when I was in law school.

I went to law school not business school. Yes I 'm a lawyer. But not that kind of lawyer. I don't chase ambulances.



One of my classes in law school was Real Estate Development Law.

It turns out the class had little to do with the law.

It was all about modeling the economic performance of real estate investments. The class involved lots of number crunching, so I ended up learning how to use Excel as part of the class.



After law school, I was hired by Goodwin Procter. One of the big law firms in Boston.

I ended up working on a fair number of transactions that involved multiple properties. I had some information management issues that just were just poorly suited to handling in a word processing document.



So I started using Excel as part of my practice.

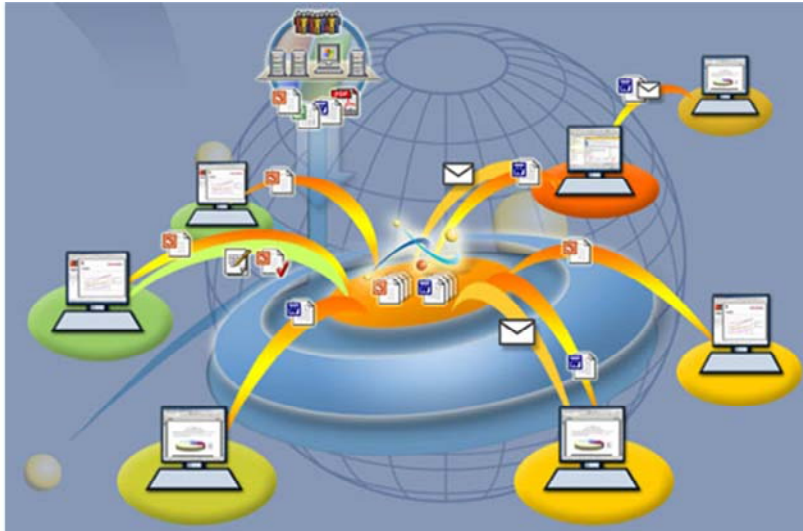
This was the mid 90's.

Many lawyers back then practically prided themselves on still using a quill and inkwell. There were many lawyers who barely used their computers. This predated the ability to use email for client communication. It was not until 1999 that the American Bar Association issued a ruling that the attorney/client privilege was not violated by using email.

So a lawyer using excel at that time was unusual.

It also made me one of tech lawyers at the firm and led to me being involved in some of the technology decisions for the firm.

Document Management System

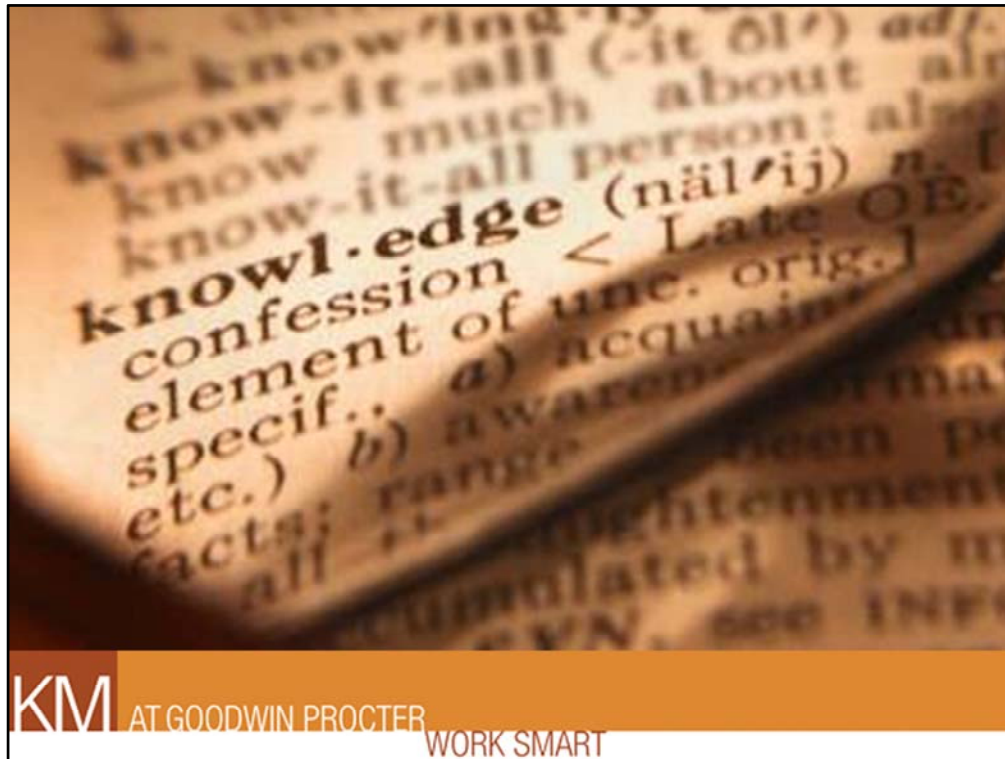


First up on this tech task list was picking a new document management system for the firm.

Since lawyers share documents with each other and have our assistants help with editing the documents, it makes sense to keep documents stored in a central system, rather than as files on individual computers.

We already had a document management system, but it was time to upgrade and there was increased competition in the market.

We ended up picking a system and implementing it.



The project evolved into a larger knowledge management initiative at the firm. The idea that we should be making better use of the collective knowledge of the individuals in the firm.

What we know
Who know
What we know how to do

That is the very simple basis for knowledge management.

In the end that is what a law firm sells. Its knowledge

Intranet



One of the big knowledge management initiatives was to set up an intranet where we could share information and pull information from underlying systems and put it into better context.

At least that was the theory. Like most intranets from a few years ago, they looked good in theory, but worked poorly in execution.

You needed to know html. You really had to go through the IT folks to get anything done.



Since it had problems, we looked for something better as a backbone for our second generation of the intranet.

At that time, Microsoft had just come out with a new product called SharePoint that had a lot of tools that seemed to work well with what we wanted from the intranet.

This was the beginning of the portal approach to intranets. The intranet will pull information from other systems inside the firm.



After a few years, Microsoft came out with a new version of SharePoint called SharePoint 2007.

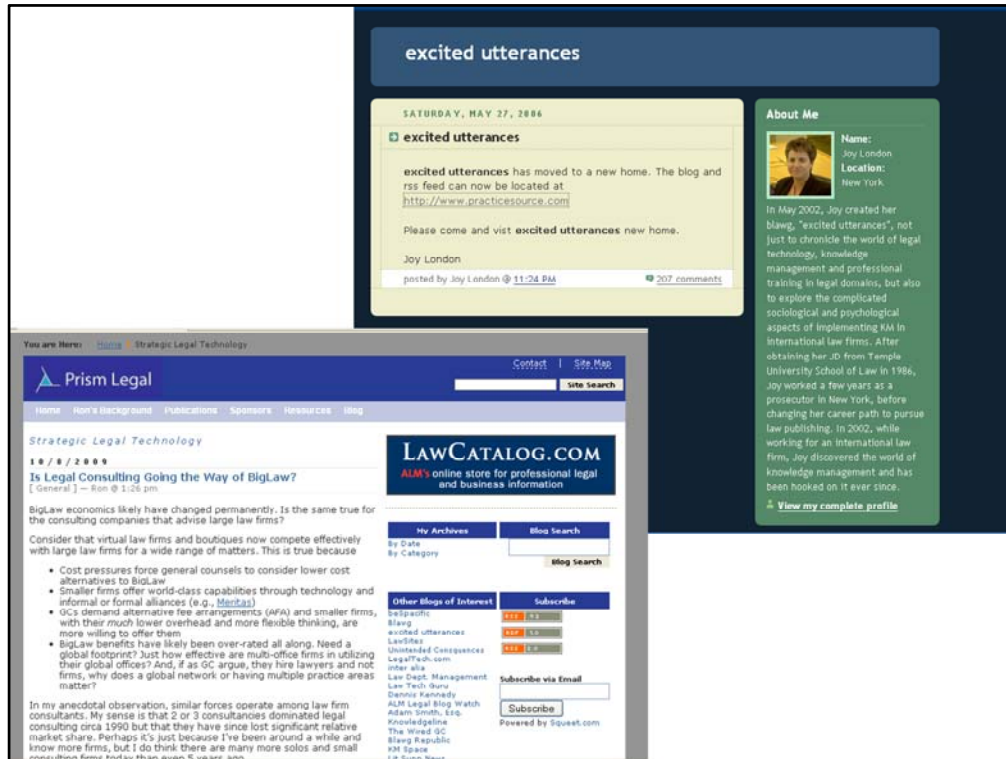
It included these things called blogs, and wikis and RSS feeds. Things that at the time sounded more like a Dr. Seuss book than tools for a law firm.

But I did some research and they sounded interesting. Email was becoming overwhelming. Could these tools be another way to communicate.

These tools sounded promising for knowledge management.

But I would have to wait a year plus for the team to implement.

Or would I?



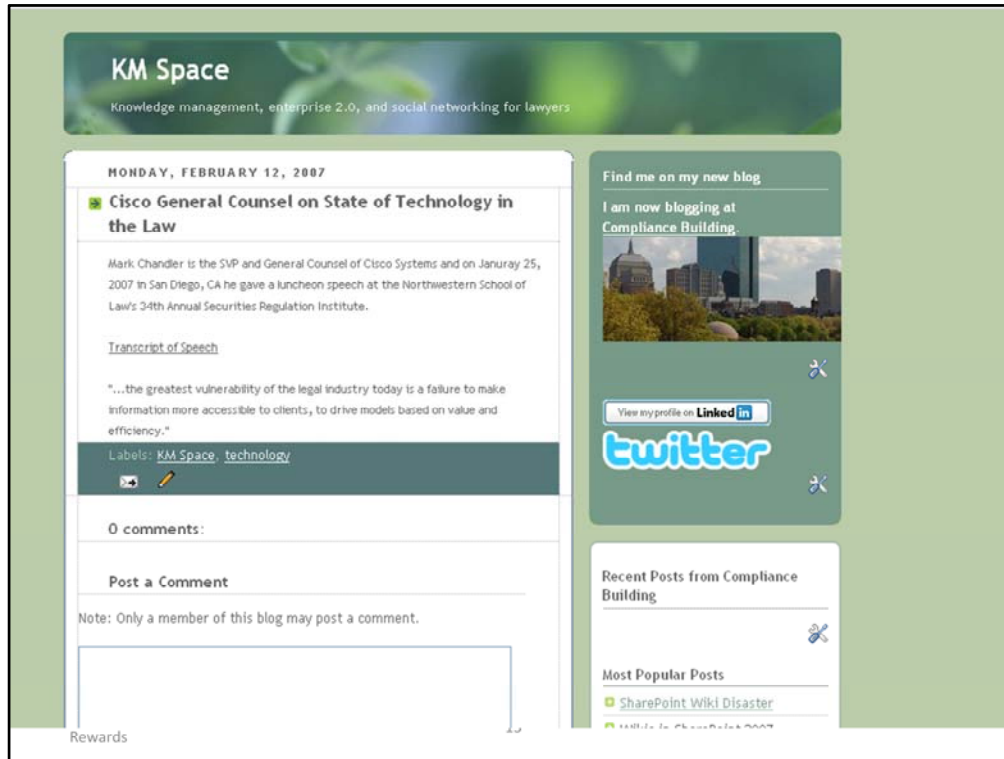
It turns out that two of my colleagues in the knowledge management community were publishing blogs. I thought they were just websites.

They collected all this great information and made it available. They were doing externally what I wanted to do internally.

They let me know that it was not all that hard to set up a blog.

So I set aside an afternoon to try setting up my own blog.

[anyone want to guess how long it took]



This is my first blog post I ever made. KM Space, where I focused on knowledge management for lawyers.

For me, blogging has always been about personal knowledge management. I put up posts to memorialize interesting things I find. I put up posts to help me focus my thoughts more coherently. Blogging is part of my learning process.

There is this virtuous circle of writing about a topic, that makes you better understand it, learn about it and end up writing more about it.

I know that blogging has helped me to better understand the substantive information that I need to do my job.

Real Estate Space
The Commercial Real Estate Finance Law Blog, with notes on real estate law and the real estate business from a Massachusetts lawyer

MONDAY, APRIL 30, 2007

Magic Language for Offers

"The purpose of this document is to memorialize certain business points. The parties mutually acknowledge that their agreement is qualified and that they, therefore, contemplate the drafting and execution of a more detailed agreement. They intend to be bound only by the execution of such agreement and not by this preliminary document"

Goren v. Royal Investments Incorporated, 25 Mass. App. Ct. 137, 519 N.E. 2d 595 (1987)

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I was also practicing real estate law at the time, so a few months later I set up “real estate space” to capture bits and pieces of information I needed to remember.

This was the first post, capturing the magic language I need to put in an offer. Same thing. I was capturing information I needed as a real estate lawyer.

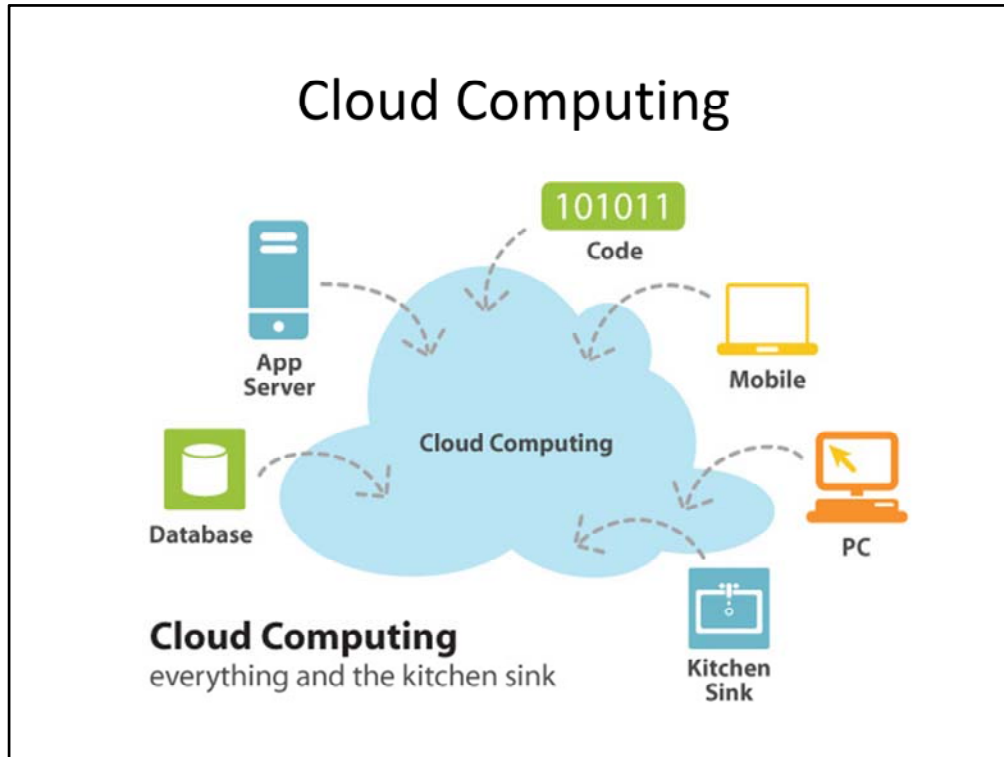


Along the way I found all these other great Web 2.0 tools.

They were on the web.

And they were free.

And they were better than anything we could install internally.

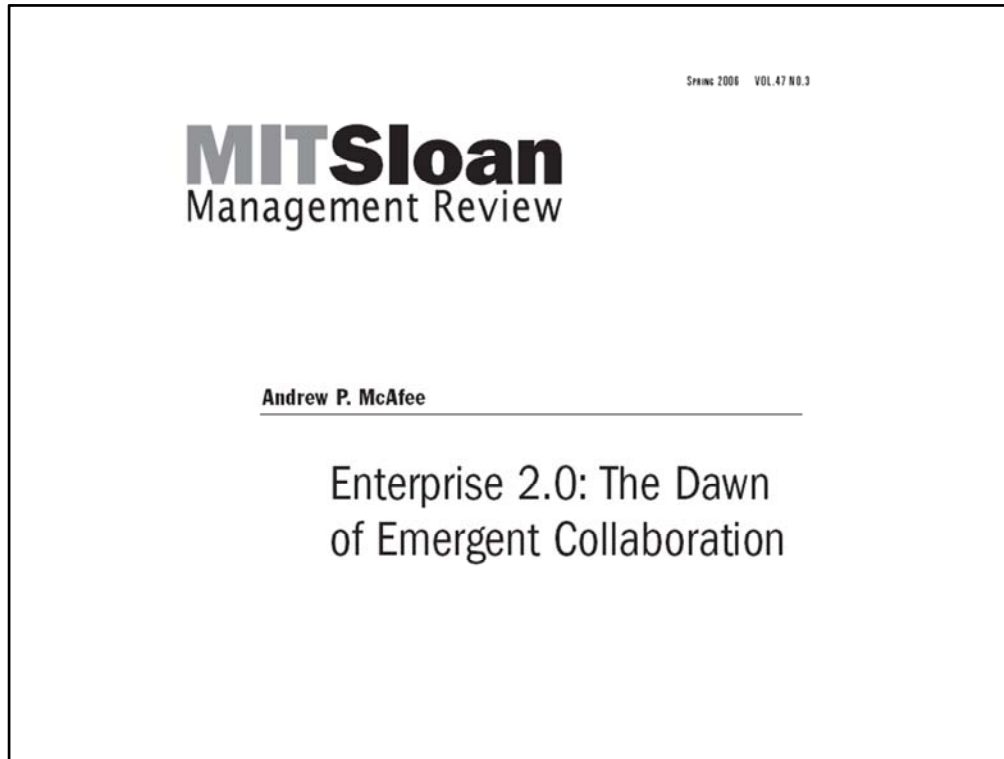


This new thing called cloud computing was coming around. That we should leverage the internet for storing data, or for computing infrastructure or for running our applications.

All those great web 2.0 tools were a type of cloud computing.

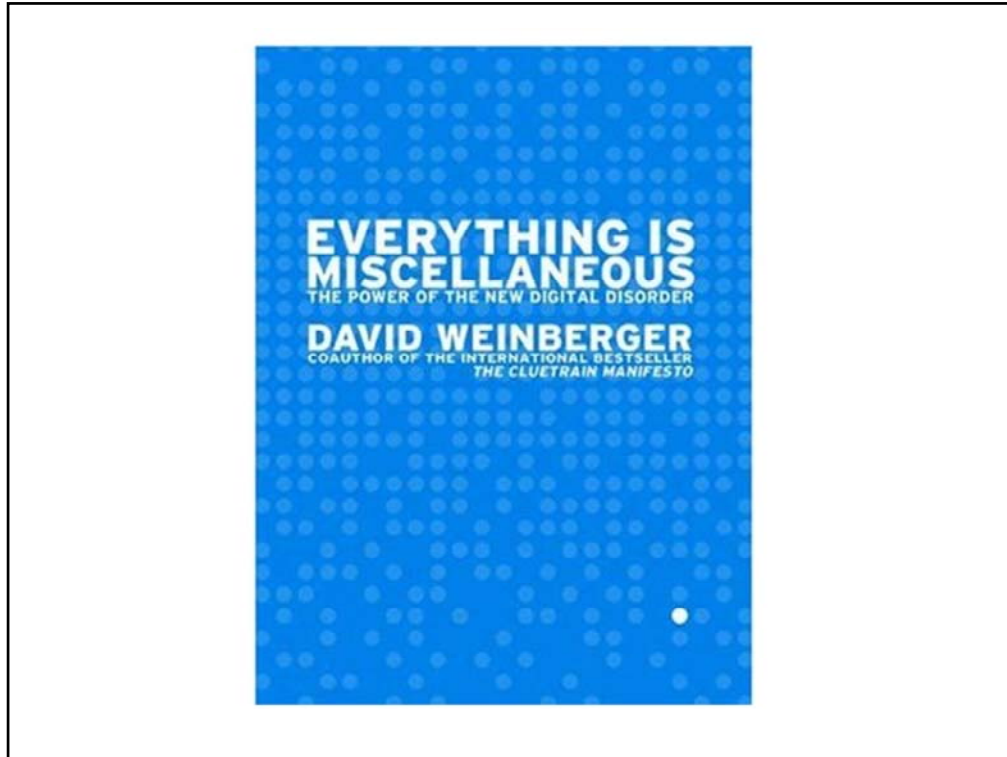
I was able to get my blog up and running in minutes. It was taking us a year to get those applications running internally.

The knowledge management team set up a wiki using an external wiki provider. It was cheap and easy and incredibly functional.

