



FENWICK & WEST LLP

Social Media Collaboration @ Law Libraries

Camille D. Reynolds, MLS

Director of Risk Management & Information Services

Fruitful Endeavors

Meeting and Exceeding the Challenges of the New Normal



NOCALL SPRING INSTITUTE 2013

Fenwick
FENWICK & WEST LLP

The “Donut Explanation” of Social Media



<http://tosh.comedycentral.com/blog/tag/social-media-explained/>

Social Media Collaboration @ Law Libraries

- Why Should I?
- Law librarians tweeting, facebooking, wikiing oh, my!
- SharePoint socially really?
- What does “professional” mean now and in 2020
- Survey results a mixed bag
- Time machine: Law Firm Partners 2020

Why should I ?

- Our users are in the SM space we MUST be too
- Another way to engage and connect
- Stay relevant
- Channel to learn from peers
- Way to enrich relationships with users



Law Librarians Leveraging Social Media

5/24/12

Bryan Cave's Law Library: Tweeting At The Cave

Note: A few weeks ago I saw that the law library at the law firm of [Bryan Cave](#) had a Twitter account and was actively tweeting. The concept of a large law firm tweeting isn't that unusual, but the idea of a library within the firm publicly tweeting did sound a little foreign to me. So, I contacted the two librarians behind the Twitter account and asked if they would guest-post here on 3 Geeks and let us know what the goals were for having a Twitter account, who follows them and who do they follow. Karen Lasnick (Santa Monica, CA office) and Joan Thomas (Kansas City, MO office) took me up on the offer and explained their reasoning for creating the [@BryanCaveLib](#) account. My thanks to Karen and Joan for sharing their experiences with us.



Law Firm Libraries

A public list by Bryan Cave Library

A list of tweeting law firm libraries

5

MEMBERS

0

SUBSCRIBERS

Subscribe

Tweets

List members

List subscribers

Recently added members - [View all](#)



[KMThomas](#) @LegalLibrary
Follow



[HD Infodesk](#) @HDInfodesk
Follow

FIND US
FIND IT
FIND OUT

[Littler Library](#) @LittlerLibrary
Follow



[McCarthy Tétrault](#) @McCarthyLibrary
Follow



CPDB Librarian

@cpdblibn FOLLOWS YOU

Professional law librarian helping attorneys serve clients
efficiently
San Francisco

Following

555 TWEETS

61 FOLLOWING

198 FOLLOWERS

3 Geeks and a Law Blog

A law blog addressing the foci of 3 intrepid law geeks, specializing in their respective fields of knowledge management, internet marketing and library sciences, melding together to form the Dynamic Trio.

Law Librarians Leveraging Social Media

The screenshot shows the Twitter profile of @saclawlibrarian. The profile picture is a small square image of a person. The name is "saclawlibrarian" and the handle is "@saclawlibrarian". The bio reads: "609 9th St., Sacramento CA. 916-874-6012. The Sacramento Co. Public Law Library provides free access to legal information for lawyers and the general public. Sacramento, CA - http://www.saclaw.org". The statistics show 2,380 tweets, 877 following, and 1,026 followers. The "Following" button is highlighted. Below the profile, there are three tweets from @saclawlibrarian. The first tweet is about a Mother's Fight Against 3 Strikes Law 'A Way of Life' - NPR. The second tweet is about a new SacPress article asking the County Law Librarian. The third tweet is about California's courts having lost about 65% of their support from the state during the last five years. On the left side of the profile, there are links to "Tweets", "Following", "Followers", "Favorites", and "Lists". There is also a "Tweet to @saclawlibrarian" section with a text input field. Below that, there is a "View all photos and videos" section with a grid of images. At the bottom, there is a "Who to follow" section with two suggestions: Meredith L. Williams and david_bilinsky.

