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Adios, Facebook and Twitter ... Hello Google+

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Cory Pavicich, the academic technology consultant at the University of Colorado, recently wrote a hilarious "[Dear John](#)" letter to Facebook about why he is migrating to [Google+](#). He's not the first -- and won't be the last -- and I could not resist following suit:

Dear [Facebook](#) and [Twitter](#),

I know we've been together for about five years, but I think it's time we start connecting with new people. Facebook, I appreciate that you've reconnected me with all my old girlfriends who still criticize my opinions. You've also hooked me up with people from high school that I've deliberately had nothing to do with for 20 years. And your security issues drive me crazy.

Twitter, I have trouble understanding you because you speak in only 140-character blurts. I've unfollowed your most irrelevant messages, but you still jumble my day with noise. I don't have enough bandwidth for you.

It's true. I've found someone new. Yes, I'm a "Plussie." I've fallen for Google+.

With G+, lawyers can follow a client, send messages to chosen recipients, and collect information on any topic and share it for business development purposes.

Social media do-over

For me, it's a social media do-over. I get to pick the people whose messages I follow by placing them in a Circle (without friending them or getting permission). Being a lawyer, I separate my circles into "clients," "potential clients," "colleagues," "friends," and "family." I can send a message to clients and it's like a business newsletter. When I address it to "public," it's like a blog entry. When I address it to "my circles" it's like a tweet. Lawyers like control and G+ offers it.

My inbound stream shows the messages from people in my circles. I also get e-mail notices when someone else puts me in their Circle, meaning they are following what I say publicly. It's very organized in a drag-and-drop way.

Facebook is one of the [ten most hated companies](#) in America. Yes, 750 million people use it, but a survey conducted by ForeSee Results found that Facebook ranked [near the bottom for customer satisfaction](#). In contrast, 20 million people joined Google+ over the first three weeks in July.

Twitter revealed that although most Americans are aware of Twitter, [few are using it](#): only 13 percent of online adults actively tweet, and [80 percent of user accounts are inactive](#) (that is, "registered corpses").

According to [Leon Haland](#), it took Twitter and Facebook much longer to reach 10 million users. The trick is to make Google+ available only by invitation, which has instantly made it [the hottest ticket](#) in law firm marketing. You can also get Google+ apps for Android, and iPhone, where the app is currently ranked the top free app. (Although the Android app is currently only ranked 19th most popular free app.)

Google+ won't allow brands and businesses -- such as law firms -- to have Google+ accounts [until later this year](#) (the company is currently [seeking](#) corporate partners to test a version of Google+ for businesses). But in the meantime, an individual lawyer can create a Google Places profile, which is the heart of Google+, get an invitation, and build circles of contacts.

"Hangouts" provides an impromptu way for up to 10 people to get together and have online face-to-face video meetings. You have to be invited to join a conversation unless the creator of the Hangout has made it public. "Within minutes, four of us were [chatting on Hangouts' video](#) on our first try," said Dale Tincher of Consultwebs. "Our entire company can now collaborate using Google+."

"Sparks" allows users to create topics of interest, such as cycling, films, or law firm marketing. Lawyers can add keywords to monitor, such as their name, firm, or client-related keywords, and then share them at any time with anyone.

Google+ has nowhere to go but up, building on the billion users of Gmail, YouTube, Images, Maps, and News and Search. The Google +1 Button is already on more home pages than the Tweet button and gets about 2.3 billion uses per day.

Will G+ last in this cruel world? So far more than a billion items have been shared and received every day. Google also just acquired Fridge, which allows private sharing of conversations, as well as PittPatt, a facial recognition technology. The question is not whether G+ will last, it is how fast will it beat the world.