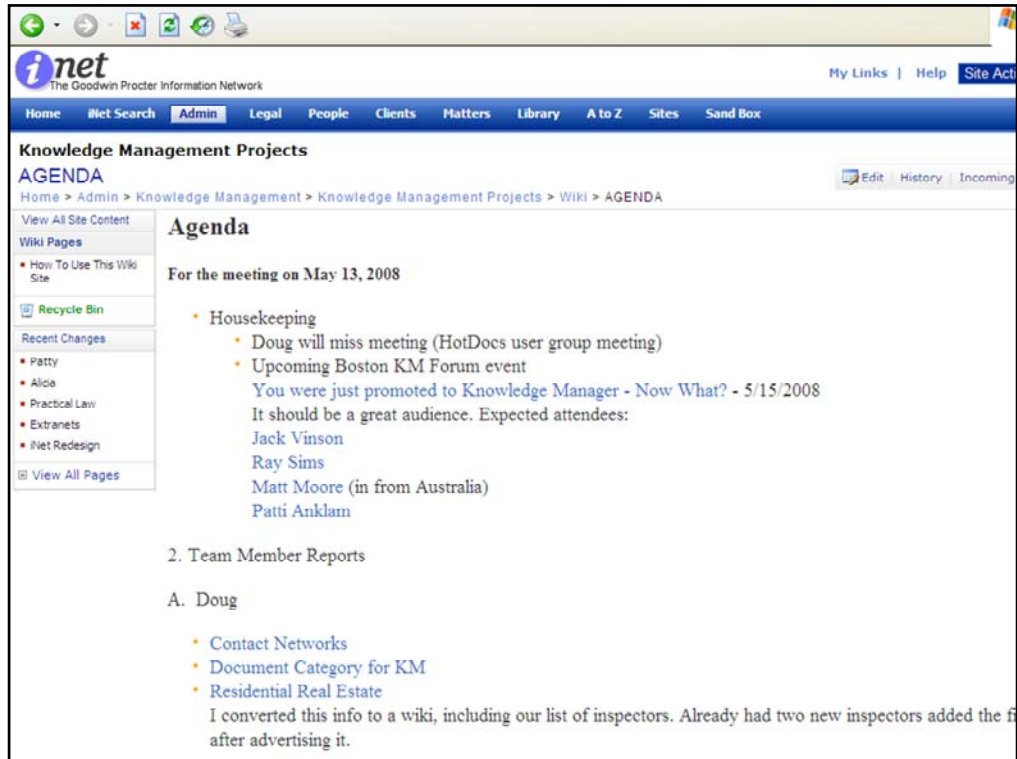


I also discovered Professor Andrew McAfee, who coined this term Enterprise 2.0.

That these web 2.0 tools when brought inside an organization has some transformative powers and offered some great lessons and goals for organizations.

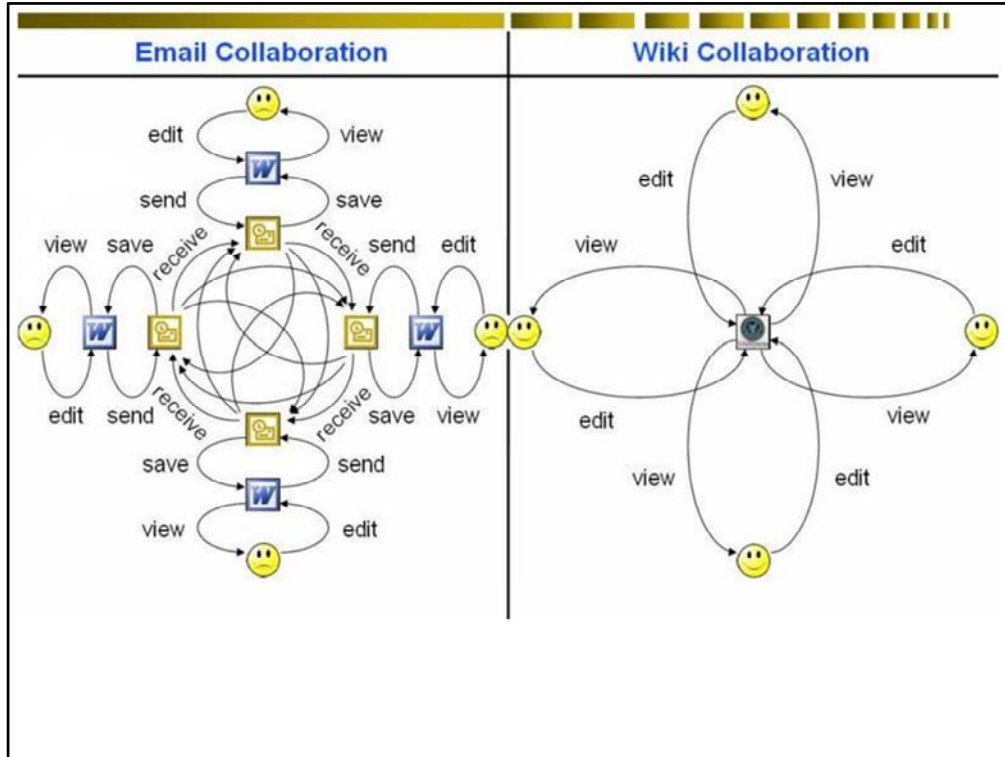


I also read David Weinberger's book: Everything is Miscellaneous to think about how information should be organized when it has moved from a physical form to a digital form.



We actually ended up importing our wiki into SharePoint 2007 when we finally got it set up.

It turns out that this big expensive tool was less powerful than the free one we were running externally.



We learned a lot about this new way of collaboration. We were just starting to roll out the new features, getting lots of traction and buy-in from people in the firm.



Then I got this great offer from Beacon Capital Partners to be their Chief Compliance Officer.

It was incredibly successful firm with a long track record of success.


So I switched careers, going from knowledge management and real estate to compliance and real estate.

But I had a lot to learn. Compliance involves lots of different areas and lots of different laws and regulations that I needed to learn and learn quickly.

So what did I do?

Compliance Space

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[Lay-Person's Guide to the Foreign Corrupt Practices Act](#) →

Kay v. United States

September 22, 2008 · [Leave a Comment](#)

Kay v. United States (Docket: 07-1281) is on the docket of the Supreme Court's opening conference on September 29, 2008 for the Court's October 2008 term. The petition for certiorari and all cert-stage briefs are available at scotusblog.com.

David Kay and Douglas Murphy were sentenced in 2005 to 37 and 63 months in prison respectively for violating the [FCPA](#). They bribed Haitian officials in order to reduce their company's taxes.

[Richard L. Cassin](#) over at [The FCPA Blog](#) has an excellent background article on the case

Rewards

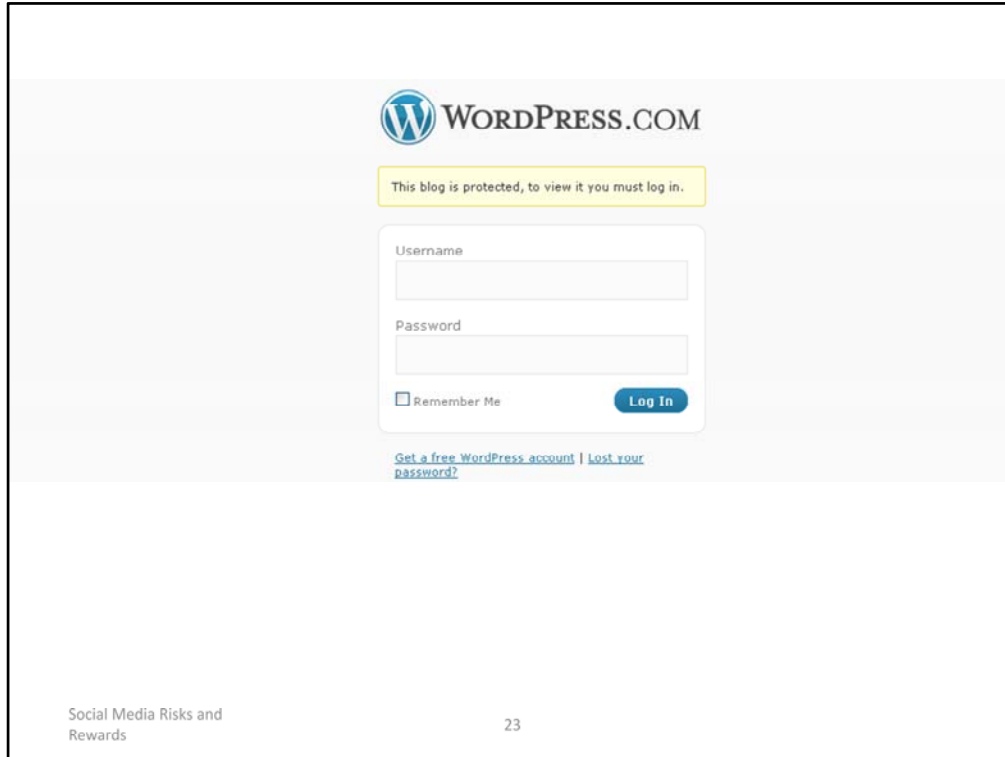
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- [FINRA's Guide to the Internet](#)
- [SEC Requirements for Online Annual Reports and Proxy Statements](#)
- [Recent Changes to the ADA and FMLA](#)

TOPICS

I set up a new blog, focused on compliance.

So I used a blog as a learning tool. I went from KM Space to Compliance Space.




But you wouldn't be able to see it.

Compliance Space was a private blog, hidden from the public eye. I was merely collecting notes. Much of it was law school basics.

Compliance Space

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TOPICS

I would take notes on seminal cases, statutes, and regulations.

This was the first post at Compliance Space, reviewing Kay versus the United States, which is one of the few appellate decisions on the Foreign Corrupt Practices Act.

Eventually, I built up my core understanding and starting moving to the new topics and discussions that were happening in the compliance field.

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Doug Cornelius on compliance and business ethics

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150 Years or the Firing Squad

Wednesday, August 19th, 2009 at 7:00 am



What is the right punishment for financial fraud?
Bernie Madoff received the maximum sentence for his charges. 150 years. His lieutenant, DiPascali, was denied bail by the judge at his hearing last week, despite an agreement between his lawyer and the prosecutors. He has a maximum sentence of 120 years. They stole billions. Marc Dreier committed... » [Read More](#)

HIGHLIGHTS

Free and Law Firms
I just finished reading Chris Anderson's new book. Free: The Future of a Radical Price. Given that I am a lawyer, I kept thinking about... » [Read More](#)

Cloud Computing and Compliance
Compliance Week editor Matt Kelly and I talked about "cloud computing" and how such IT systems can affect compliance. Listen to the conversation Rewards

New Compliance and Disclosure Interpretations for

Updates to Compliance and Disclosure

With that cycle of learning, I felt that I had enough insight that it was worth sharing with the public. I presented it to my compliance committee. Drafted a social media policy. And took it public

I decided to shift blogging platforms a little and take a deeper step into blogging. Since Compliance Space .com was already taken, I went with Compliance Building .com.

The virtuous cycle continues. I want to publish a new post each day, which means learning something new each day.

Compliance Building
 Doug Cornelius on compliance and business ethics

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Latest Story
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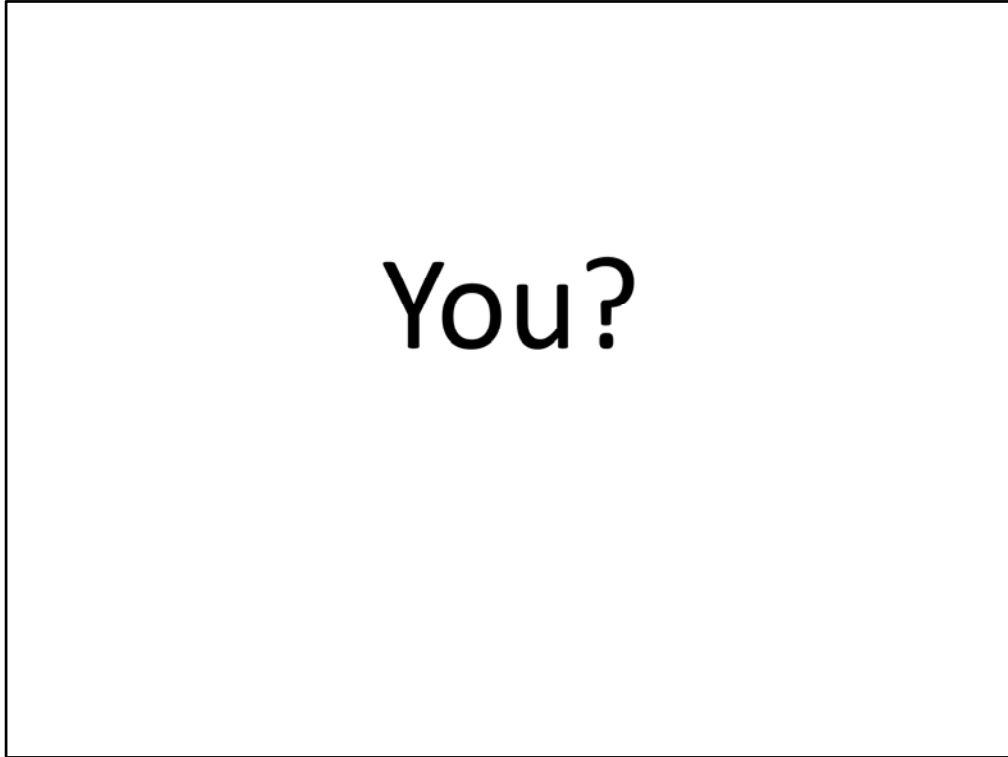
Updates to Compliance and Disclosure

The blog gives me the ability to organize the posts, by date, specific topics and tags. It also has a robust search feature.

In the end it is about capturing the information I need to do my job and being able to find and reuse it.



I am also a contributor to GeekDad, the parenting blog for Wired.



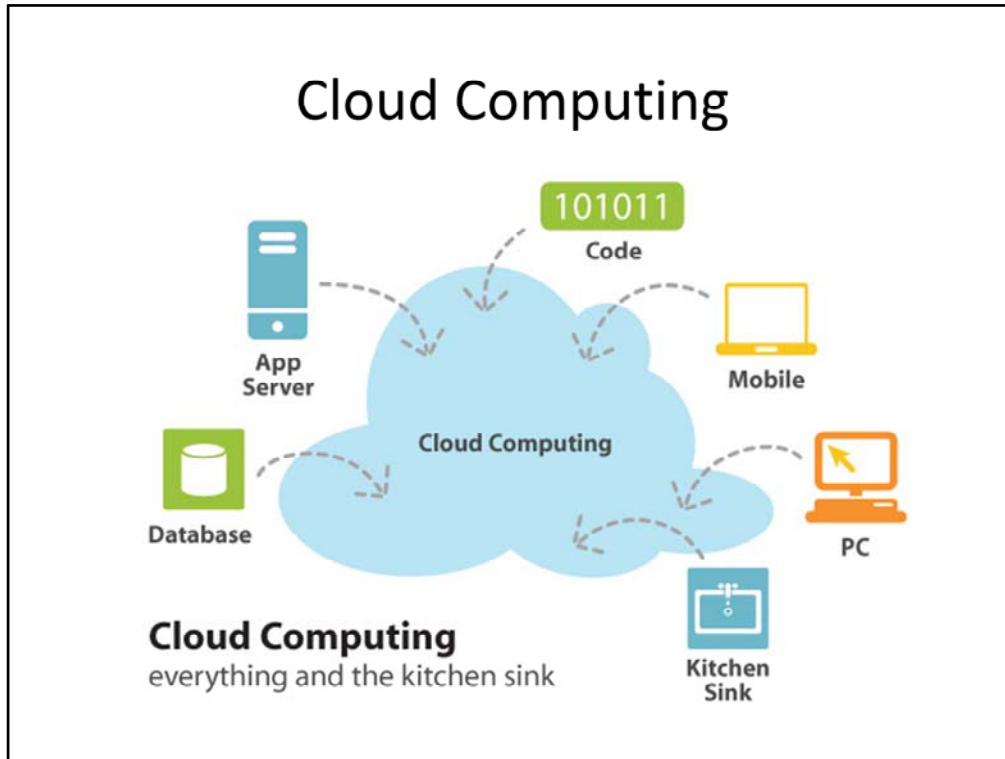
Can we take a few minutes to go around the room, introduce your selves.

Name, sentence about yourself, and what you are expecting to learn during the rest of the class.

Possible Topics

- Cloud Computing
- Web 2.0 Policies for Business
- Personal Knowledge Management
- Professional Networking with Web 2.0
- Enterprise 2.0

Cloud Computing



Cloud computing covers a broad spectrum.

Largely it means using more stuff on the internet instead of programs and databases on your own computers.



Lets start by going back through computer history a bit. I find that it helps put it into some perspective.

This is an IBM System/360 Mainframe Computer from the 1960s. Probably has less computing power and memory storage than any of your laptop computers. And it cost \$7 million plus

Computers were expensive and bulky. Processing power ruled. Hardware ruled. Software was an afterthought.

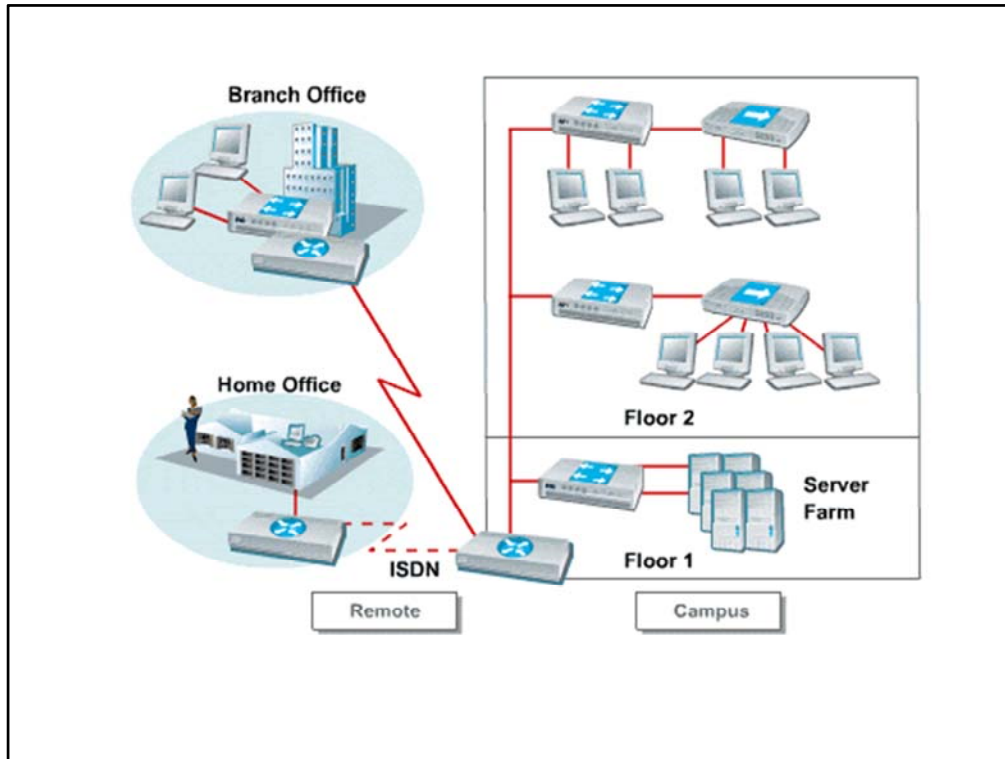
Enough so that IBM decided to let an outside company design the computer's operating system. Microsoft was born.



Eventually, we got to the point where personal computers could handle most of the tasks that you needed to do from day to day.

This was my first computer. An old Mac.

Put personal computers were notoriously unreliable. They crash, hard drives stop working, you overwrite files, laptops get lost.



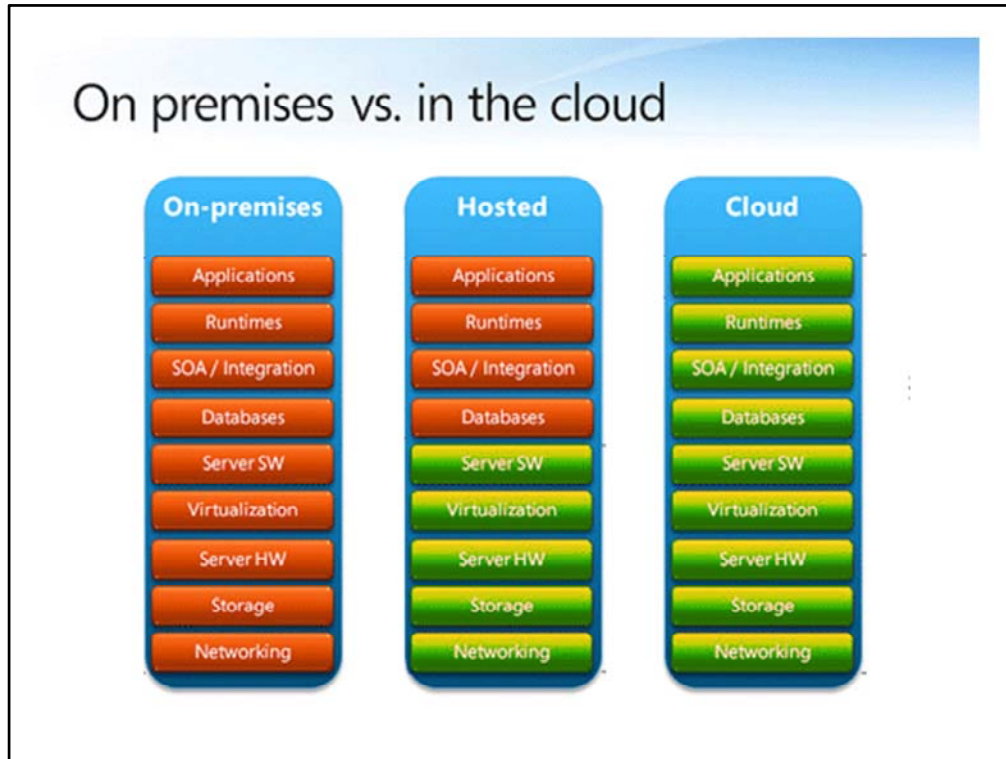
Companies built out expensive hardware and networks. Lots of business information still lived in the big databases that lived only inside the company.



Then a few things happened that led to cloud computing.

First in the massive amount of investment that went into building out the internet backbone so that data transmissions speeds on the internet rivaled the speed of internal networks. And you could get access to the internet in many more places. The infrastructure of the internet was getting well built out.