Tweets

Following

Followers

Favorites

Lists

Tweet to @saclawlibrarian

@saclawlibrarian

View all photos and videos

Who to follow · Refresh · View all

Meredith L. Williams @mwilliams... Follow

david_bilinsky @david_bilinsky Follow

saclawlibrarian @saclawlibrarian
FOLLOWS YOU
609 9th St., Sacramento CA. 916-874-6012. The Sacramento Co. Public Law Library provides free access to legal information for lawyers and the general public. Sacramento, CA - http://www.saclaw.org

2,380 TWEETS 877 FOLLOWING 1,026 FOLLOWERS

Tweets

saclawlibrarian @saclawlibrarian
A Mother's Fight Against 3 Strikes Law 'A Way of Life' - NPR
n.pr/ZjdTC
View summary

saclawlibrarian @saclawlibrarian
New on SacPress: Ask The County Law Librarian
Law Librarian,
I was taking my purebred Ak... bit.ly/ZLSimU
Expand

saclawlibrarian @saclawlibrarian
"California's courts have lost about 65% of the support from the state during the last five years"
View summary

Marijah Sroczynski [commented on your post in TSLAWCHATS.](#)



Marijah Sroczynski

1:45pm Apr 3

I occasionally write posts & create training videos for our library blog but I'm not the one who's primarily responsible for maintaining it.

Comment History



Brian Striman

12:42pm Apr 3

Oh yeah. We have an official unofficial blog too. It's way cool with lots of goodies. <http://schmidlawlibrary.wordpress.com/>



Brian Striman

12:16pm Apr 3

We have a library facebook account and library twitter account for anyone who wants to follow our events and stuff. We post fairly often. It's nice to be able to put out there about new books and other resources we added, changes in hours, and all that jazz. We can also keep in touch with people who've embraced social media as an important communication too. Example: <https://www.facebook.com/SchmidLawLibrary?ref=stream> . Our twitter is: <https://twitter.com/schmidlibrary> we have over 1,400 followers. We have a very creative person behind our social media activities (ain't me).

Original Post



Law Leyebrary

11:49am Apr 3

How many of you are involved in social media for your library - outreach to your attorneys, etc (as opposed to personally tweeting).



[View Post on Facebook](#) · [Email Settings](#) · [Reply to this email to add a comment](#)

Tweeting Law Firm Library

Tweets

Following

Followers

Favorites

Lists

Tweet to Bryan Cave Library

@BryanCaveLib

View all photos and videos

Who to follow · Refresh · View all



Ageeva Networks @AgeevaNetw...
Promoted · Follow



Iuvinthemommyhood @inthemo...
Followed by Kati Spencer and oth...
Follow



Modern Quilts @ModernQuiltsMag
Followed by Adrienne Ove and oth...
Follow

Browse categories · Find friends

Trends · Change



Bryan Cave Library
@BryanCaveLib
We are Library & Research Services at Bryan Cave LLP.

1,089 TWEETS

282 FOLLOWING

287 FOLLOWERS

Tweets



Bryan Cave Library @BryanCaveLib
Databases of employee thefts draw criticism bit.ly/10z2rqu -- discusses lawsuit filed against LexisNexis for violating FCRA
Expand



Bryan Cave Library @BryanCaveLib
RT @xlambertg Reinvent Law Silicon Valley Videos Now Available bit.ly/13RmhEP (via @jrvversmn)
Expand



Bryan Cave Library @BryanCaveLib
@vlex Many thanks for the RT!
View conversation



Bryan Cave Library @BryanCaveLib
WSJ's SEC Says Companies Can Use Social Media to Alert Investors: on.wsj.com/XpOH6b
View summary



Content Curation @Curate_Content
With 50 Million Users, Flipboard Opens Magazine Creation To The Masses To Take On Tumblr, Pinterest bit.ly/13BFzXP via @news spin
Retweeted by Bryan Cave Library

FENWICK & WEST LLP

Showing Value through SM

I think we are viewed as
“cutting edge”.



Attorneys, legal assistants and
staff are definitely reading our
tweets.


How has your
twitter presence
impacted use of
your library?

I’ve noticed that the types of
requests are much more
complicated and time intensive.

Led to increased requests from
people who had not taken
advantage of the library.

Facebooking Law Firm Library...REALLY!

facebook  Search for people, places and things  **Law Leyebrary** Find Friends

 **Law Leyebrary** Timeline Now Status Photo Place Life Event

About


Where have you worked?


Where have you gone to college?


Lives in **San Francisco, California**


Where are you from?