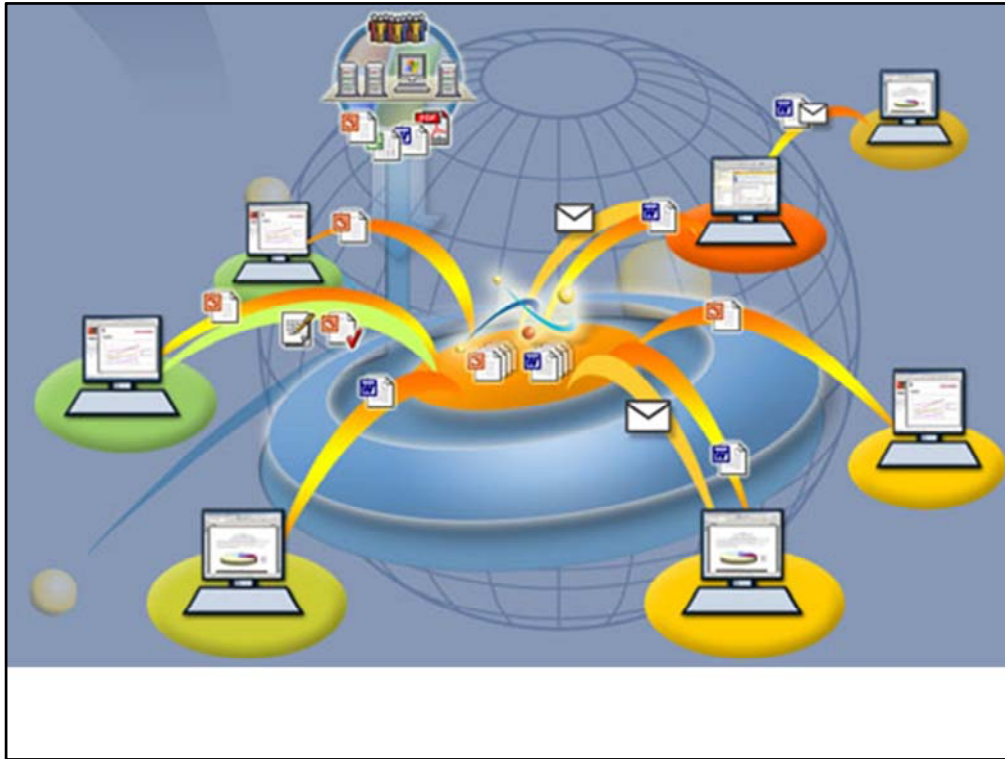
The second is mobility. People wanting to work from home. The end of the 9to5 workplace. The rise of the blackberry and email so that people are always able to work and communicate wherever they were sitting.



CIOs started looking at all the plumbing and internal infrastructure they have to maintain.

In particular, web retailers and web focused companies were looking at the tremendous resources they had to put into the plumbing. Just to keep things running.

As a business owner, do I offer a competitive advantage because of how I run my email system? No. 90% of the world runs on the same



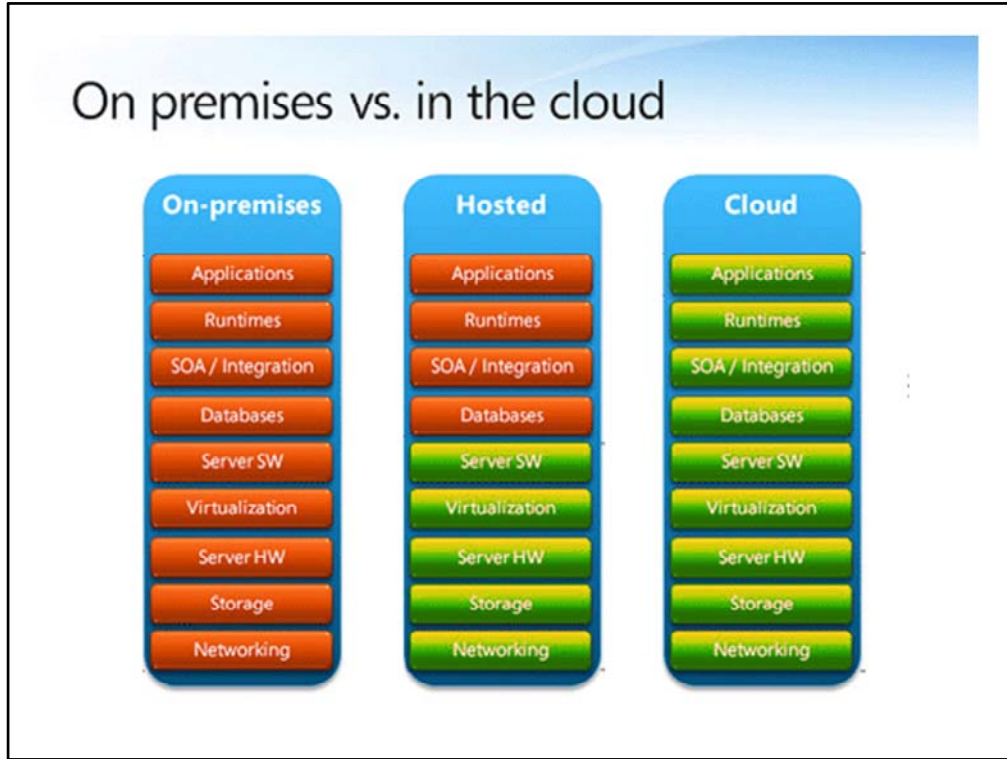
With my document management system, I know that I am saving my document onto a server that is not on my computer. I assume that it is a server inside my office somewhere.

But do I really know where it is?

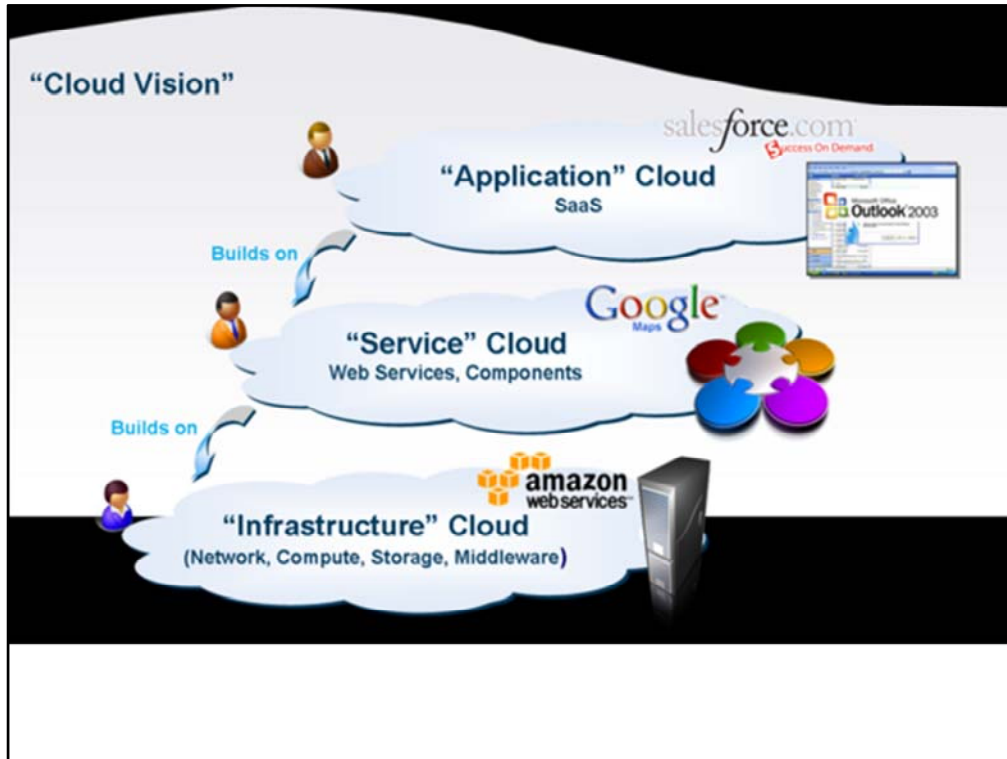
Disaster recovery requirements post Y2K and post 9/11 required replicating your data off-site.



All of this stuff is cloud computing.



So the seeds are planted for cloud computing.



For purposes of Web 2.0, we are talking about SaaS. Means that you access everything through a web browser. No software installed on your computer.

Google innovation. Powerful solutions.

Communication and collaboration tools for any size business. Google Apps

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Reliable, secure online applications wherever you work

Google Apps reduces IT costs and empowers today's employees. Gmail, Google Docs, Google Sites, and more - \$50 per user per year.

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- Google Calendar** Agenda management, scheduling, shared online calendars and mobile calendar sync.
- Google Docs** Documents, spreadsheets, and presentations. Work online without attachments. **New!** Share entire folders with coworkers.
- Google Sites** Secure, coding-free web pages for intranets and team managed sites.
- Postini** Hosted email security and archiving services for your business.

Some of the implications of this, is that it is easier to set up the IT infrastructure for company. You can set up a Google Apps account in minutes for \$50 per user per year. You get email, the postini junk email filter, calendars, Docs, and Sites (intranet tool. Shh its wiki)

Google Docs is an online word processing. Word is big bulky program you need to install on your hard drive. All of your documents are sitting on your hard drive.

Standard way. Buy an expensive server buy the expensive exchange and outlook programs. Install and configure outlook on each users computer. Configure a file server so people can save documents to a central location for back up and sharing. Big money, technical, lots of time.

Or get an internet connection and be up and running in minutes.

Cloud Computing Concerns

- Security
- Internet Access
- Records Management
- Terms of Service
- Investigations
- Geography
- Data Privacy
- Multi-User

Web 2.0 Policies for Business

Policies and Risks



Lets shift the conversation from how this can help you, to how these affect each of your organizations.

As with email 10-15 years ago, companies are expressing concern about how these sites will negatively impact their companies.

Hopefully we showed you some of the great things these sites can do for you. They are powerful.

And you should focus on telling the people within your organizations what they should do and what they should Not do with these tools.



The federal trade commission just came out with some guidelines limited blogger behavior.

You need to reveal endorsements and consideration given by advertisers or companies.

GeekDad example

Freedom, Security and Justice

European Commission > Justice and Home affairs > ... > Data Protection

homepage what's new key issues sitemap

Freedom, Security and Justice Newsroom Documentation centre Funding Jacques Barrot web site About us Revelan web site

Data Protection - European Commission

Einleitung

Datenschutz

- ▶ Überblick
- ▶ Leitfaden für Bürger
- ▶ Recht
- ▶ Stand der Umsetzung
- ▶ Bericht über die Durchführung
- ▶ in Drittstaaten
- ▶ Standardvertragsklauseln
- ▶ Internationale Instrumente
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Kinder

Asyl

Einwanderung

Terrorismus

Polizeizusammenarbeit

Zollzusammenarbeit

Organisiertes Verbrechen

Zusammenarbeit im Bereich Drogen

Data Protection in the European Union

[Datenschutz](#)

[Data protection](#)

[Protection des données](#)

Data privacy is an issues

In the US, most of the focus is on financial information: social security numbers and credit card numbers

In the countries of the European Union, the focus is much more on personal identity information like race and religion. The EU's data privacy laws limit the collection, storage and transmission of that information.

In particular, the transmission to non EU countries that do not have the same protections. Like the US.

Robert Half
Technology

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For Immediate Release
October 6, 2009

WHISTLE - BUT DON'T TWEET - WHILE YOU WORK
A Majority of Companies Prohibit Social Networking on the Job, CIO Survey Reveals

MENLO PARK, CA -- Workers who want to share the latest news with Facebook friends and Twitter followers will need to wait until after hours or risk violating company policy, a new survey suggests. More than half (**54 percent**) of chief information officers (CIOs) interviewed recently said their firms do not allow employees to visit social networking sites for any reason while at work.

The survey was developed by Robert Half Technology, a leading provider of information technology (IT) professionals on a project and full-time basis, and conducted by an independent research firm. It was based on telephone interviews with more than 1,400 CIOs from companies across the United States with 100 or more employees.

CIOs were asked, "Which of the following most closely describes your company's policy on visiting social networking sites, such as Facebook, MySpace and Twitter, while at work?" Their responses:

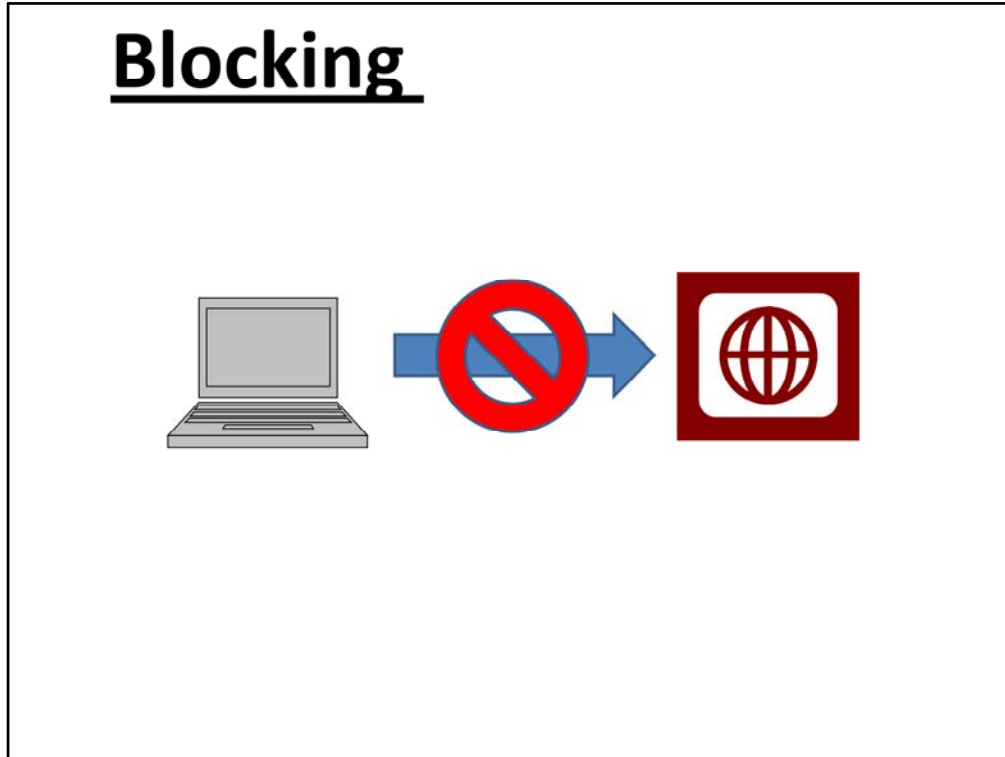
Prohibited completely	54%
Permitted for business purposes only	19%
Permitted for limited personal use	16%
Permitted for any type of personal use	10%
Don't know/no answer	<u>1%</u>
	100%

Have companies embraced Web 2.0.

Mostly No.

This company ran a survey and found that ½ of the companies prohibit web 2.0 on the job.

1,400 CIOs from companies with more than 100 or more employees.



More than prohibiting access, companies are denying access to Web 2.0 sites.

They are blocking access

I ran an informal study of law firms and found that 1/3 block access to some popular Web2.0 sites like Facebook, YouTube and MySpace.

Is Blocking Effective?



Blocking is not effective

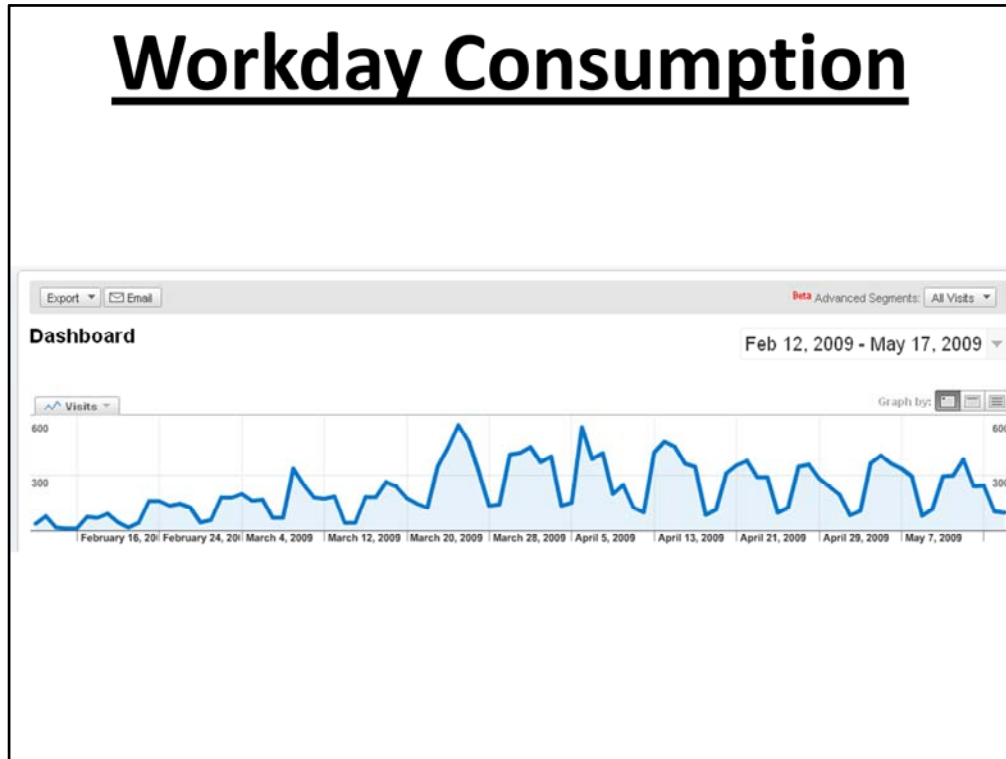
Employees do not need the office to access the internet.
You can access these sites mobile devices

There are many ways to connect and use Web 2.0 sites.

Cheap internet access is available in most homes.

If you identify yourself as an employee of your company, that affects the company. Even if you do not identify yourself as an employee of the company, people may still know the link or can find the link to the company.

Anonymity often gives people a false sense of security that has them say things they would not say if it was clearly associated with them.



I don't think blocking is effective and I don't think it's a good thing.

This is a traffic report for my blog: Compliance Building

See the peaks and valleys.

[_] Anyone want to guess what causes the valleys?

The valleys are the weekends and holidays, the peaks are workdays.
This content is being consumed as part of people's workday.

The screenshot shows a Facebook search results page for the query "boston scientific". The page is displayed in a desktop view with a blue header. The search bar at the top contains "boston scientific" and a search button. Below the search bar, there are navigation tabs for "All Results", "People", "Groups", "Events", and "Web", with "Groups" selected. A dropdown menu shows "Show results from All Networks". The main content area displays a list of search results for "boston scientific", showing 1 - 10 out of over 500 results. The results are listed in a table-like format with columns for group name, size, type, and a "Join Group" link. The first result is "Boston Scientific" with 227 members, type "Business - Companies", and "1 More Member, 1 Board Topic". The second result is "Boston Scientific" with 9 members, type "Business - Companies", and "Name and Description". The third result is "Boston Scientific" with 3 members, type "Business - Consumer Groups". The fourth result is "Boston Scientific WDD" with 191 members, type "Common Interest - Health & Wellness", and "2 More Members". The fifth result is "2008 Boston Scientific Interns" with 63 members, type "Business - Companies". The sixth result is "Boston Scientific Interns 2007". On the right side of the page, there are several advertisements, including "Webpages in Photoshop", "Advertise on Facebook", "Facebook Ads", and "\$5 'shocktails' at Haru".

Companies are using Facebook in recruiting and intern programs.

[] Do you think this a good idea?

The screenshot shows a Facebook group page for "Boston Scientific 2009 CRM Interns". The page is set to "Global" and is categorized as a "Business - Companies" group. The description includes information about the internship opportunity, planned events during the summer, and contact details for recruitment. The group is a closed group, meaning members must be invited or approved by an administrator. The page also features a "Request to Join Group" button, a "Share" button, and a "Report Group" button.

facebook Home Profile Friends Inbox 5 Doug Cornelius Settings Logout

Boston Scientific 2009 CRM Interns
Global

Basic Info
Type: Business - Companies
Description: Welcome CRM 2009 Interns

Joining Boston Scientific, CRM as an intern provides an outstanding opportunity to meet others with similar aspirations and discover what it's like to work and live in our communities.

During the summer there will be planned events; Information Session with senior management, Career Panels with recent hires, mixers with other interns.

Boston Scientific, recruits talented individuals from some of the world's leading universities. Students who come to Boston Scientific, experience excellent career opportunities and make important contributions to our success.

The main reason for Face book is for you to meet other interns before your arrive, maybe find a roommate or join a car pool. There's helpful information on finding an apartment, what the next steps are before you start.

Contact Info
Email: eva.myers@bsci.com
Website: <http://www.bostonscientific.com>
Location: 4100 Hamline Ave N
Minneapolis, MN

Request to Join Group
Share +

Group Type
This is a closed group. Members must be invited or approved by an admin.

Report Group Share +

Make sure your company grabs control.

Boston Scientific established this Facebook group and decides who gets in and out.

They want to control their trademark.



Compare this to Staples in Twitter. Some yahoo grabbed the handle.

What I think companies do, even if they don't have a policy or a plan for social media, At a minimum they should claim your brand.

You don't want someone squatting on the name. Control the handle.

Economist.com Search Economist.com Log in: e-mail Password **Get 4 FREE trial issue.**

Sunday February 8th 2009 [+] Site fa

Home
This week's print edition
Daily news analysis
Opinion
World politics
Special reports

Business
All business
Business this week
Management
Business education

Finance and economics
Markets and data
Science and technology
Books and arts
People
Diversions
Audio and video
The World In
Research tools
Country briefings
My account home
Newsletters and alerts
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Digital subscriptions
Classifieds and jobs
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EIU online store
Economist shop

Management Consulting for High Performance

Business

Companies and social networks

Losing face
Nov 6th 2008
From The Economist print edition

A tale of two airlines and their Facebook fiascos

Illustration by David Simonds

AS WELL as embracing blogs, firms have been exploiting social networks such as Facebook and MySpace to get their messages to a broader audience. But although they have the potential to be useful marketing tools, such networks can also be a source of damaging publicity, as British Airways (BA) and Virgin Atlantic have discovered to their cost.