Friends · 51


 Cyndi Varady


 Brian Striman


 Bill Lundy


 Helen Williamson


 Gina Roccarova

 Cait Boyce


 Kirsten Mikkelsen

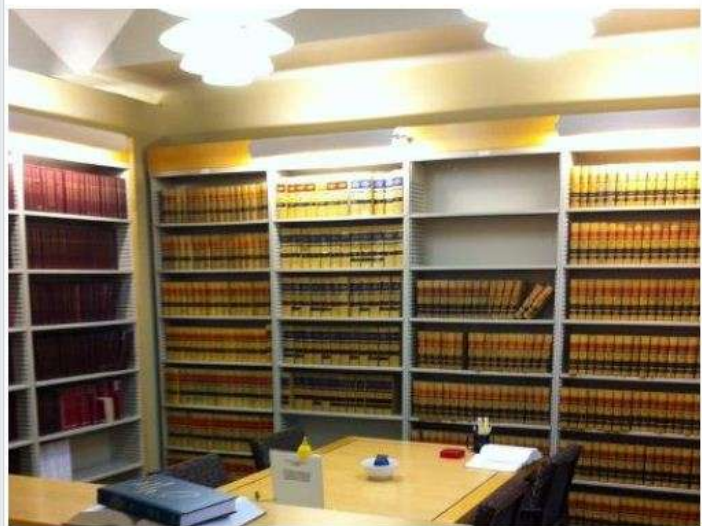
 Danielle York

 Ani F. Siegel


Photos · 2


Music

Law Leyebrary 3 minutes ago 
Thanks to Max for documenting our well attended Book Refresher Seminar on 4/1/2013 and to Andrea for leading it. You can see the crowd and the cookies!





Like · Comment · Promote · Share

Law Leyebrary Monday 
There's still time to show up for this special program.
How to Use a BOOK – A Refresher Course

Internal Wiki of Library Team Best Practices

[VIEW](#) [EDIT](#)

☆ **FrontPage**

last edited by  Camille 1 day ago  F

KM Policies and Procedures Wiki

The policies and procedures listed establish guidelines for staff in the course of their work.

Research and Reference

Reference:

- [Checklists for Reference Services](#) -- Use this checklist whenever you have a question regarding a research question.
- [CI Tips and Tricks](#) - A repository for sources of CI information.
- [Credit Check for New Clients](#)
- [Alerts: \(Lexis, Courtlink, Dingers etc.\)](#)
- [Searching for Dockets](#)
- [Interaction Requests](#)
- [Cite Checking Training](#)
- [Basic Reference Tips](#)
- [Library Email Inbox Procedures & Protocols](#) -- [Quick guide](#) to library e-routing from inbox
- [Lobbying Research Resources](#)
- [Librarians Task Force](#)

Orientation for New Attorneys/Staff:

- [Orientation Checklist](#)
- [New Employee Library Orientation](#)
- [NERD Orientation](#)
- [Departing Employee Checklist](#)
- [Attorney Library Research Training](#)

General:

- [Duty Roster & Backup Plan](#)
- [KM Timekeeping & Tick Log Protocols](#)
- [Quick Reference: Interwoven Doc Numbers](#)
- [Inter-Library Loan](#)
- [Library Computer Log In's](#)
- [Useful Items](#): i.e. notes from meetings, resources, etc.
- [IP Authentication](#): which vendors offer it and our ranges
- [Climate Change](#) folder
- [Out of Office Protocols](#)

Wikis: Uncovering Hidden Gems in the Library

Coblentz Law

Home

Dashboard

Workspaces

Everyone

Admin

CPDB KM Project

FrontPage

Files

Tasks

People

Activity

Settings

★ FrontPage



CPDB Practice Area Knowledgebase

Here at CPDB, in addition to relying on informal means such as a paper research binder, team- or firm-wide emails to request information, or good old-fashioned conversations, we have implemented this collaboration platform to record, store, and maintain our own custom legal knowledgebase.

The Wiki can be searched for any topic. You can also click into the practice areas below for a full list of topics. Some of the information may just be place holder text at this time.

Corporate

- [Directors and Officers](#)
- [Employment](#)
- IP
- [Venture Capital](#)

Litigation

[Real Estate](#)

Tax

- Non Profit
- Estate Planning

Templates have been created to create a general outline to every new page. Information on this workspace is continually being updated.