On October 31st Virgin fired 13 of its cabin crew who had posted derogatory comments about its safety standards and some of its passengers on a Facebook forum. Among other things, crew members joked that some Virgin planes were infested with cockroaches and described customers as "chavs", a disparaging British term for people with flashy bad taste. On November 3rd BA began investigating the behaviour of several employees who had described some passengers as "smelly" and "annoying" in Facebook postings.

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Can You Go Back to College for Just

There are good reasons for having a Web 2.0 policy and educating your employees about the policy.

This past fall, flight attendants for British Airways complained that their passengers were "smelly" and "annoying" on Facebook.

Separately, employees of Virgin Atlantic posted derogatory comments about safety standards for the airline and described their customers as "chavs."

The screenshot shows the ABA Journal website. At the top, there is a navigation bar with links for ABA Home, Login, Join, Topics A-Z, ABA Calendar, Web Store, About ABA, and Contact. Below this is a large banner for 'FREE Daily Newsletters' with a 'Subscribe' button. A search bar is located below the banner, with a 'Go' button and a 'Powered by Justia' logo. The main navigation menu includes links for HOME, TOPICS, NEWS, MAGAZINE, ARCHIVES, BLAWGS, SUBSCRIBE, CLASSIFIEDS, and ABOUT. The article 'Cisco Turns Up Heat in 'Patent Troll' Case' is the main focus, with a sub-header 'EVIDENCE'. The article text discusses the case involving the once-anonymous Patent Troll Tracker, who is reportedly turning up the heat on a Texas lawyer who sued the company. The article mentions that the Patent Troll Tracker, who unmasked himself after a lawyer offered a \$15,000 reward for anyone who would reveal his identity, turned out to be Richard Frenkel, an in-house lawyer at Cisco. When Frenkel's blog was active, he often criticized lawyers from small firms that sue large companies over patent claims, reports MarketWatch. The publication notes that Cisco and other technology companies are in a continuous battle with so-called patent trolls, which they maintain abuse the patent system to profit from legal settlements. But once Frenkel revealed his identity, Texas lawyer Eric Albritton sued, claiming Frenkel defamed him by questioning his ethics in a blog post. Because others at Cisco knew about Frenkel's blog, Albritton maintains the company should be held liable for the blog's content. But Cisco is now demanding evidence that Albritton suffered "embarrassment, humiliation, mental pain and anguish." The company has asked for access to Albritton's medical records and to six years' worth of financial records and tax returns for his law practice in Longview, Texas, MarketWatch reports. The sweeping demand has Albritton's lawyers claiming Cisco is using discovery to harass. The article includes social media links for Facebook and Twitter, and a 'Most Read' section with a link to 'How to Answer the 'Greatest Weakness' Interview Question'.

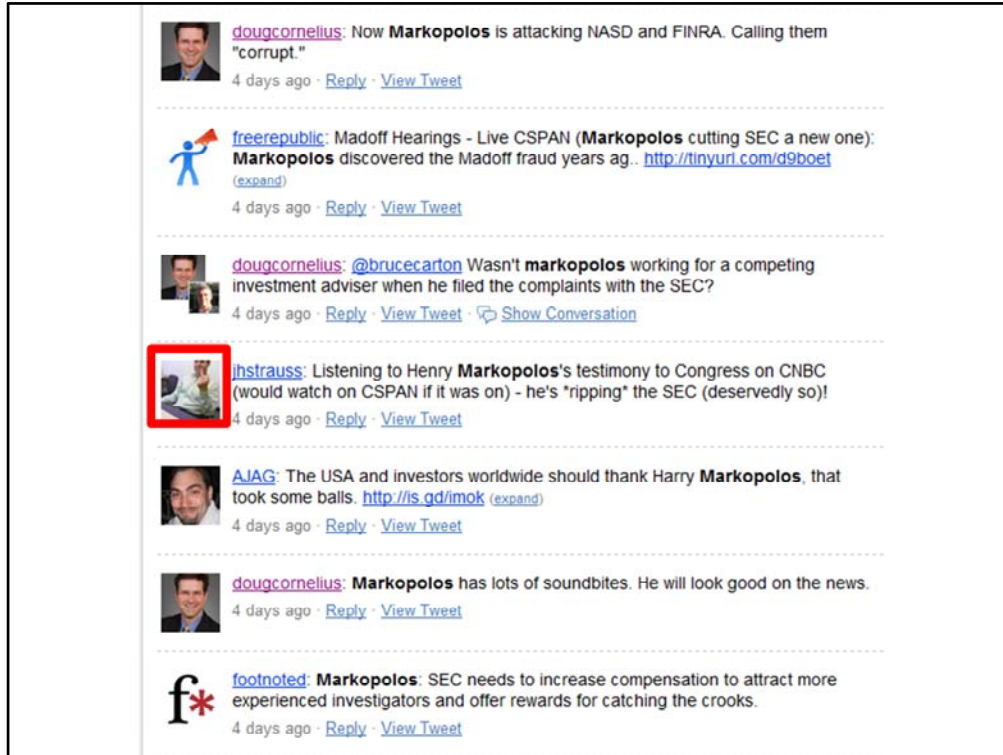
What about anonymity? Is that an effective shield?


Another example is the previously anonymous blogger on the Patent Troll Tracker blog. The blogger anonymously attacked law firms and companies that he thought abused the patent system.


The blogger finally got unveiled as an employee of Cisco. That caused a bunch of legal action on Cisco.


By the way Cisco embraced the blogger and had a great web 2.0 policy. They decided to change the policy and stop anonymous blogging.


You may also notice that the ABA Journal, the main publication for the American Bar Association, has a presence on Facebook and Twitter.





 **dougcornelius**: Now **Markopolos** is attacking NASD and FINRA. Calling them "corrupt."
4 days ago · [Reply](#) · [View Tweet](#)


 **freerepublic**: Madoff Hearings - Live CSPAN (**Markopolos** cutting SEC a new one): **Markopolos** discovered the Madoff fraud years ag.. <http://tinyurl.com/d9boet> (expand)
4 days ago · [Reply](#) · [View Tweet](#)

 **dougcornelius**: [@brucecarton](#) Wasn't **markopolos** working for a competing investment adviser when he filed the complaints with the SEC?
4 days ago · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **jhstrauss**: Listening to Henry **Markopolos**'s testimony to Congress on CNBC (would watch on CSPAN if it was on) - he's "ripping" the SEC (deservedly so)!
4 days ago · [Reply](#) · [View Tweet](#)

 **AJAG**: The USA and investors worldwide should thank Harry **Markopolos**, that took some balls. <http://is.gd/imok> (expand)
4 days ago · [Reply](#) · [View Tweet](#)

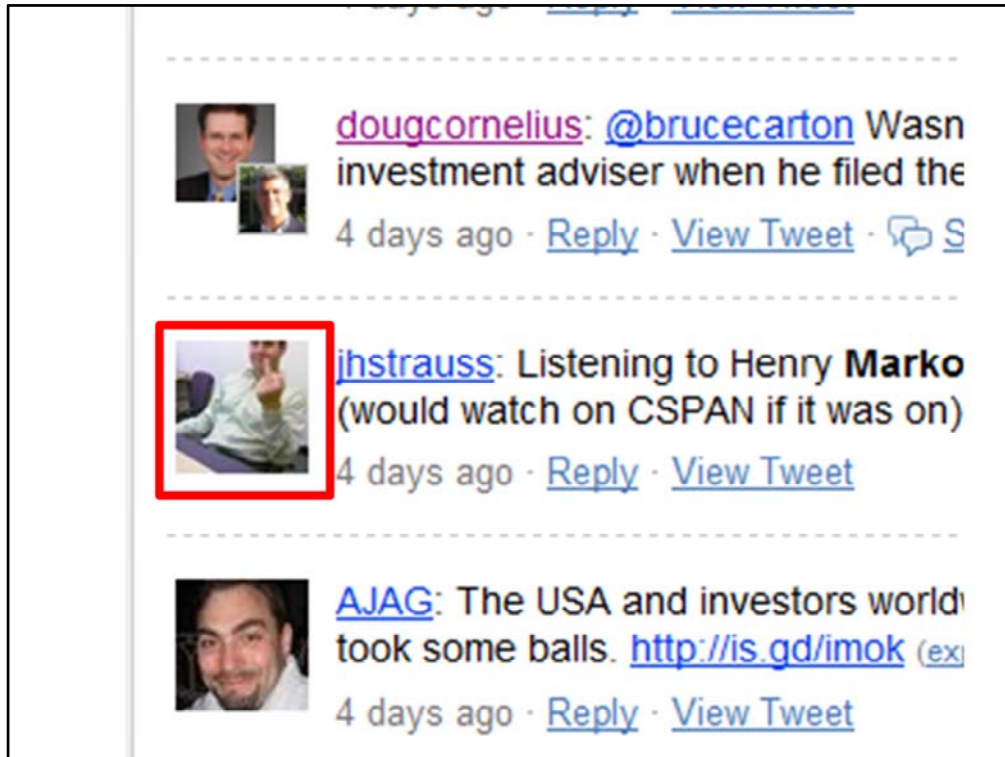
 **dougcornelius**: **Markopolos** has lots of soundbites. He will look good on the news.
4 days ago · [Reply](#) · [View Tweet](#)

 **footnoted**: **Markopolos**: SEC needs to increase compensation to attract more experienced investigators and offer rewards for catching the crooks.
4 days ago · [Reply](#) · [View Tweet](#)

How do you identify yourself on these sites?

This is a portion of Twitter stream from a few months ago. I was having a conversation on Twitter with some folks watching an SEC hearing about the Madoff scandal and what the SEC failed to do.

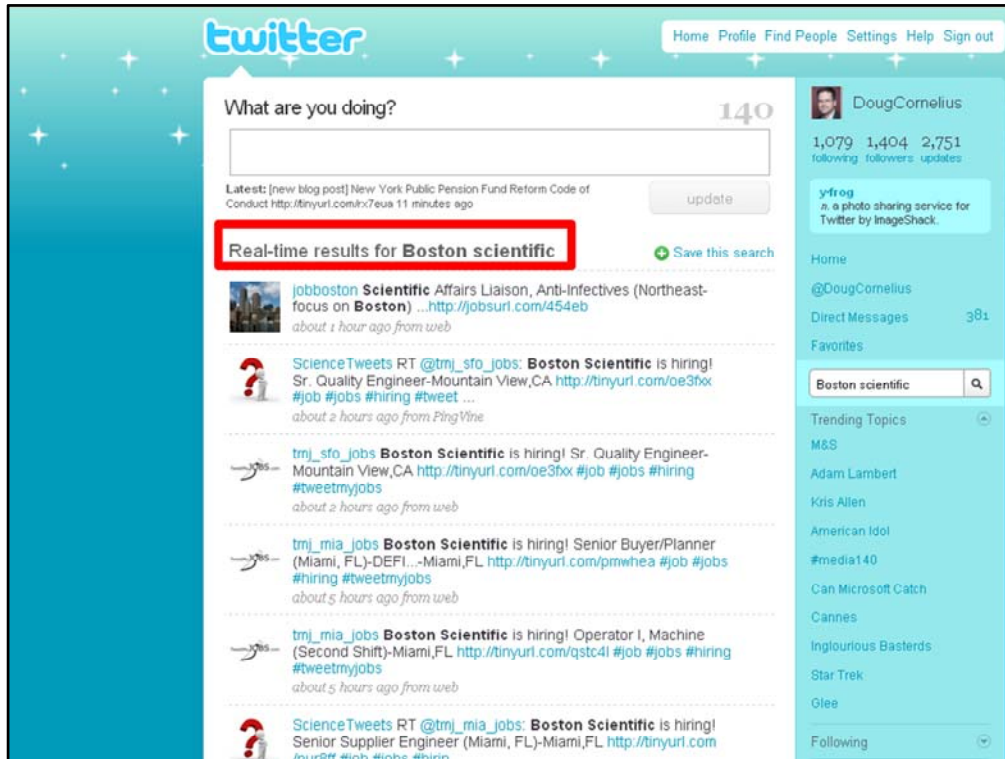
Lets take a look at this guy here.



Zoom in

You can see that twitterer expressing his displeasure by raising his middle finger.

Probably not what you want to be using as your profile picture.



I think you should monitor what people are saying about you.

Monitor your brand. People are saying things about your companies.

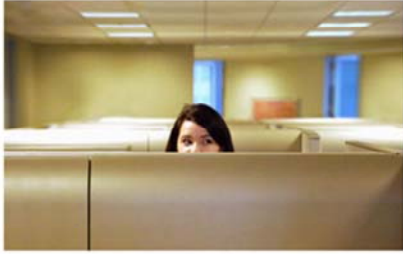


Deloitte came out with an interesting survey on social networking in the workplace


Thanks to a colleague who sent me a link through Twitter who sent it to me first.

It has also popped up in some other blogs and social media sources.

Ability to Damage



74% of employees surveyed say it's easy to damage a company's reputation on social media.



74% said its easy to damage a company's reputation on social media.

I am more concerned about the other 26% that think they can't cause damage.

Guidelines for Web 2.0

- **Maintain Confidentiality**
- **Securities laws**
- **Financial Performance**
- **Identify yourself**
- **Disclaimers**
- **Be respectful**
- **Anonymous Contributions**
- **Use of logos or service marks**
- **Copyright**

Here are some guidelines when creating and/or publishing content online:

Maintain Confidentiality. Identities of our investments, investors and business partners must be held in confidence to the extent appropriate for that relationship.

Securities laws. It is very easy for these types of communication to violate securities laws.

Financial Performance. Do not make statements about the financial performance of the company.

Identify yourself. If you are commenting or publishing on topics related to your job, identify yourself as an employee of the firm.

Disclaimers. You should make it clear that you are expressing views that are your own and not those of the Company.

Be respectful of your colleagues, the Company, and our competitors. Rumors and gossip spread like wildfire on the Internet. Do not contribute anything that violates the Company's sexual harassment policy or similar human resources policies.

Copyright. Comply with copyright laws. "fair use" doctrine is rarely a useful defense in the commercial context

Use of logos or service marks. The company's logo or service mark cannot be used without the written permission of the General Counsel.

Anonymous Contributions. The same cautions and restrictions on communications apply to supposedly "anonymous" blogs, comments, or posts, since there almost nothing is truly anonymous on the internet.

Guidelines for Web 2.0

- Register blogs
- Register Twitter
- Comments on your blog
- Comments on other blogs
- Company name and logo

Here are some guidelines when creating and/or publishing content online:

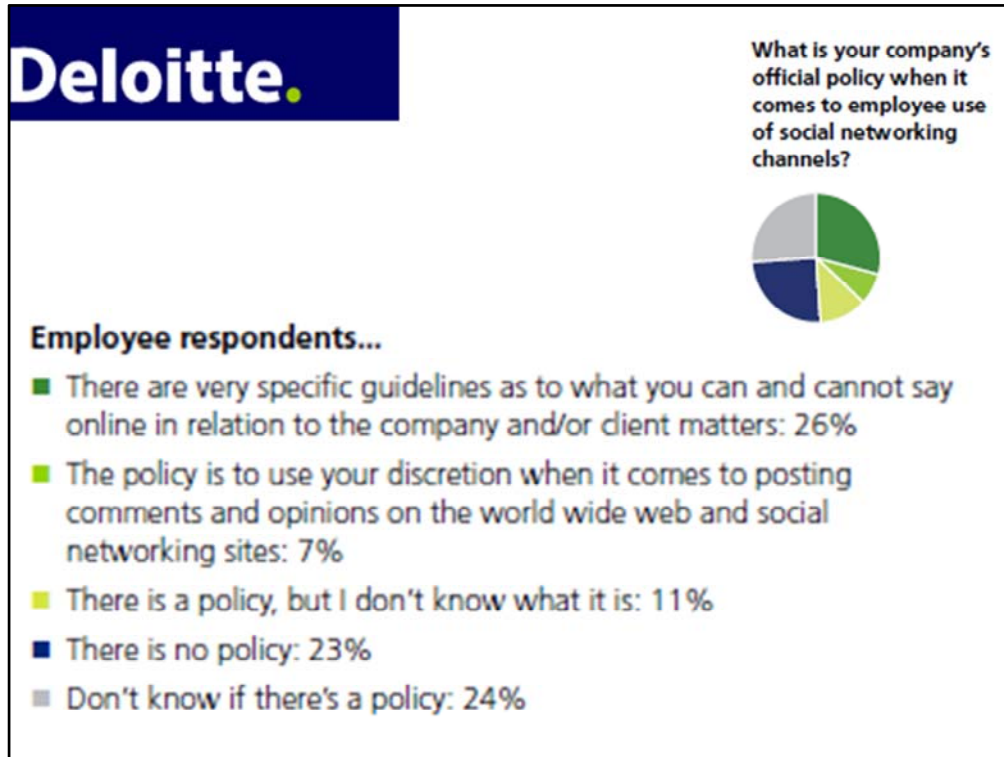
Register Blogs. Particularly if the bog content is related to their job, the company or the industry. Up to you if its approval process. What you really want is to know it exists. Have someone in legal or compliance subscribe and make sure it is complying with your policies.

Register Twitter. Since twitter is micro-blogging, monitor the feed.

Comments on your blog. Some do not allow comments. I think they give great feedback. And allow you to connect with people interested in the topic.

Comments on other blogs. Treat comments on other blogs with the same policies as if the comment were a post on your blog.

Company name and logo. For blogs by individuals, you probably want to discourage using the company name in the URL of the blog and discourage use of the company logo. Employees come and go. You would not want an ex-employee (especially a bitter one) using your company's intellectual property.



If you don't have policy, you are not alone.

A third have a policy.

I like that 10% knew there was policy but did not know what it is.

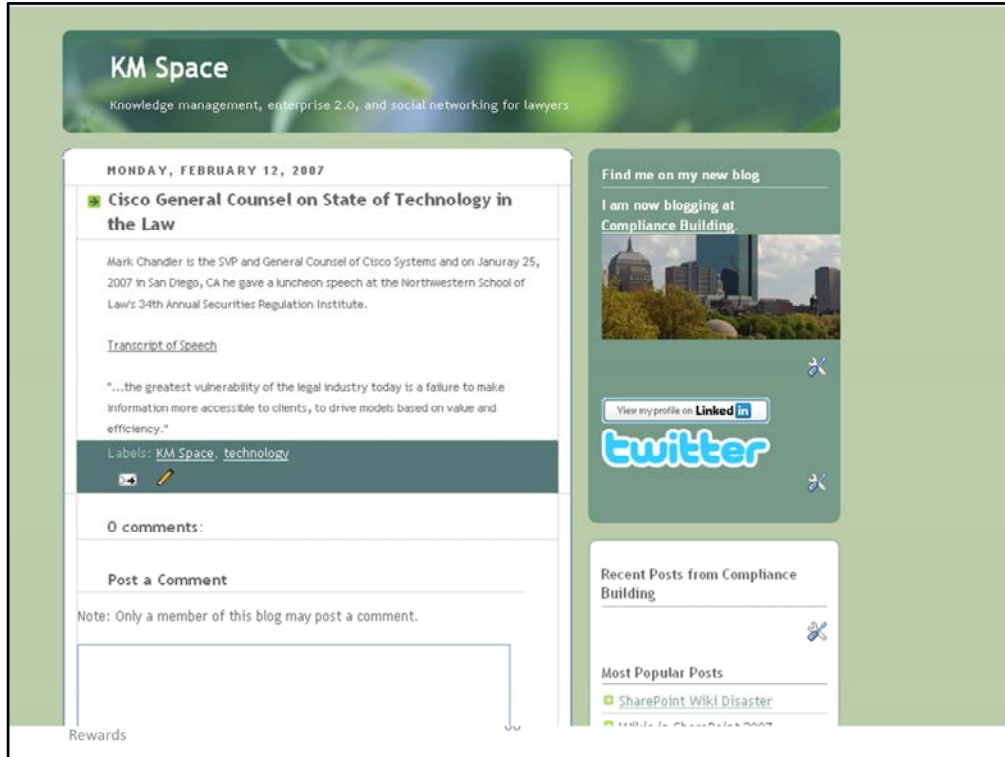
And 24% that did not know if there was a policy.

Personal Knowledge Management



<http://www.youtube.com/watch?v=OXc5ltzKq3Y>

Drinking From a Firehose



One of the reasons I set up a blog initially was to capture information I needed to do my job.

This speech by the head lawyer at Cisco was very influential. I wanted a way to find it again when I needed it.

Compliance Building
Doug Cornelius on compliance and business ethics

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ARCHIVE BY DATE
TAG CLOUD
TOPIC ARCHIVE

Latest Story
150 Years or More in Prison Squad
Wednesday, August 19th, 2009 at 7:00 am

HIGHLIGHTS

Free and Law Firms
I just finished reading Chris Anderson's new book, Free: The Future of a Radical Price. Given that I am a lawyer, I kept thinking about... » [Read More](#)

Cloud Computing and Compliance
Compliance Week editor Matt Kelly and I talked about "cloud computing" and how such IT systems can affect compliance. Listen to the conversation Rewards

What is the right punishment for financial fraud?
Bernie Madoff received the maximum sentence for his charges. 150 years. His lieutenant, DiPascali, was denied bail by the judge at his hearing last week, despite an agreement between his lawyer and the prosecutors. He has a maximum sentence of 120 years. They stole billions. Marc Dreier committed... » [Read More](#)

New Compliance and Disclosure Interpretations for

Updates to Compliance and Disclosure

One of the reasons I continued blogging was to capture the information I need to do my job and being able to find and reuse it. The blog to gives me the ability to organize the posts, by date, specific topics and tags. It also has a robust search feature.

I am the biggest consumer of my blog's material. That anyone reads the blog is a by-product. It's not the core reason for doing it.

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Compliance Building

Doug Cornelius on compliance and business ethics

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HIGHLIGHTS

Massachusetts Amends Strict Data Privacy Law (Again)
The Massachusetts' Office

Archive for October, 2009

Capital Markets Regulatory Reform: Enhancing Oversight of Private Pools of Capital
Tuesday, October 6th, 2009

Today, the House Committee on Financial Services heard testimony on Enhancing Oversight of Private Pools of Capital. This seems to be in response to the draft Private Fund Investment Advisers Registration Act. Congressman Paul E. Kanjorski (D-PA), Chairman of the House Financial Services Subcommittee on Capital Markets, Insurance, and Government Sponsored Enterprises, released a discussion... [» Read More](#)

Tags: Douglas Lowenstein, James S. Chanos, Kanjorski, Private Fund Investment Advisers Registration Act, Richard H. Baker
Posted in Investment Advisers Act | Edit | Please leave a comment

Update on the European Directive to Regulate Alternative Investment Fund Managers
Tuesday, October 6th, 2009

The draft Directive on Alternative Investment Fund Managers was published on April 30, 2009. The Proposed Directive has been subject to lots of criticism. Many of the provisions in the Proposed Directive misunderstood the characteristics of different types of alternative investment funds. It now seems the Proposed Directive will be implemented in one form or... [» Read More](#)

Tags: AIFM, EU, EU AIFM Directive, Shearman & Sterling
Posted in Private Investment Funds | Edit | Please leave a comment

Updated FTC Guidelines Affect Testimonial Advertisements,

If I remember when I wrote something, I can find it by date. It also helps identify that the information was only good as of that date. Things change.

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Insider Trading

SEC Case Against Mark Cuban is Dismissed

Friday, July 17th, 2009 at 3:02 pm

The SEC alleged that Dallas Mavericks owner Mark Cuban was involved in insider trading when he sold shares in an Internet search engine company, Mamma.com Inc., after receiving confidential information about a private offering in 2004. The SEC said Cuban avoided a loss of \$750,000 by selling his 600,000 shares, which represented a 6.3 percent... » [Read More](#)

SEC Implements New Compliance Program (On Itself)

Wednesday, May 27th, 2009 at 7:00 am

After the embarrassing news that two of its attorneys are accused of insider trading, the SEC has decided to strengthen its internal compliance program to guard against inappropriate employee securities trading.

"It only makes sense that we have a world-class compliance program – just as we expect from those we regulate," said Chairman Schapiro. "The employees... » [Read More](#)

Insider Trading at the SEC

Monday, May 18th, 2009 at 7:00 am



A report from the SEC's Inspector General has publicized that two attorneys at the Securities and Exchange Commission are under "active" criminal investigation by the FBI for trading stocks based on inside information. Bad news for an agency that is still under fire for missing the Madoff fraud.

Besides the salacious news, there are some items... » [Read More](#)

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Massachusetts Amends Strict Data Privacy Law (Again)

The Massachusetts' Office

I organize by the big topics. So these are the latest posts on Insider Trading

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Massachusetts Amends Strict Data Privacy Law (Again)

The Massachusetts' Office

Tag Cloud

15 Clients Rule 201 CMR 17.00 203(b) ABA ACFE Adam Tuttlebaum Adam Wolf AICPA Alexandra Wrage AML ARRA Asset Managers' Committee attorney-client privilege Audit Standard No. 5 Avery Dennison Azerbaijan Bentley Bingham McCutchen Black Swan Blagojevich blogs Book reviews Brian Baird Enbery and Corruption Bruce Carton BVCA California campaign contributions Canada Caremark Carole Stern Switzer Carole Switzer Carried interest CFIUS Charles Green China Chris MacDonald Clifford Chance cloud computing CNL COBRA Code of Conduct Code of Ethics Colorado Compliance Week Compliance Week Conference 2009 Complanet Connecticut Corporate Compliance & Ethics Week corporate compliance business services scam COSO Credit Default Swaps Danforth Newcomb data breach data privacy David Hobbie Davis Polk Debevoise & Plimpton definition Delaware Deloitte Dilbert DOJ Due Diligence Duty of Loyalty ELT Email Enterprise 2.0 Conference 2009 ERM Ethical Leadership Group Ethics EthicsPoint Ethisphere

EU EU AIFM Directive extranets Facebook FATF **FCPA Opinion Release** Federal Federal Acquisition Regulations Federal Sentencing Guidelines FinCEN FINRA FINSA FMLA Foreign Official Form ADV France Francine McKenna Fraud Frontline FSA FTC GAPP GE general advertising general solicitation Goodwin Procter Harvard Business Review Hedge Fund Adviser Registration Act of 2009 Hedge Fund Rule Hedge Funds Hedge Fund Transparency Act HLS Corporate Governance Blog hotline HR HUMOR Illinois Illinois Procurement Code Investigations Investor Relations 2.0 Ionia IRS JD Supra Joel Cohen Jones Lang LaSalle Kay Kevin LaCroix Kevin M. LaCroix Kirk O. Hanson KPMG Law Commission Lee Dittmar LegallyMinded Legal OnRamp LinkedIn Louise M.

Then I can get more detailed using tags, adding a different dimension to the organization and more detailed organization

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Doug Cornelius on compliance and business ethics


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HIGHLIGHTS

Massachusetts Amends Strict Data Privacy Law (Again)

The Massachusetts' Office

Tag Archive for:
FCPA Opinion Release

FCPA Opinion Procedure Release 09-01
Friday, August 7th, 2009 at 7:00 am

The Department of Justice released its latest Opinion Procedure Release under the FCPA: 09-01. The Requestor designs and manufactures a specific type of medical device. The Requestor's competitors already operate and sell their products to the government of a certain foreign country and the Requestor wants to enter that market. A senior government official laid out the... » [Read More](#)

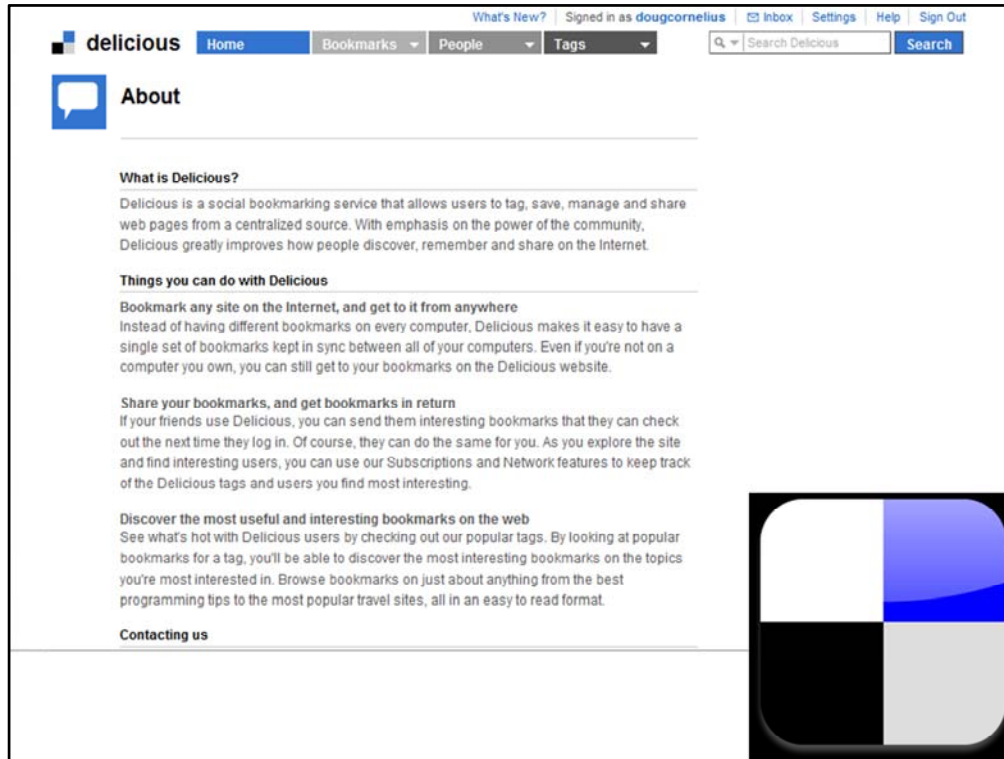
TRACE and FCPA Opinion Procedure Release 08-03
Monday, November 24th, 2008 at 3:41 pm

The Summer 2008 newsletter from TRACE International provides some more background on FCPA Opinion Procedure Release 08-03. TRACE points out that this release was the first time that the DOJ has approved the payment of a specific dollar amount to government... » [Read More](#)

FCPA Review Procedure Release 81-02
Wednesday, October 22nd, 2008 at 9:23 am

FCPA Review Procedure Release 81-02 came from the Iowa Beef Packers, Inc. who wanted to send promotional samples to the Soviet Ministry of Foreign Trade, the Soviet government agency responsible for procurement of such products. The total amount of the samples which the company intends to furnish to these officials is approximately 700 pounds... » [Read More](#)

If you follow the FCPA Opinion release tag, you see my summary of those very particular rulings from the department of justice.



The screenshot shows the 'About' page of the Delicious website. At the top, there is a navigation bar with the Delicious logo, a search bar, and links for 'Home', 'Bookmarks', 'People', and 'Tags'. The user is signed in as 'dougcornelius'. The main content area is titled 'About' and contains several sections:

- What is Delicious?**

Delicious is a social bookmarking service that allows users to tag, save, manage and share web pages from a centralized source. With emphasis on the power of the community, Delicious greatly improves how people discover, remember and share on the Internet.
- Things you can do with Delicious**
 - Bookmark any site on the Internet, and get to it from anywhere**

Instead of having different bookmarks on every computer, Delicious makes it easy to have a single set of bookmarks kept in sync between all of your computers. Even if you're not on a computer you own, you can still get to your bookmarks on the Delicious website.
 - Share your bookmarks, and get bookmarks in return**

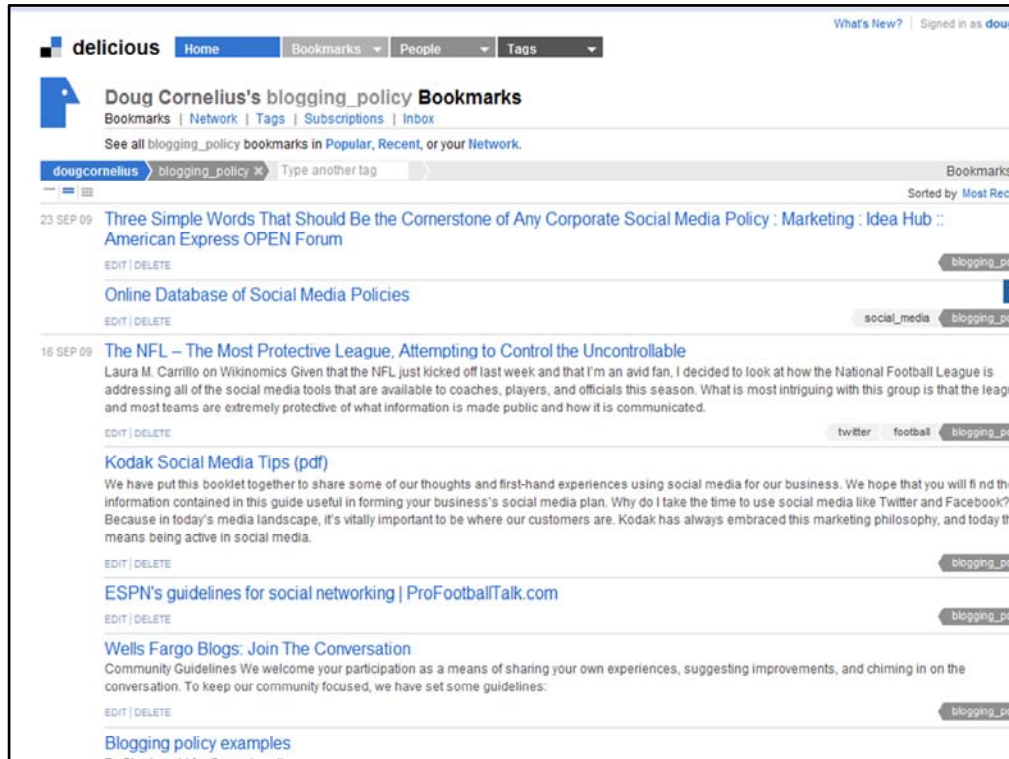
If your friends use Delicious, you can send them interesting bookmarks that they can check out the next time they log in. Of course, they can do the same for you. As you explore the site and find interesting users, you can use our Subscriptions and Network features to keep track of the Delicious tags and users you find most interesting.
 - Discover the most useful and interesting bookmarks on the web**

See what's hot with Delicious users by checking out our popular tags. By looking at popular bookmarks for a tag, you'll be able to discover the most interesting bookmarks on the topics you're most interested in. Browse bookmarks on just about anything from the best programming tips to the most popular travel sites, all in an easy to read format.
- Contacting us**

On the right side of the page, there is a large, stylized graphic consisting of a square divided into four quadrants: top-left is white, top-right is blue, bottom-left is black, and bottom-right is grey.

Speaking of tags, have you covered Delicious?

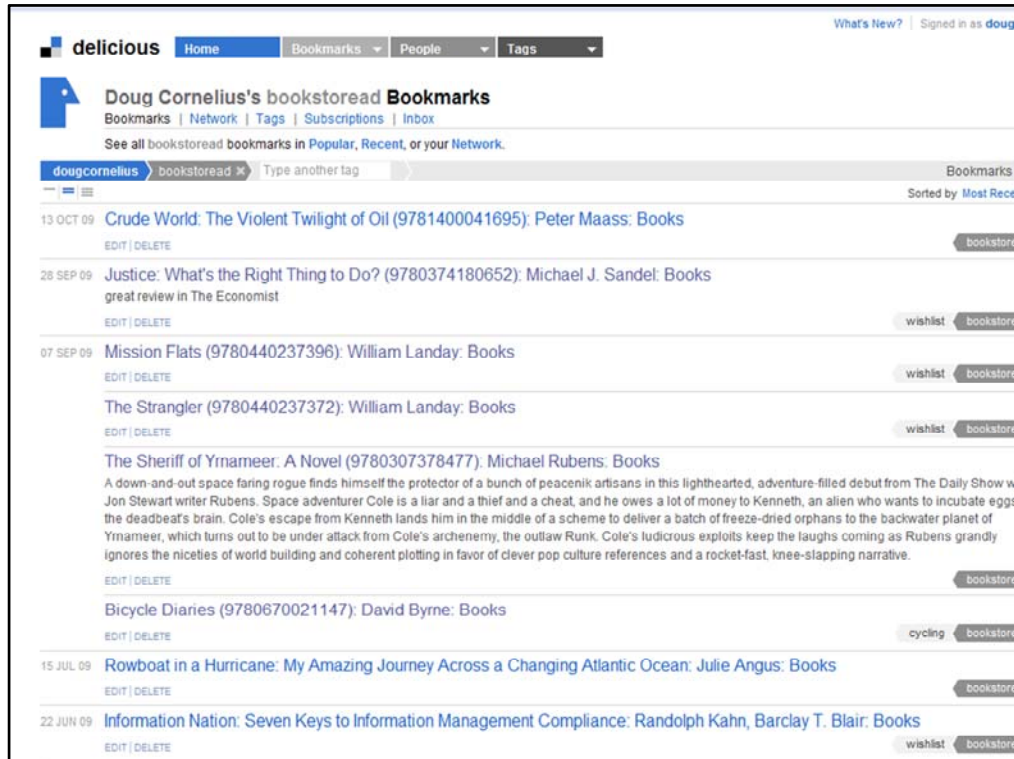
I great place to just collect sites with useful information.



One thing I use it for is to collect examples of blogging/ Web 2.0 policies and useful articles on what you should include in a policy.

They are organized for me. But they are publicly available so it is easy to share with other people.

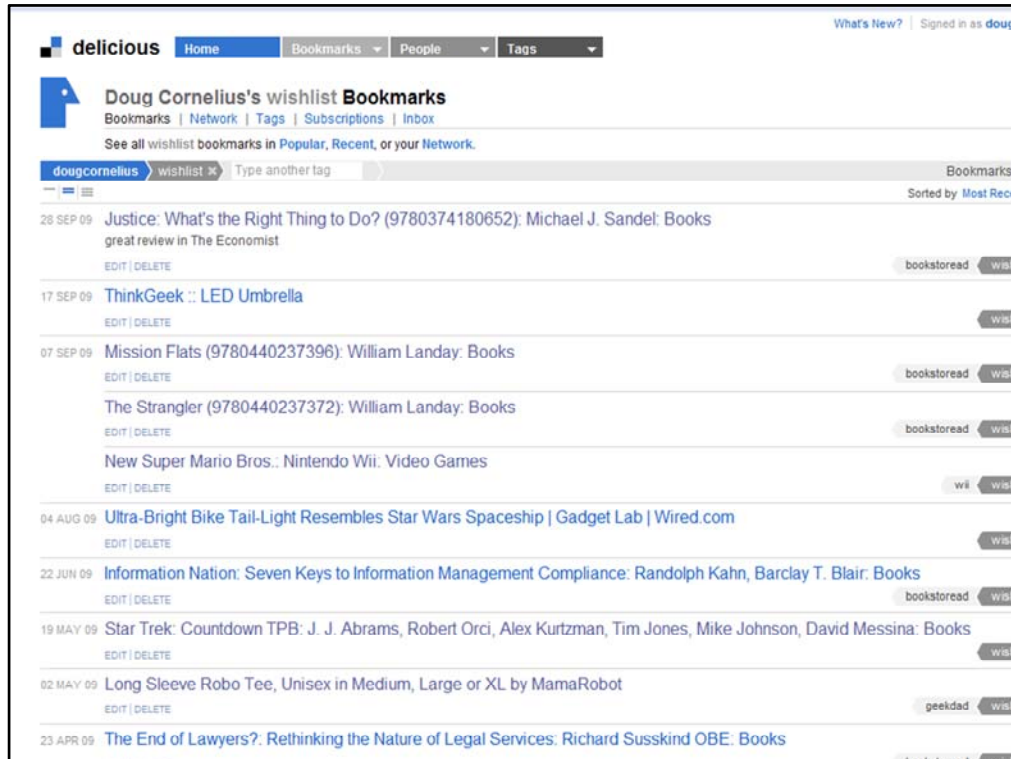
If someone asks me, I can share my collection by just sending them the URL.



Another for books I want to read.

If I see a review I tag the review or tag the book itself in Amazon.

Since its in the cloud I can pull it up on my iphone. So if I'm in a bookstore or library, I can see the books on my list.



Another example, is Christmas time. My mom and stepmom still ask me for a christmas wishlist.

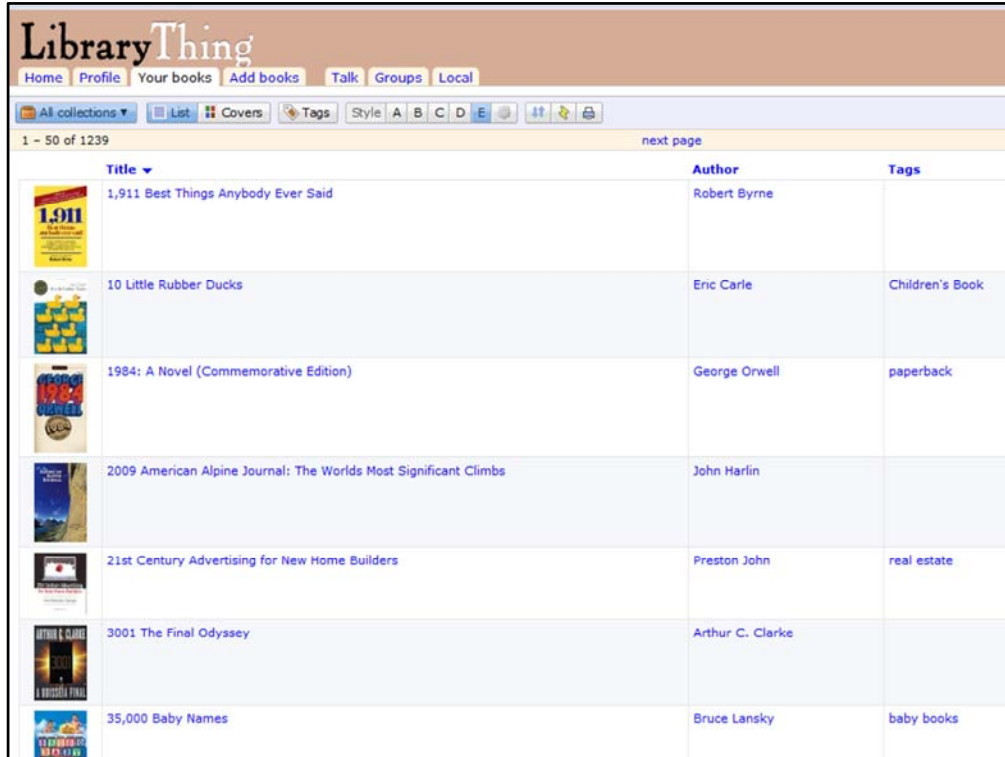
How about a Delicious tag for that. I have a "wishlist" tag.

Of course I use it for myself, when I see something I want to get. You can see there is some overlap with the books to read list.