Engaging Users in Curation

★ Real Estate

Topics:

1. [Lease Termination](#)

To add a topic, lib@cpdb.com email the Library staff

Lease Termination

Updated 4/13/2011

Topic: Lease Termination

Lexis Treatises, Secondary Sources, Real Estate News & Real Estate Law Reviews

[California Forms Of Pleading and Practice – Annotated](#) (Matthew Bender)

Volume 29 : Landlord and Tenant: General Introduction thru Rent Control-Chs. 330-339

Chapter 332 (The Tenancy)

Chapter 333 (Eviction Actions)

Chapter 334 (Claims for Damages)

[California Legal Forms Transaction Guide](#) (Matthew Bender)

Division 2 : REAL ESTATE TRANSACTIONS

Chapter 34b (Residential Leases)

Chapter 34c (Retail, Industrial, and Office Leases)

Chapter 34d (Ground Leases)

Chapter 34e (Shopping Centers – Leasing and Operation)

Chapter 35b (Modification & Termination of Leases)

Part IV : Transactions in Turbulent Times – Real Estate

Chapter 34 (Leases – Default & Termination)

[California Real Estate Law and Practice](#) (Matthew Bender)

PART 3: LANDLORD & TENANT

- Division 2 - Legal Considerations During the Term of Tenancies
 - Chapter 171 Rent and Rent Control
 - Chapter 172 Assigning and Subletting Leasehold Interests
- Division 3 – Taxation
 - Chapter 190 Taxation of Landlords
 - Chapter 191 Taxation of Tenants
- Division 4 – Termination of Tenancies
 - Chapter 200 Termination: Causes and Procedures
 - Chapter 200A Effect of Non-Judicial Foreclosure on the Landlord-Tenant Relationship
 - Chapter 201 Surrender and Abandonment
- Division 5 – Remedies
 - Chapter 211 Contractual Remedies

PART 7: CONDEMNATION PRACTICE HANDBOOK


CHAPTER 512 Compensation

Collaboration Using Wikis

VIEW

EDIT

☆ FrontPage

last edited by  chardy@hansonbridgett.com 1 year, 2 months ago

Page history

Medium Sized Firm Librarians Group (MSFLG)

The MSFLG is an informal group of law librarians sharing information and exchanging ideas through monthly meetings, this wiki and online discussions.

Members of the group generally have 100 or fewer attorneys in their location and/or are a single location office. As the legal landscape has changed, some librarians at larger firms have been grandfathered into the group.

- Group members take a turn at hosting or co-hosting the meetings and participate in listserv discussions.
- Meetings are on the last Tuesday of the month.
- MSFLG is not officially affiliated with NOCALL

Please see the [official document](#) about the group for further details

"I like to think that in our profession no solo librarian actually works alone. " quote from Lee Ryan, Dec. 4, 2007

[Archive information](#)

Conferences and Events

Contact List

- [Salary Survey Subcommittee](#)
- [Membership in MSFLG Subcommittee](#)

Library Management Tools

Create a page

Upload files

Share this page

Put this page in a folder

Add Tags

Copy this page

Navigator

★ Starred Pages and Files

Copyright

Meetings

• 2 easy ways

• Acquisitions

• Agenda - August 28, 2007

Pages Files options

SideBar

[Contact List](#)

[MSFLG Meetings](#)

[Resources](#)

[Library Management Tools](#)

[News](#)

[Conferences and Events](#)

[Union List Information](#)

• [Rare and Hard to Find Items List](#)


SharePoint “socially”

Camille Reynolds x Business Matters Task List

Findwick 2.0 > My Site Portal Feedback | Update

Findwick My Site All Sites

My Home **Resources** My Profile

 **Camille Reynolds**

My Documents My Matters My Docket My Passwords

Camille Reynolds's passwords:

System	User Id	Password
BNA - see titles this page or via library online catalog. Some titles are individual access only, not Firmwide.	varies - see individual titles	varies - see individual titles
BNA Tax & Accounting (NETWORK ACCESS) for help 800-372-1033 - 24 hr access. See individual titles for direct access.	IP Authenticated. No ID needed.	IP Authenticated. No ID needed when accessing via the network.
BNA Tax & Accounting (REMOTE ACCESS) for help 800-372-1033 - 24 hr access. See individual access for direct access.	fenwick (lower case)	fenwick (lower case)
Compensation Planning Journal (Tax Management) (REMOTE ACCESS) (For help 800-372-1033)	fenwick	fenwick (lower case)
CompensationStandards.com	IP Authenticated. No ID needed when accessing via the network.	IP Authenticated. No ID needed when accessing via the network.
CompensationStandards.com (This is a remote/traveling ID/PW. Use when off network.)	13179	fenwick (lower case)
Compliance Week	library@fenwick.com	fenwick (lower case)
Copyright Law Journal	library@fenwick.com	13179
Corporate Control Alert	LIBRARY@FENWICK.COM (UPPER CASE)	fenwick (lower case)
Corporate Counsel/Exec (access to back issues.)	IP Authenticated. No ID needed when accessing via the network.	IP Authenticated. No ID needed when accessing via the network.
Corporate Counsel/Exec (access to back issues. This is a remote/traveling ID/PW. Use when off network.)	13179	fenwick (lower case)
Corporate Counsel/Exec (access to current year issues)	IP Authenticated. No ID needed when accessing via the network.	IP Authenticated. No ID needed when accessing via the network.
Corporate Counsel/Exec (access to current year issues. This is a remote/traveling ID/PW. Use when off network.)	13179	fenwick (lower case)
Corporate Finance and the Securities Laws (Auth...	Need to sign-up with own ID/PW.	fenwick (lower case)

View All Site Content

Firm

Practice Groups

- Clean Tech
- Corporate
- DMR
- Electronic Information Management
- Employment
- Intellectual Property
- International Law
- Life Sciences
- Litigation
- Paralegals
- Privacy & Information Security
- Tax
- Venture Capital Services

Clients & Matters

Resources

- Attorney Phone Numbers
- Automated Forms
- Buildings & Maps


Other Opportunities?



Audience Participation



What does “Professional” Look like Today?

Old Professional 	New Professional
I am closed to the world	I am open and accessible to the world, strengthening my relationships with people
I can't make mistakes in public	I am human, when I inevitably make mistakes, I apologize quickly and sincerely.
I don't reveal my personal interests to the world	My interests, hobbies, passions make me interesting and attractive
I am expected to have the answers to questions	I am searching for answers with my network of colleagues and supporters
Power is taken and held	Power is shared and grown

Excerpted from “What does ‘Professional’ Look like Today”
http://blogs.hbr.org/cs/2012/05/the_new_professional.html

taken
mistakes
expected
held closed
private

people
passions
network
interesting
interests
relationships
answers
connection
accessible
open

The Reality

Positive (Yellow)

We use it mostly for marketing and to look cool, but also to disseminate interesting info that may not be appropriate for email.

With attorneys having constant access to Twitter and FB via smartphones using these platforms to push out info could be useful in my library

I think it is a great way to stay connected and keep people aware of what's happening in the legal world.

Skeptical (Pink)

I kind of wish it was (a passing fad) but I don't think it will go away...

Not a fad, but unsure of use in the industry

I don't have time to get myself up to speed and get others on board

Bill rates are too high for attorneys to be constantly interrupted by trivial matters, plus the issue with material confidentiality.

The Reality

Positive (Yellow)

Not sure how it all works but if it is a means for getting out info I'll try it.

If more of my attys were on Twitter I might use it more to push info, but I use Twitter, FB and LinkedIn for finding info on people, companies and keeping up to date in the profession.

Skeptical (Pink)

There appear to be a number of pitfalls and I don't want to take the risks.

Info overload there are plenty of tools pushing info to our attorneys already.

My attys are not tech savvy

Hey, I'm being phased out I just do books.

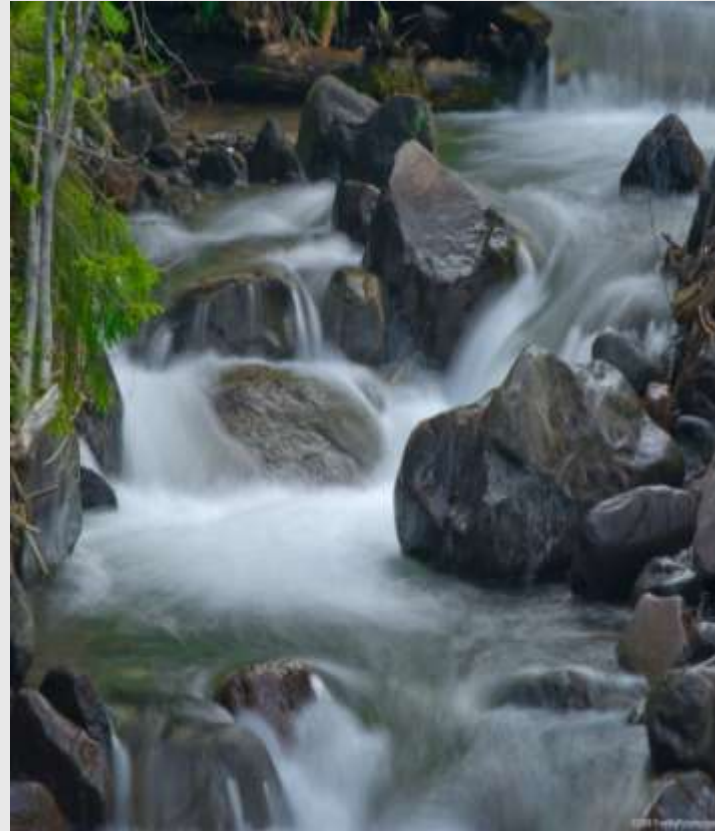
Law Firm Librarian Views on Social Media

Positive

I can get them to read a tweet but not an article I email them.