The image is a screenshot of a Twitter profile page for Doug Cornelius. The profile header includes the Twitter logo, navigation links (Home, Profile, Find People, Settings, Help, Sign out), a profile picture, and the name "DougCornelius". The bio states: "Name Doug Cornelius, Location Boston, Web http://www.compli..., Bio Chief Compliance Officer for a real estate private equity company, trying to stay in touch and up to date with the world. GeekDad. BikeGeek." Statistics show 1,595 following and 2,193 followers. The main content area displays four tweets: 1) "Liz LeDoux live! @eljuniper in #cs299 on net neutrality http://bit.ly/1doTG8 in @checkmark's CS299 class. I'm on the agenda for Thurs." (posted about 2 hours ago); 2) "Just noticed a new button for Twitter followers: 'Report ___ for Spam' Blocks the person and reports them as spam. Bye bye porn followers." (posted about 5 hours ago); 3) "Commented on Companies and law firms blocking use of social media ; insanity is rampant http://bit.ly/1PWYD by @kevinokeefe correcting %" (posted about 5 hours ago); 4) "RT @DrewFromTV Follow me and LIVESTRONG gets a MILLION Cancer-Fighting DOLLARS! Donating \$1 for each follower, up to a million." (posted about 7 hours ago). A fifth tweet is partially visible: "Commented on People Power http://bit.ly/BFSMk by @VMaryAbraham The #KM & #SM implications of the Nobel Economics Prize." (posted about 7 hours ago). The right sidebar shows "Tweets 4,360", "Favorites", "Following" (a grid of 24 user avatars), and an "RSS feed of DougCornelius's tweets" link.

I do some similar things with Twitter. Although I have come to find that it is not very good at retrieving information.

I post things that interest me, presumably my twitter followers are interested in at least some of that.



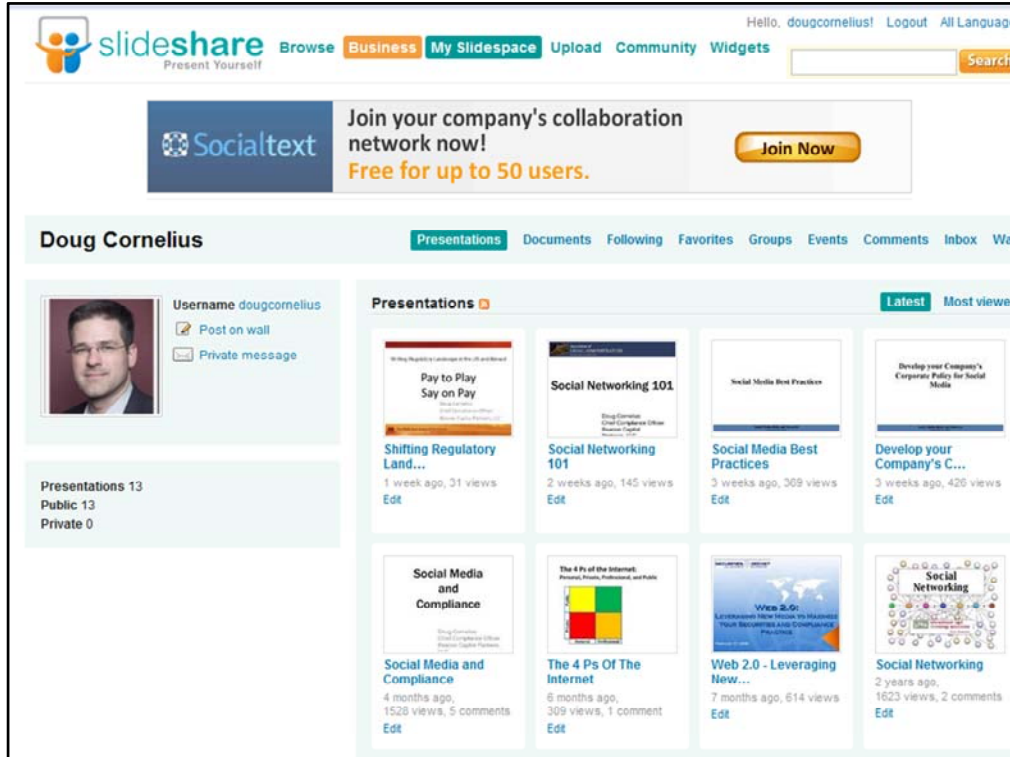
The screenshot shows the LibraryThing website interface. At the top, the logo "LibraryThing" is displayed. Below it are navigation tabs: Home, Profile, Your books, Add books, Talk, Groups, and Local. A secondary navigation bar includes "All collections", "List", "Covers", "Tags", and "Style" with options A, B, C, D, E. The main content area shows a list of books, with the first row being "1,911 Best Things Anybody Ever Said" by Robert Byrne. The list is paginated, showing "1 - 50 of 1239" and a "next page" link.

Title	Author	Tags
 1,911 Best Things Anybody Ever Said	Robert Byrne	
 10 Little Rubber Ducks	Eric Carle	Children's Book
 1984: A Novel (Commemorative Edition)	George Orwell	paperback
 2009 American Alpine Journal: The Worlds Most Significant Climbs	John Harlin	
 21st Century Advertising for New Home Builders	Preston John	real estate
 3001 The Final Odyssey	Arthur C. Clarke	
 35,000 Baby Names	Bruce Lansky	baby books

My personal library.


I use a web 2.0 tool, Library Thing to keep track of the books in my library.

[Compare to Shelfari and limitations to Amazon books]



Presentations.

I used Slideshare. It ends up being an advertisement for me. But its also a way to collect my presentations, reuse them, publish them



JDSUPRA
[Give Content. Get Noticed.]

Welcome dougcornelius! | [My Account](#) | [Log Out](#)

Search


[advanced](#)

HOME
LAW CENTERS
CONTRIBUTORS
BROWSE
POST DOCUMENTS
OUR SERVICES

[Email This](#)
[Report Problem](#)
[Print-Friendly](#)
[SHARE](#)

Doug Cornelius

S Founding Contributor
 Top 10 Top 10 Contributor



Doug Cornelius, Chief Compliance Officer
 Boston, MA, United States

617.416.0000
 Email: doug@dougcornelius.com
 Website: www.compliancebuilding.com
 My blog on compliance and business ethics: compliancebuilding.com

Profile

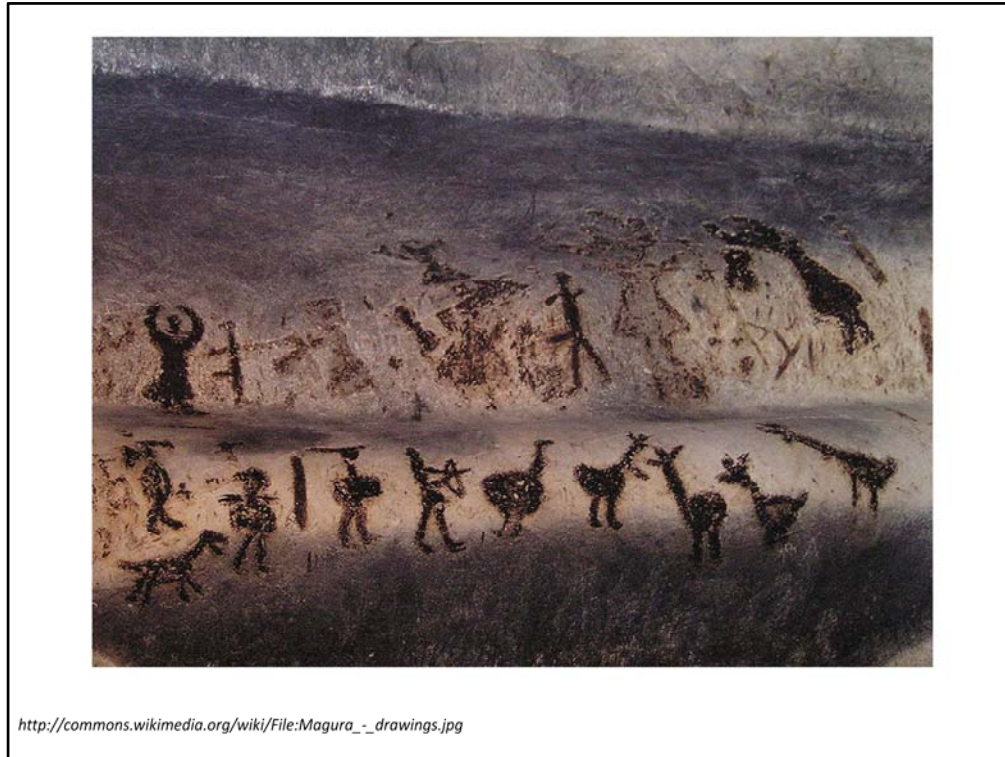
Documents

[Documents RSS Feed](#)

Jurisdiction	Subject Matter	Doc Type	Case/Document Name	Filing/Document Date
Federal 9th Circuit	Civil Procedure, Professional Malpractice	Decision	US v. Ruehle Ninth Circuit Decision in US v. Ruehle	09/30/2009
State MA	Civil Procedure, Real Estate	Decision	Scott v. Garfield SJC Decision in Scott v. Garfield	09/15/2009
Federal NY	Securities Law	Decision	SEC v. Bank of America Order from Judge Rakoff in SEC v. Bank of America	09/14/2009

The screenshot shows the Twitter interface for user Doug Cornelius. At the top, the Twitter logo is on the left, and navigation links for Home, Profile, Find People, Settings, Help, and Sign out are on the right. Below the navigation is a text input field with the placeholder "What are you doing?" and a character count of 140. A "Latest" tweet from PeterBlackOUT is visible, mentioning a presentation for @checkmark's CS299 class. Below that are several tweets from richards1000, including one about a call for papers for the AAAI Spring Symposium 2010 and another about a registration deadline for a workshop. The right sidebar shows the user's profile for Doug Cornelius, with 1,595 following, 2,193 followers, and 4,361 tweets. It also includes a "Fav-star" section, a "Home" section with a list of followed users like @DougCornelius, and a "Trending Topics" section.

Professional Networking



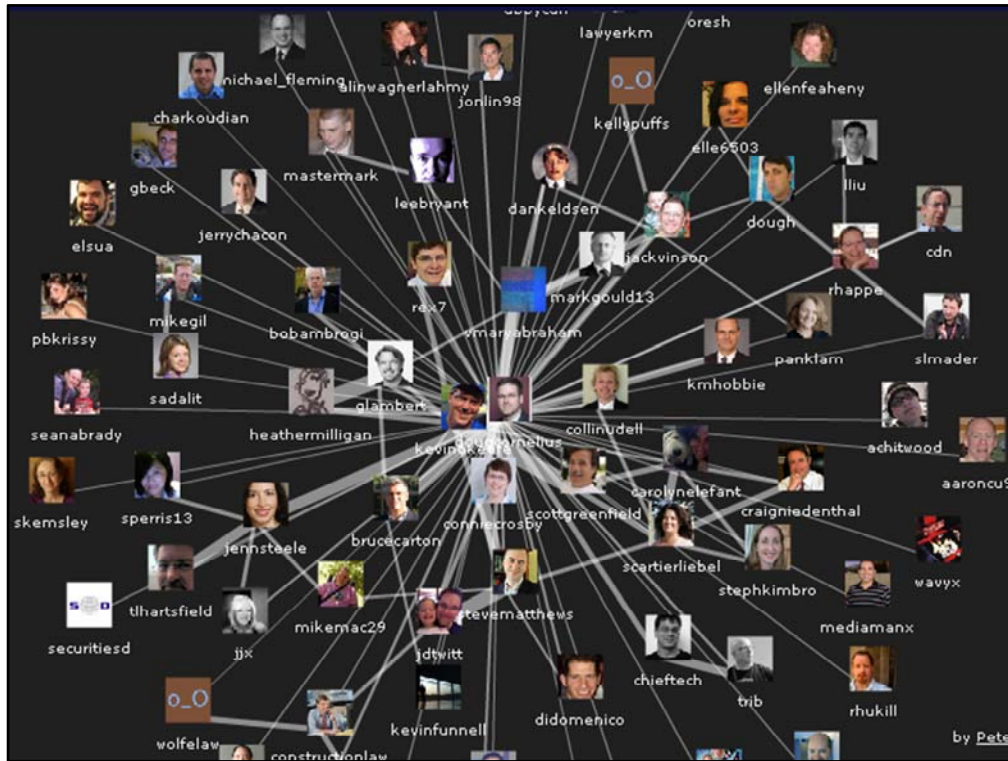
When I talk to people about web 2.0. I tell them this is not really new

Cave drawings were probably the first attempt at social networking.

Insert humorous statement.

The internet has changed things in a few ways.

1. Its faster
2. Its findable. Google really changed things. Information is getting easier and easier to find. Lots of the concerns about Web 2.0 is that other people can find bad things about you. To me its that they can find things about you. Put lots of good things out there.

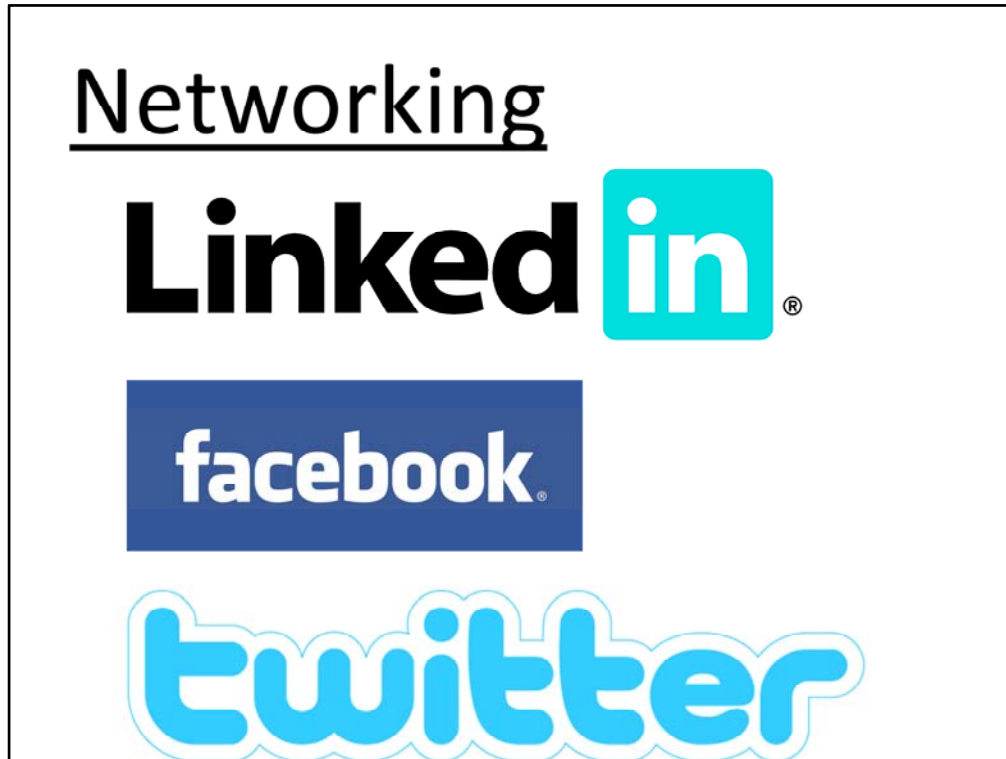


Social media allows you interact and communicate using the web.
To discover and maintain relationships.

It is important to stay connected with your peers. In school, you are in close proximity to friends and peers. As you enter the workforce, that is less true. There will be more people outside your organization with the expertise and knowledge to help you do your job than there will be inside your organization.

How do you get connected and stay connected?

(Image was generated by <http://twitter.mailana.com>)



I think these three tools are great for that.

I hate the term social networking. Networking is inherently social. Its about who know, how you know them and how you stay in touch with them.

Social networking was coined to differentiate it from the physical networking of linked computers and servers together.



- 43 million members
- Growing at a rate of more than one million new members a month
- A new member joins every second

LinkedIn focuses on being a professional social network site

Poll audience for users

Who here has a profile in LinkedIn

By the weekend, everyone should have a LinkedIn profile. Hopefully, I can show you why.

Doug Cornelius
Chief Compliance Officer at Beacon Capital Partners
Greater Boston Area

[+ Contact Doug Cornelius](#)
[+ Add Doug Cornelius to your network](#)

Current

- Chief Compliance Officer at Beacon Capital Partners

Past

- Knowledge Management Peer Group Steering Committee Member at International Legal Technology Association (ILTA)
- Senior Real Estate Attorney at Goodwin Procter LLP
- Knowledge Management Attorney at Goodwin Procter LLP

[1 more...](#)

Education

- Boston University School of Law
- Brandeis University

Connections 407 connections

Industry Commercial Real Estate

Websites

- My Blog: Compliance Building
- Twitter
- My Personal Website

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

View Doug Cornelius'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 45 million professionals already on LinkedIn.

First Name Last Name

(example: Doug Cornelius) [Search](#)

LinkedIn Polls [Create Poll](#)

When you travel for business, are you more likely to get your meals from:

- Room service
- A fast food chain
- Hotel cafe/bistro
- Use for meeting

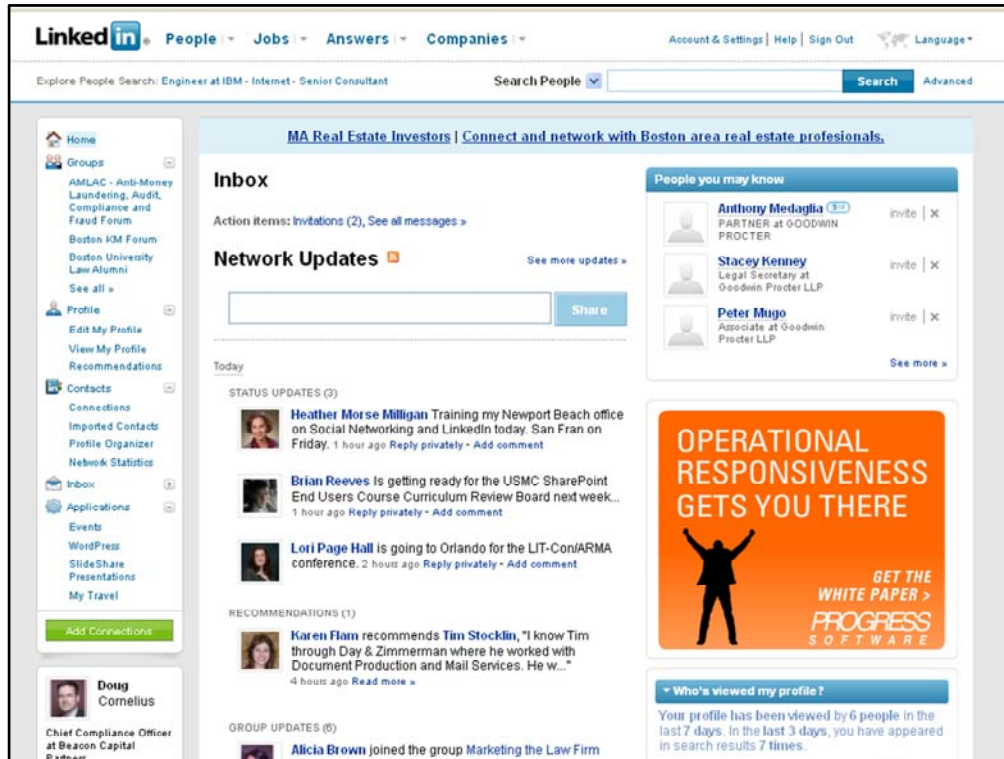
Doug Cornelius's Summary

I am Chief Compliance Officer for Beacon Capital Partners, LLC a real estate private equity firm.

Doug Cornelius's Specialties:
Business Ethics, Anti-fraud, Anti-corruption, Knowledge management, Foreign Corrupt Practices Act, Privacy, Records management

My profile in LinkedIn.

Effectively it is an online resume.



LinkedIn allows you to connect with people you know

Home page that has a summary of the changes to those connections, to the people in my network

Its gotten much more twitter like in this flow of information. It started allow you to aggregate information from other sites.

The screenshot shows a Google search for "doug cornelius". The search bar contains the text "doug cornelius" and the "Search" button is visible. Below the search bar, the results are displayed under the heading "Web" and "Results 1 - 10 of about 1,250,000 for doug cornelius".

The search results include:

- Doug Cornelius .com - The personal side of Doug Cornelius**
The personal side of Doug Cornelius ... Doug Cornelius .com. Home · About · Professional Background · Archives · GeekDoug · Lifestream · Subscribe to feed ...
[dougcornelius.com/](#) - [Cached](#) - [Similar](#)
- Doug Cornelius .com - About**
Apr 15, 2009 ... The personal side of Doug Cornelius ... Pingback from LegalWeb2.0: Doug Cornelius on Face-Blocking & Web Strategy Directory on April 15, ...
[dougcornelius.com/about/](#) - [Cached](#) - [Similar](#)
- [Show more results from dougcornelius.com](#)
- KM Space**
Find me on my new blog. I am now blogging at: Compliance Building. View Doug Cornelius's profile on LinkedIn · Follow Doug on Twitter ...
[kmspace.blogspot.com/](#) - [Cached](#) - [Similar](#)
- Doug Cornelius - LinkedIn**
View Doug Cornelius's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Doug Cornelius discover ...
[www.linkedin.com/in/dougcornelius](#) - [Cached](#) - [Similar](#)
- Compliance Building | Doug Cornelius on compliance and business ethics**
Oct 14, 2009 ... Doug Cornelius on compliance and business ethics. ... View Doug Cornelius, Chief Compliance Officer. Latest Story ...
[www.compliancebuilding.com/](#) - 7 hours ago - [Cached](#) - [Similar](#)
- About | Compliance Building**
Feb 20, 2009 ... I am Doug Cornelius. About Me This page has more About Me. About this Website This Page has more About This Website If you find any of it in ...
[www.compliancebuilding.com/about/](#) - [Cached](#) - [Similar](#)
- [Show more results from www.compliancebuilding.com](#)
- JD Supra Profile: Doug Cornelius - Boston, MA**
Doug is the Chief Compliance Officer for a real estate private equity firm, focusing on ethical...
[www.jdsupra.com/profile/DouglasCornelius/](#) - [Cached](#) - [Similar](#)

On the right side of the search results, there are "Sponsored Links":

- We Found Doug Cornelius**
Current Phone, Address, Age & Instant & Accurate Doug Corn...
[www.intelius.com](#)
- Find Douglas Cornelius**
Get current address, phone & n...
Easy to use, search for free!
[www.usa-people-search.com](#)
- Find Douglas Cornelius**
Locate Douglas Cornelius...
1 Minute to Search (free summ...
[Public-records-now.com](#)

At the bottom of the sponsored links section, there is a link: [See your ad here >](#)

Why LinkedIn?