Skeptical

What's wrong with email? The last thing I need is 4 more places to remember to check everyday.



Uses for SM in the Library?

We use it mostly for marketing and to look cool, but also to disseminate interesting info that may not be appropriate for email.

We search SM sites for client mentions

To locate foreign & hard to find info

To monitor items of interest to research staff

Focused use for intel gathering (through Hootsuite)

To find information about people and companies

CI environmental monitoring

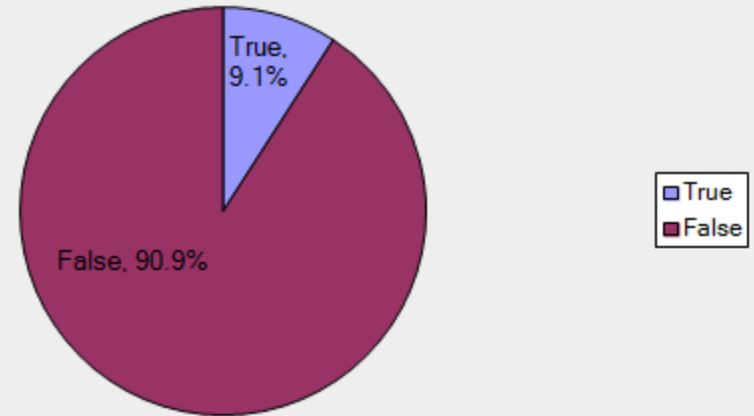
I use sites like FB, LinkedIn, Jigsaw, Spokeo, as corporate intel tools to find out more about people and businesses than they realize they're giving away for free

We use wikis increasingly but adoption is slow.

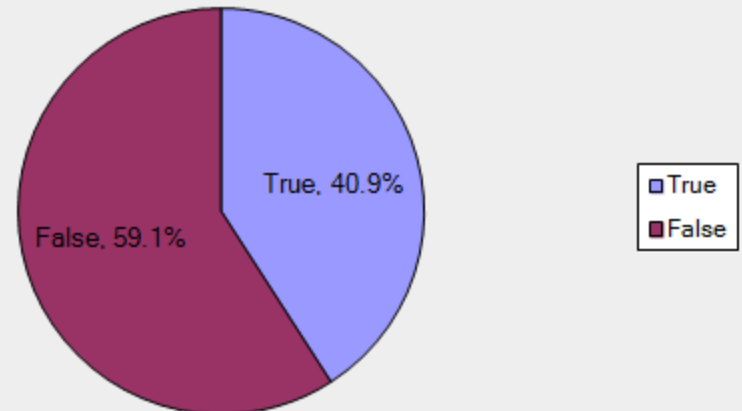
Survey Responses on Perception of SM



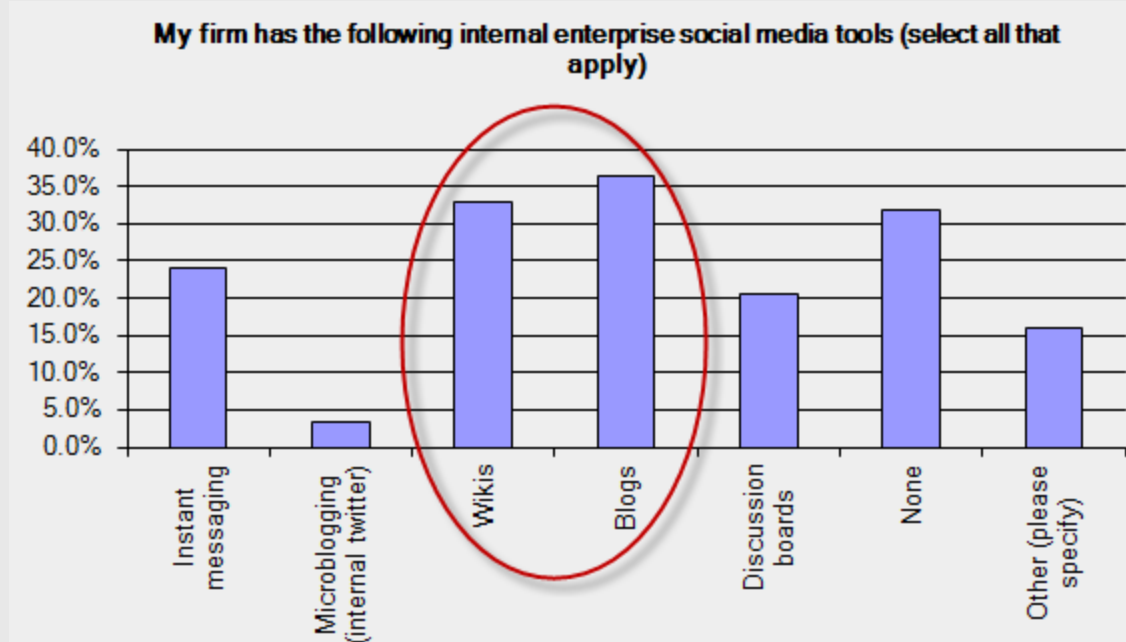
Social Media is a passing Fad?



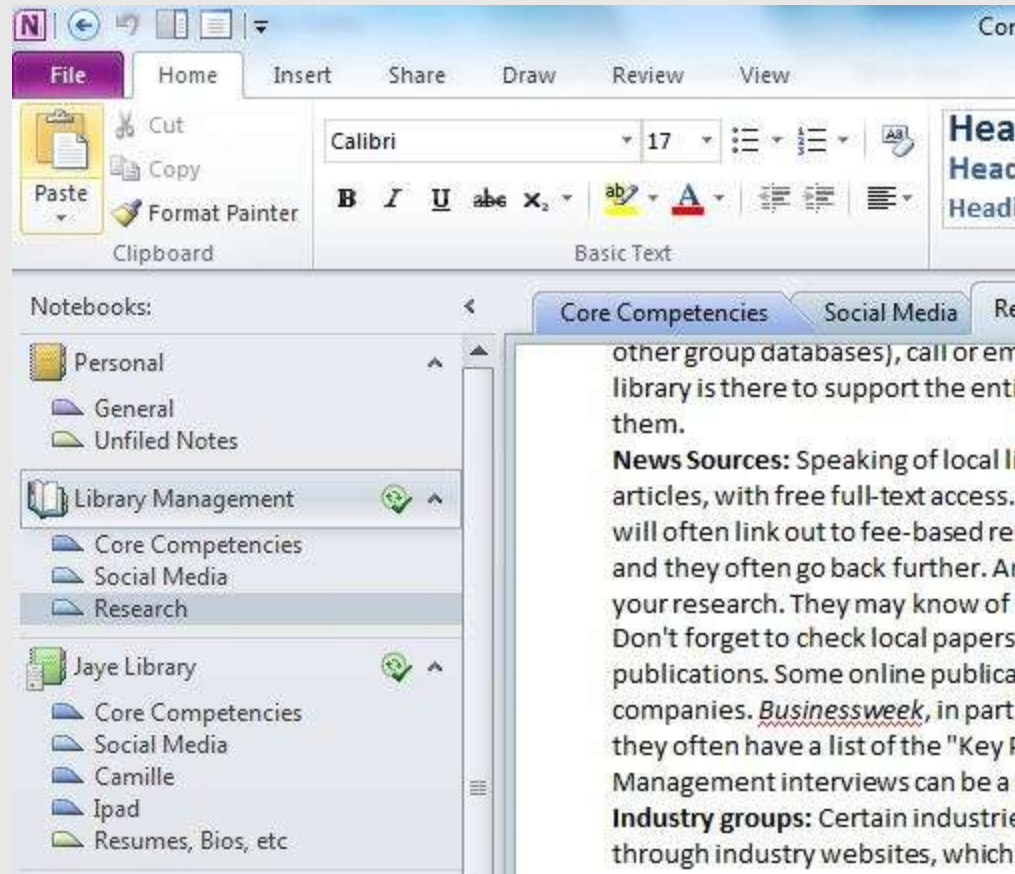
I see little use for social media in my library.