The Google.

That's how people find information these days.

A Google for my name.



- Real-time short messaging service
- “What are you doing?”
- 140 characters
- Fastest Growing

Twitter is currently a media darling.

Poll audience for users

Who here has a twitter account

There is a lot of focus on the 140 character limit.



- **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 image shows a screenshot of a Twitter profile page for Doug Cornelius. The profile includes a profile picture, name, location (Boston), website, and bio. The bio identifies him as a Chief Compliance Officer for a real estate private equity company. The page shows several tweets, including a live broadcast announcement, a comment about a new 'Report' button, a retweet about cancer fundraising, and a comment on a Nobel Prize article. The right sidebar displays statistics for tweets (4,360), following (1,595), and followers (2,193), along with a 'Following' list and an RSS feed link.

twitter

Home Profile Find People Settings Help Sign out

DougCornelius

Name Doug Cornelius
Location Boston
Web <http://www.compl...>
Bio Chief Compliance Officer for a real estate private equity company, trying to stay in touch and up to date with the world. GeekDad. BikeGeek.

1,595 following 2,193 followers

Tweets 4,360

Favorites

Following

View All...

RSS feed of DougCornelius's tweets

Liz LeDoux live! @eljuniper in #cs299 on net neutrality <http://bit.ly/1doTG8> in @checkmark's CS299 class. I'm on the agenda for Thurs.
about 2 hours ago from TweetDeck

Just noticed a new button for Twitter followers: "Report ___ for Spam" Blocks the person and reports them as spam. Bye bye porn followers.
about 5 hours ago from web

Commented on Companies and law firms blocking use of social media ; insanity is rampant <http://bit.ly/tPWYD> by @kevinokeefe correcting %
about 5 hours ago from web

RT @DrewFromTV Follow me and LIVESTRONG gets a MILLION Cancer-Fighting DOLLARS! Donating \$1 for each follower, up to a million.
about 7 hours ago from web

Commented on People Power <http://bit.ly/BFSMk> by @VMaryAbraham The #KM & #SM implications of the Nobel Economics Prize.
about 7 hours ago from web

Twitter just asks a simple question: What are you doing?

It has evolved into a strange communications tool.

And search tool. Lots of information being created here.

It's a great way to stay in touch with colleagues and peers.



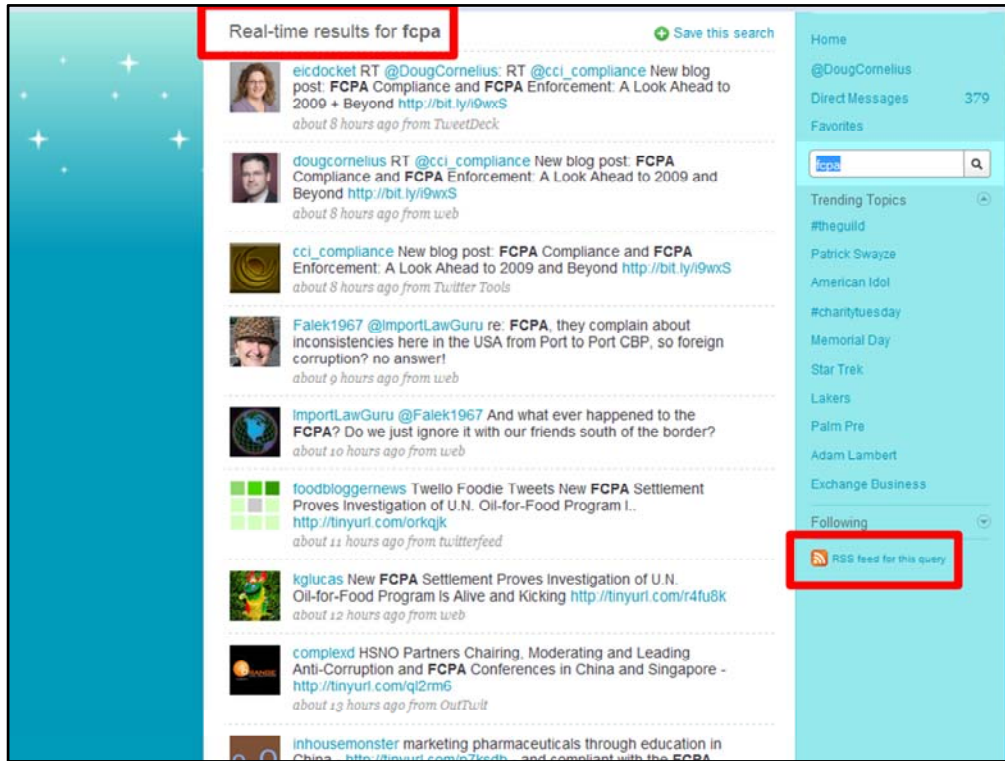
Twitter has explosive growth.

Blue line is Twitter

Orange Line is the Wall Street Journal.com

Green Line is the New York Times.com

Last month the number of visitors to Twitter exceed the online versions of the NY Times and the Wall Street Journal



Twitter is also really interesting in how it has evolved as a search tool.
I routinely run searches in Twitter.

It allows you to find people, posts and articles on the topic

Once again, there is an RSS feed that you can supply you updates.

Animation: Red box appears

Animation: Red box appears



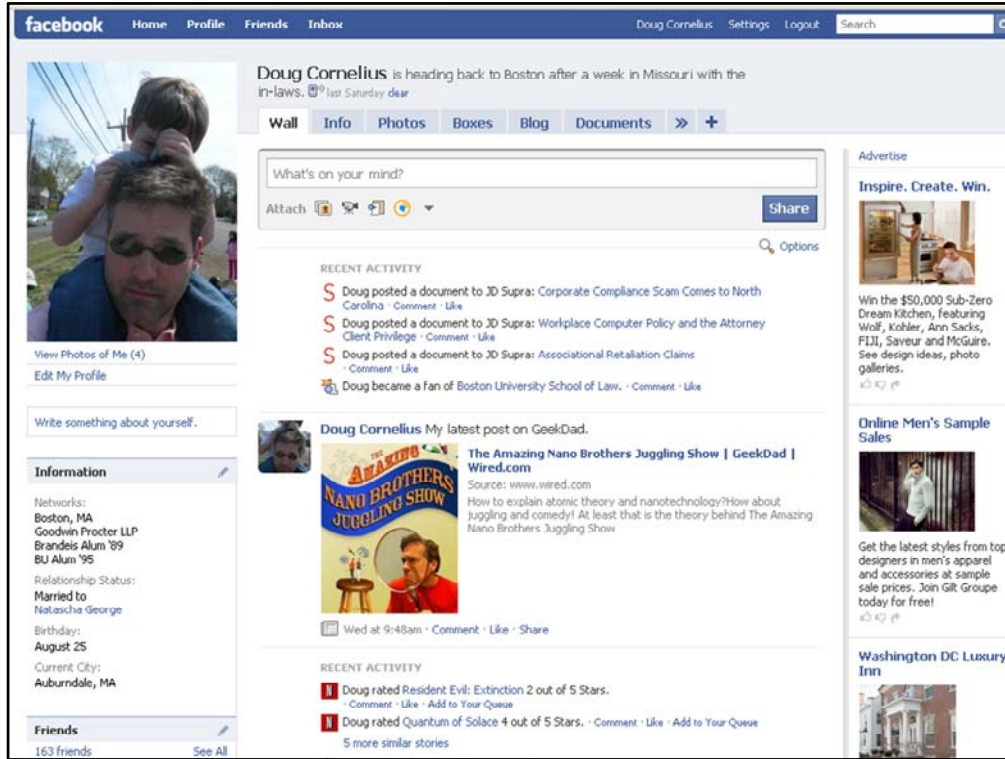
- 300+ million members
- They can't all be college students

Facebook
Huge site.

Poll audience for users

[] Who here has a profile in Facebook

Fastest growing demographic is people 35 and older



One of the things I like about Facebook is its ability to aggregate content. It can pull information from different sources and push it into your

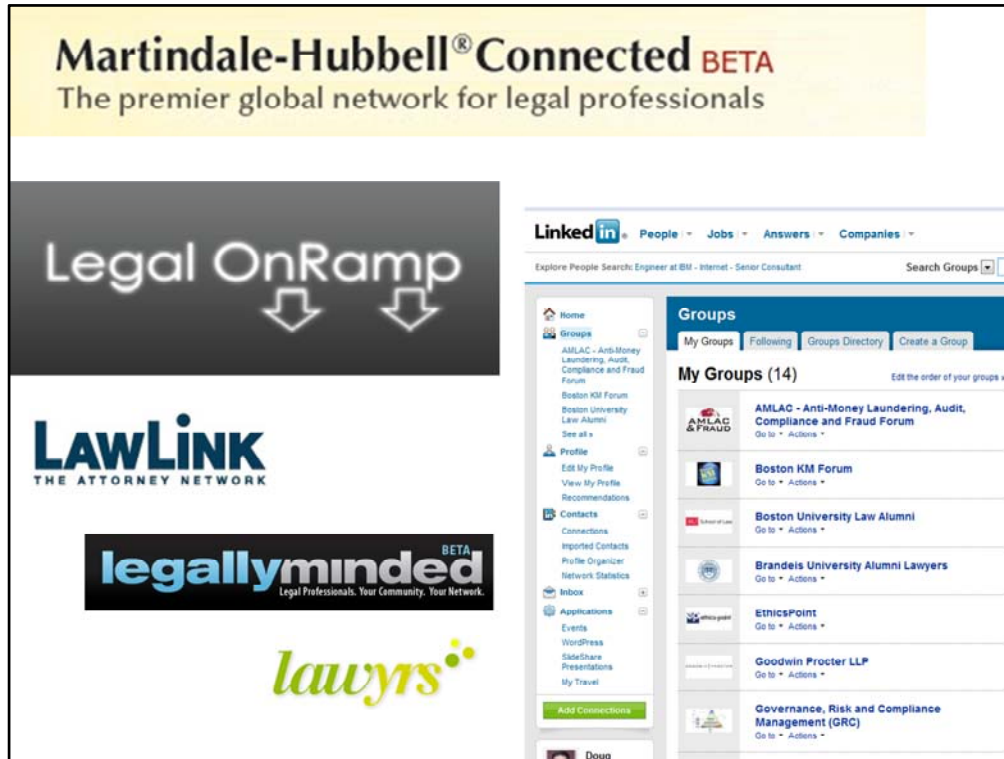


There is still lots of uncertainty about how to use Facebook on the job.

There are some obvious pitfall. Complaining about your job and your boss is not a good thing when your boss is one of your Facebook friends.

For years in Facebook, I was very open about accepting Friends in Facebook. If there was some connection, then I accepted.

About 6 months ago, I changed. Close friends and relatives began coming into Facebook. I adopted a new approach. It would have be someone I would have over to my house.



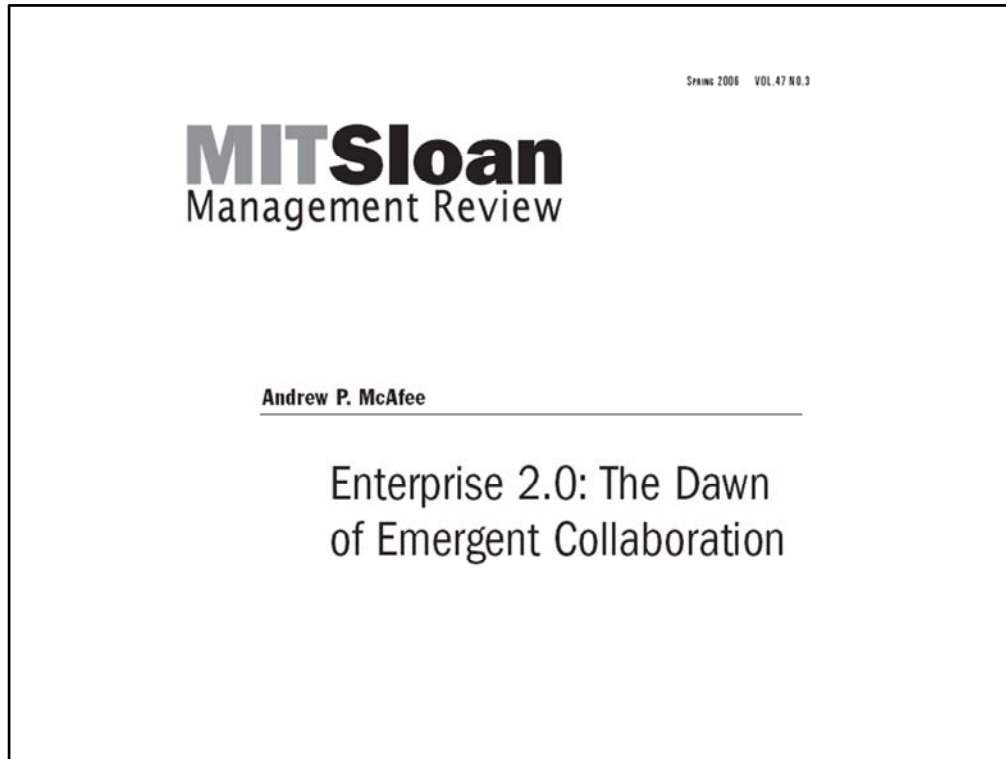
Then there are networking site targeted at professions.

For lawyers, like me, the big two are Martindale-Connected and Legal OnRamp.

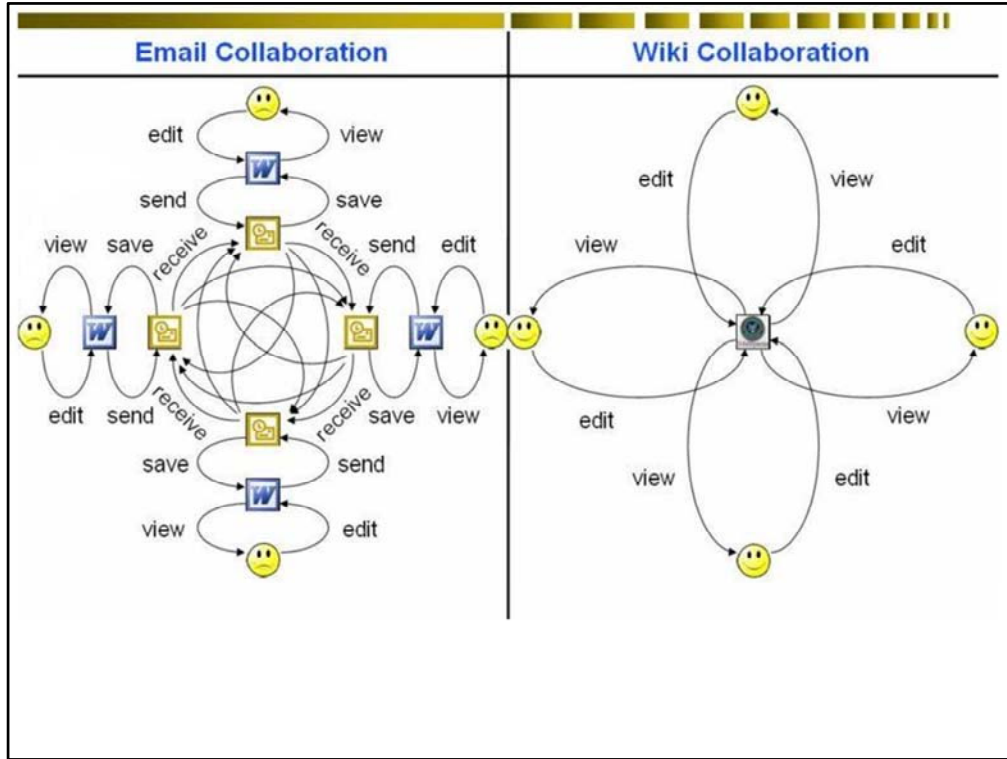
LawLink, Legally Minded and Lawyers are distant also rans.

There is still tremendous networking opportunities within the major networking platforms. LinkedIn groups have some discussion activity as do Facebook groups.

Enterprise 2.0



Professor McAfee, coined this term Enterprise 2.0. He was looking at how these web 2.0 tools when brought inside an organization has some transformative powers and offered some great lessons and goals for organizations.



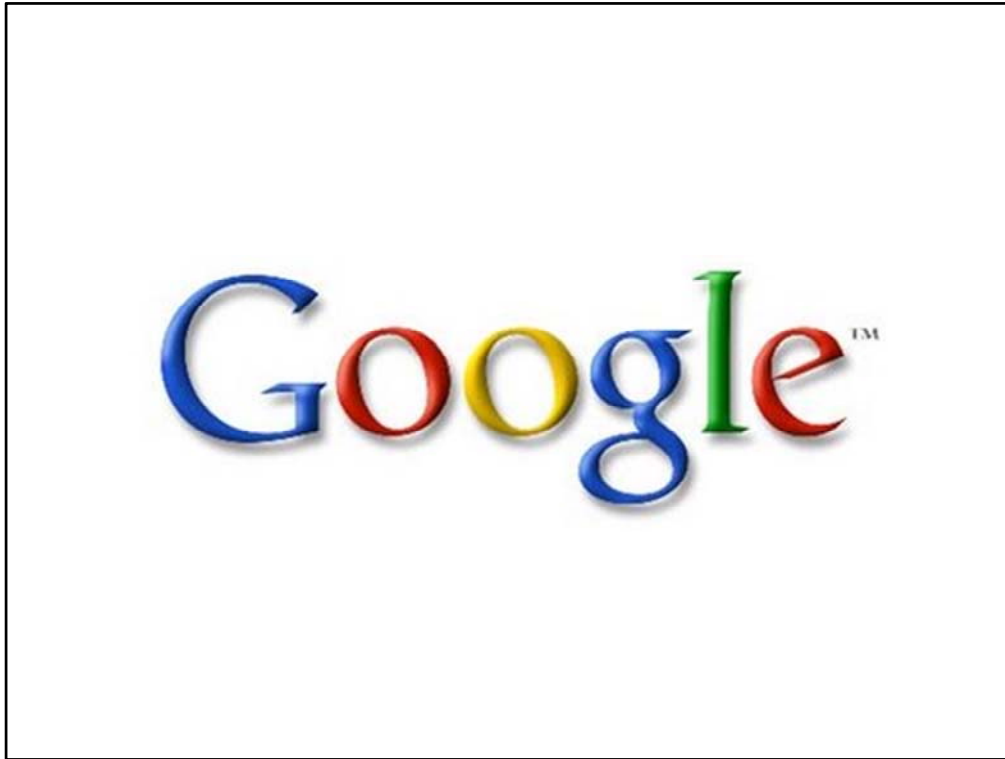


There is lots of similarities between the knowledge management initiatives and the Enterprise 2.0 movement



S is for search.

You need to be able find stuff if you want to use it and leverage your internal knowledge and expertise



The vast majority organizations do not have something like Google for their information.

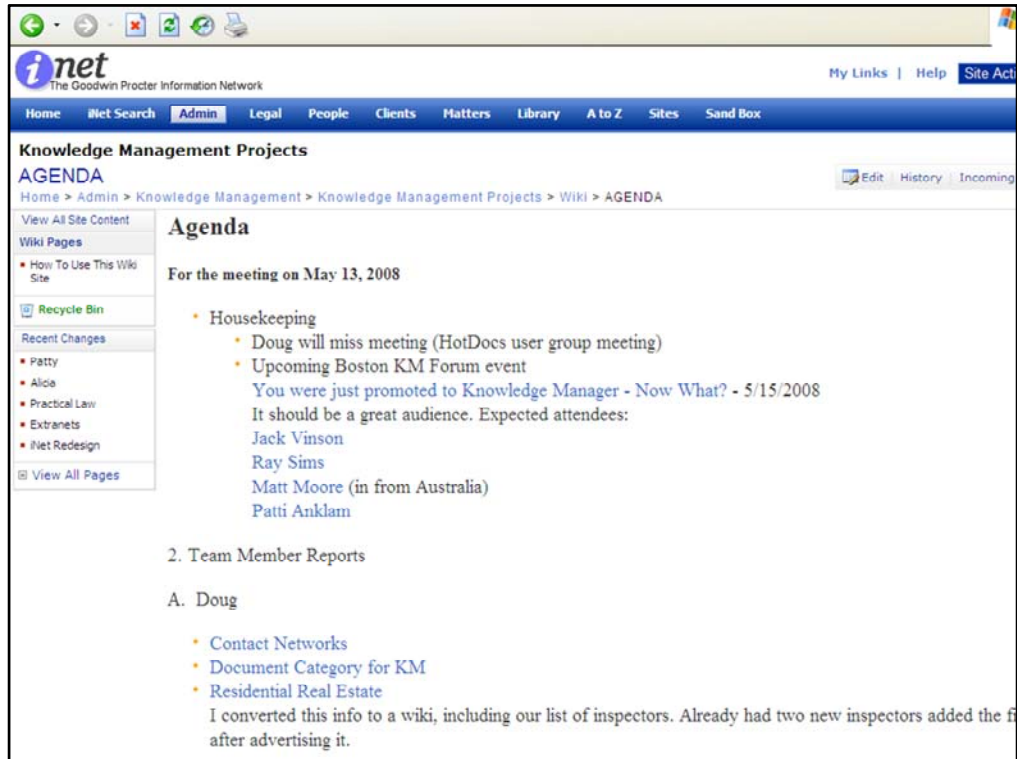
For those that do have some sort of internal enterprise wide-search, it probably works poorly.

As you go web-based, the unique features of google start working.



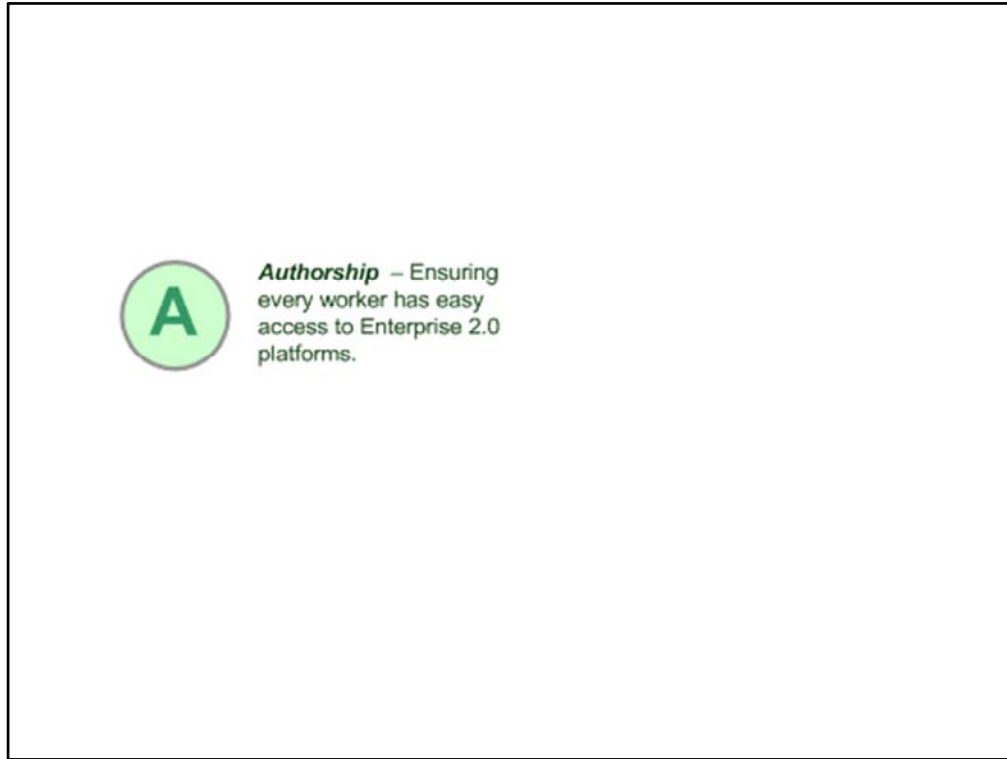
L is for links

Tying things together.



This internal wiki had links to relevant stuff.

Your regular word document just sits in isolation its not going to lead you to other useful information.



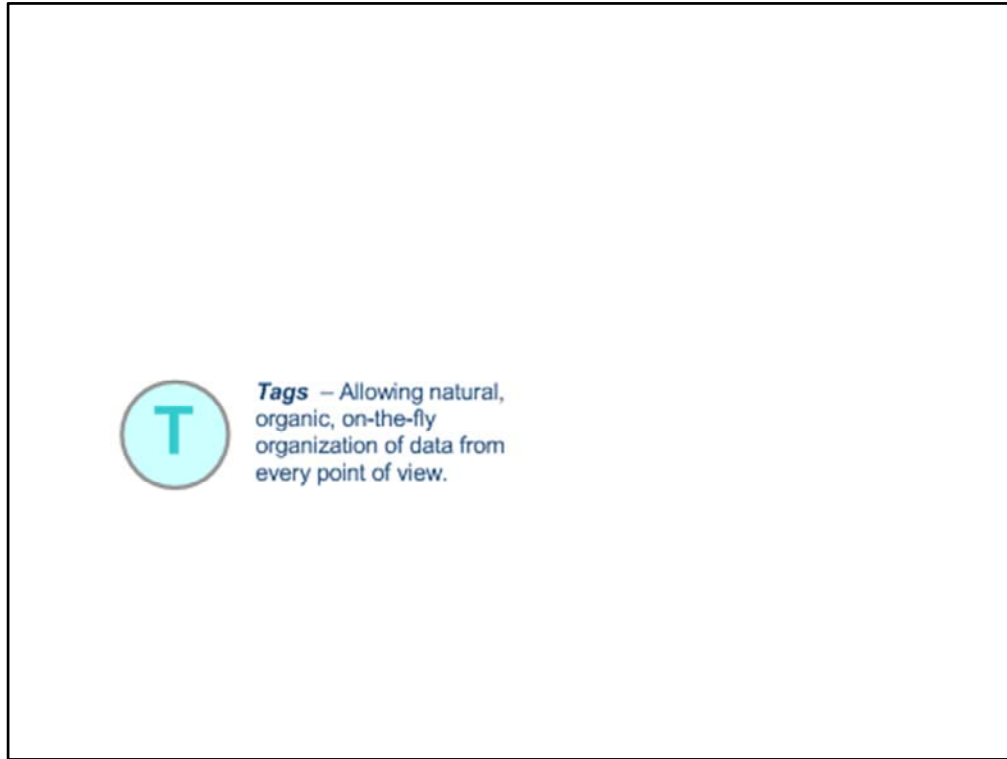
A is for Authorship

The screenshot shows the Wikipedia revision history for the article 'GeekDad'. At the top, it says 'Wikipedia is sustained by people like you. Please donate today.' Below this are tabs for 'article', 'discussion', 'edit this page', and 'history'. The main heading is 'Revision history of GeekDad'. Below the heading, it says 'From Wikipedia, the free encyclopedia' and 'View logs for this page'. There is a 'Browse history' section with a search bar and a 'Go' button. Below this, there is a legend for revision types: (cur) = difference from current version, (prev) = difference from preceding version, m = minor edit, → = section edit, ← = automatic edit. A list of revisions follows, each with a date, time, user name, and byte size. The most recent revision is from 03:54 on 6 October 2009 by user 204.120.199.29 (3,014 bytes). Other notable revisions include one by RussBot on 28 September 2009 (3,008 bytes) and several by Dougcomelius in August 2009.

When you go to a blog or wiki, you want to know who made the content.

For a wiki, that lets you decide whether that is good information.

It also starts showing expertise.



T is for Tags

Logged in as: Doug Cornelius Control Panel • Write • Profile • Log Out

Compliance Building

Doug Cornelius on compliance and business ethics

HOME | **SUBSCRIBE** | **ABOUT** | **DISCLAIMERS** | **ARCHIVES** | **TWITTER** | **BLOG ROLL**

SUBSCRIBE




Tag Cloud

15 Clients Rule 201 CMR 17.00 203(b) ABA ACFE Adam Tuttlebaum Adam Wolf AICPA Alexandra Wrage AML ARRA Asset Managers' Committee attorney-client privilege Audit Standard No. 5 Avery Dennison Azerbaijan Bentley Bingham McCutchen Black Swan Blagojevich blogs Book reviews Brian Baird Bribery and Corruption Bruce Carton BVCA California campaign contributions Canada Caremark Carole Stern Switzer Carole Switzer Carried interest CFIUS Charles Green China Chris MacDonald Clifford Chance cloud computing CNL COBRA Code of Conduct Code of Ethics Colorado Compliance Week Compliance Week Conference 2009 Complanet Connecticut Corporate Compliance & Ethics Week corporate compliance business services scam COSO Credit Default Swaps Danforth Newcomb data breach data privacy David Hobbie Davis Polk Debevoise & Plimpton definition Delaware Deloitte Dilbert DOJ Due Diligence Duty of Loyalty ELT Email Enterprise 2.0 Conference 2009 ERM Ethical Leadership Group Ethics EthicsPoint Ethisphere EU EU AIFM Directive extranets Facebook FATF FCPA Opinion Release Federal Federal Acquisition Regulations Federal Sentencing Guidelines FinCEN FINRA FINSA FMLA Foreign Official Form ADV France Francine McKenna Fraud Frontline FSA FTC GAPP GE general advertising general solicitation Goodwin Procter Harvard Business Review Hedge Fund Adviser Registration Act of 2009 Hedge Fund Rule Hedge Funds Hedge Fund Transparency Act HLS Corporate Governance Blog hotline HR HUMOR Illinois Illinois Procurement Code Investigations Investor Relations 2.0 Ionia IRS JD Supra Joel Cohen Jones Lang LaSalle Kay Kevin LaCroix Kevin M. LaCroix Kirk O. Hanson KPMG Law Commission Lee Dittmar LegallyMinded Legal OnRamp LinkedIn Louise M.

BREAST CANCER AWARENESS MONTH

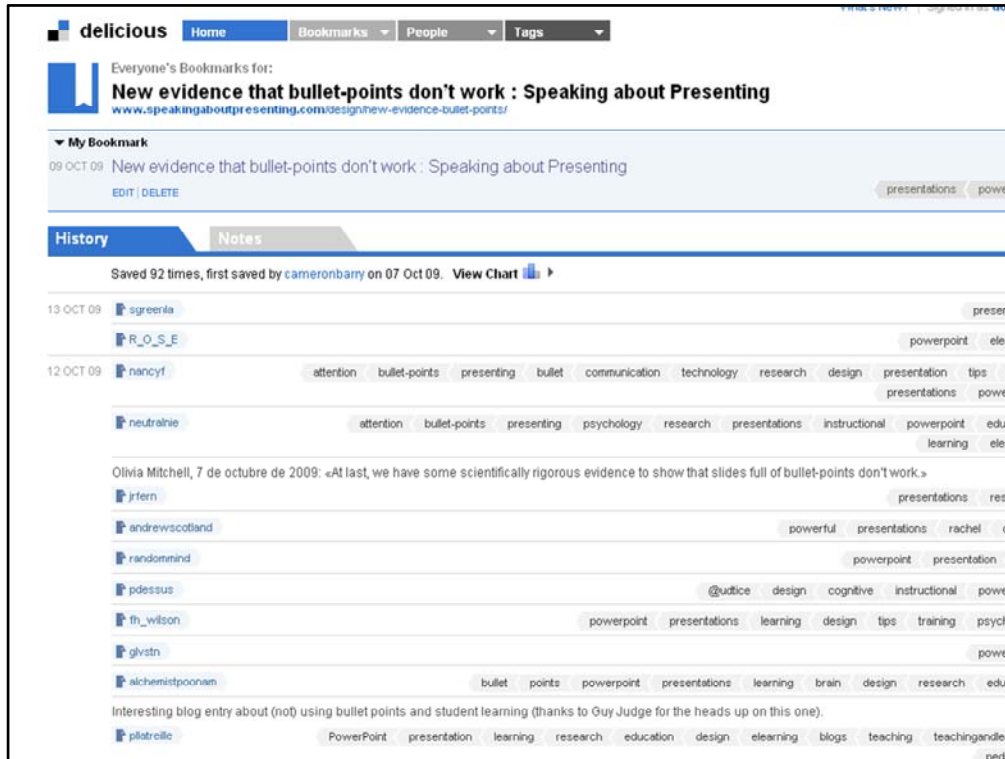


We are pink in support.
Read More.

HIGHLIGHTS

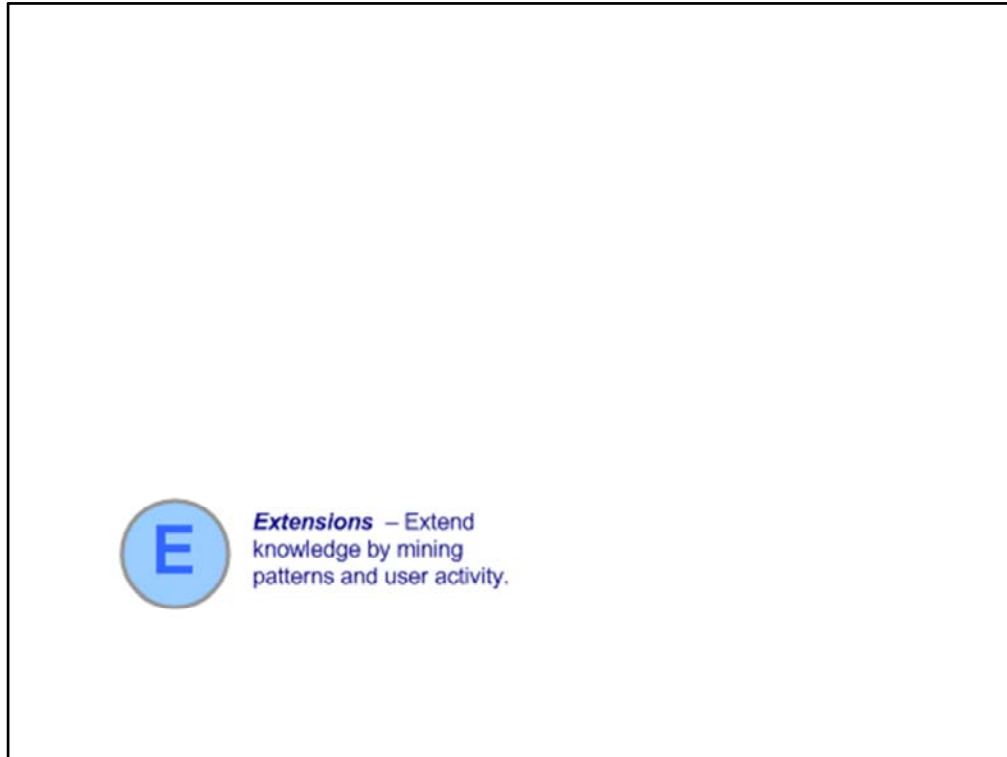
Massachusetts Amends Strict Data Privacy Law (Again)
The Massachusetts' Office

You can get a different dimension to the organization and more detailed organization



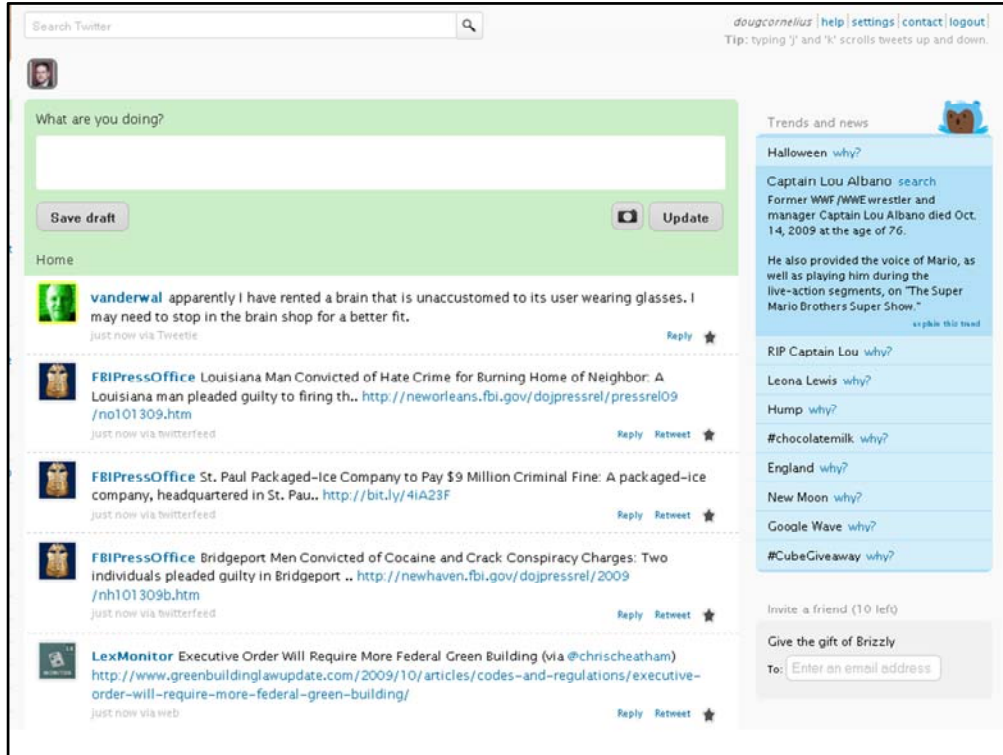
But what he is really talking about is the ability of multiple people to tag information. Let them organize the information in a way that makes sense to them.

Example



E is for extensions

Filter the information to make see emerging patterns



The screenshot shows the Twitter homepage interface. At the top, there is a search bar and navigation links for 'help', 'settings', 'contact', and 'logout'. The main content area is divided into two columns. The left column features a green 'What are you doing?' composition box with 'Save draft' and 'Update' buttons. Below this is the 'Home' feed, which displays several tweets. The right column contains a 'Trends and news' sidebar with a list of trending topics and a 'Give the gift of Brizzly' promotion.

Search Twitter

dougcornelius | help | settings | contact | logout
Tip: typing 'j' and 'k' scrolls tweets up and down.

What are you doing?

Save draft Update

Home

vanderwal apparently I have rented a brain that is unaccustomed to its user wearing glasses. I may need to stop in the brain shop for a better fit.
just now via Tweetie Reply

FBIPressOffice Louisiana Man Convicted of Hate Crime for Burning Home of Neighbor: A Louisiana man pleaded guilty to firing th.. <http://neworleans.fbi.gov/dojpressrel/pressrel09/nh101309.htm>
just now via twitterfeed Reply Retweet

FBIPressOffice St. Paul Packaged-Ice Company to Pay \$9 Million Criminal Fine: A packaged-ice company, headquartered in St. Pau.. <http://bit.ly/4IA23F>
just now via twitterfeed Reply Retweet

FBIPressOffice Bridgeport Men Convicted of Cocaine and Crack Conspiracy Charges: Two individuals pleaded guilty in Bridgeport .. <http://newhaven.fbi.gov/dojpressrel/2009/nh101309b.htm>
just now via twitterfeed Reply Retweet

LexMonitor Executive Order Will Require More Federal Green Building (via @chrischeatham) <http://www.greenbuildinglawupdate.com/2009/10/articles/codes-and-regulations/executive-order-will-require-more-federal-green-building/>
just now via web Reply Retweet

Trends and news

Halloween why?

Captain Lou Albano search
Former WWF/WWE wrestler and manager Captain Lou Albano died Oct. 14, 2009 at the age of 76.
He also provided the voice of Mario, as well as playing him during the live-action segments, on "The Super Mario Brothers Super Show."
[explain this trend](#)

RIP Captain Lou why?

Leona Lewis why?

Hump why?

#chocolatemilk why?

England why?

New Moon why?

Google Wave why?

#CubeGiveaway why?

Invite a friend (10 left)

Give the gift of Brizzly

To:

One example of this Web 2.0 is the trending topics in Twitter. The most popular terms are highlighted



S is for signals

You want to let people know that a change has occurred.

Logged in as: Doug Cornelius Control Panel • Write • Profile • Log Out

Compliance Building

Doug Cornelius on compliance and business ethics

Search & Hit Enter

HOME | **SUBSCRIBE** | **ABOUT** | **DISCLAIMERS** | **ARCHIVES** | **TWITTER** | **BLOG ROLL**

SUBSCRIBE



BREAST CANCER AWARENESS MONTH



We are pink in support.
Read More.

HIGHLIGHTS

Massachusetts Amends Strict Data Privacy Law (Again)

The Massachusetts' Office

Tag Cloud

15 Clients Rule 201 CMR 17.00 203(b) ABA ACFE Adam Tuttlebaum Adam Wolf AICPA Alexandra Wrage AML ARRA Asset Managers' Committee attorney-client privilege Audit Standard No. 5 Avery Dennison Azerbaijan Bentley Bingham McCutchen Black Swan Blagojevich blogs Book reviews Brian Baird Enbery and Corruption Bruce Carton BVCA California campaign contributions Canada Caremark Carole Stern Switzer Carole Switzer Carried interest CFIUS Charles Green China Chris MacDonald Clifford Chance cloud computing CNL COBRA Code of Conduct Code of Ethics Colorado Compliance Week Compliance Week Conference 2009 Complanet Connecticut Corporate Compliance & Ethics Week corporate compliance business services scam COSO Credit Default Swaps Danforth Newcomb data breach data privacy David Hobbie Davis Polk Debevoise & Plimpton definition Delaware Deloitte Dilbert DOJ Due Diligence Duty of Loyalty ELT Email Enterprise 2.0 Conference 2009 ERM Ethical Leadership Group Ethics EthicsPoint Ethisphere

EU EU AIFM Directive extranets Facebook FATF **FCPA Opinion Release** Federal Federal Acquisition Regulations Federal Sentencing Guidelines FinCEN FINRA FINSA FMLA Foreign Official Form ADV France Francine McKenna Fraud Frontline FSA FTC GAPP GE general advertising general solicitation Goodwin Procter Harvard Business Review Hedge Fund Adviser Registration Act of 2009 Hedge Fund Rule Hedge Funds Hedge Fund Transparency Act HLS Corporate Governance Blog hotline HR HUMOR Illinois Illinois Procurement Code Investigations Investor Relations 2.0 Ionia IRS JD Supra Joel Cohen Jones Lang LaSalle Kay Kevin LaCroix Kevin M. LaCroix Kirk O. Hanson KPMG Law Commission Lee Dittmar LegallyMinded Legal OnRamp LinkedIn Louise M.

For a blog it's the subscription. The system will alert you when there is something new. You do not have to come back to check

How to Find Doug

- ComplianceBuilding.com
- LinkedIn.com/in/dougcornelius
- Twitter.com/DougCornelius
- [Doug Cornelius.com](http://DougCornelius.com)
- flickr.com/photos/dougcornelius
- LibraryThing.com/catalog/dougcornelius
- delicious.com/dougcornelius