Your Organization is Using Enterprise SM

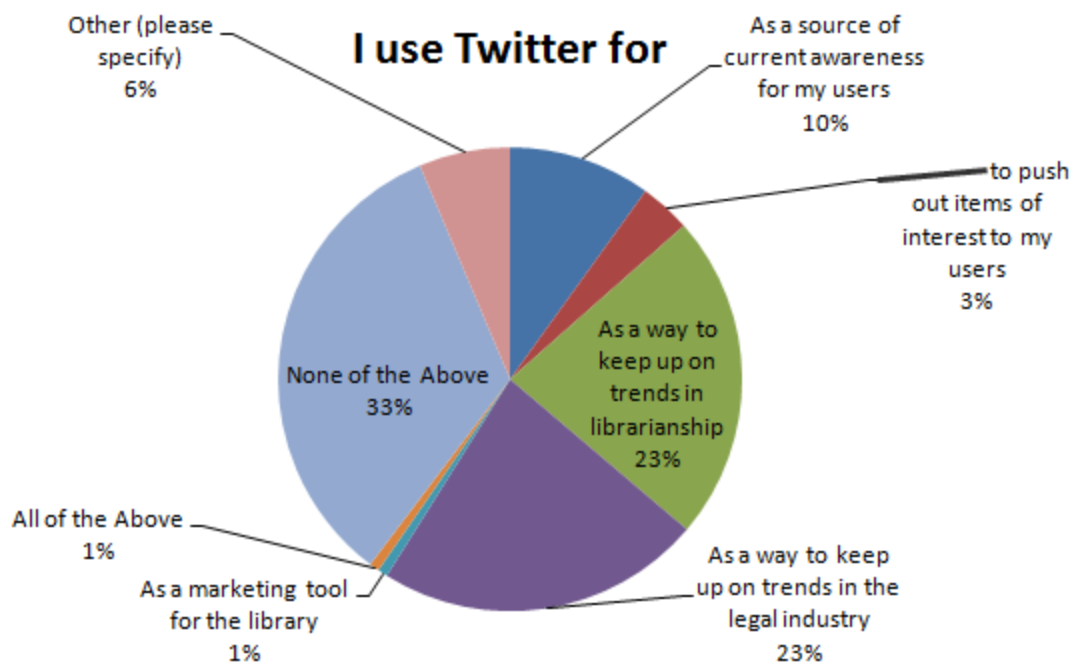
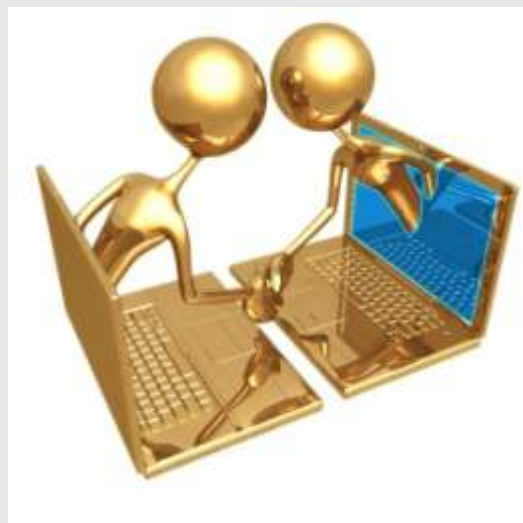
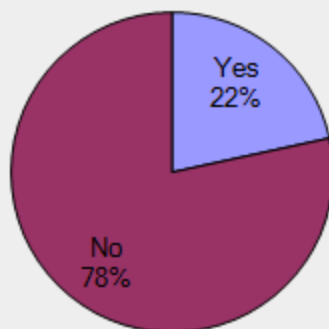


Socially Productivity Tools



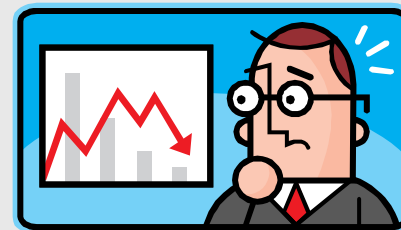
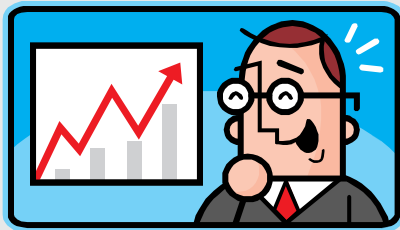
Survey Responses on Use of SM by Libraries

Do you use social media to deliver services in your library?
(such as current awareness, monitoring clients and prospects
etc.)



Survey Details

- 88 total respondents
- Conducted from June 20th to June 27th 2012
- No identifying information collected (firm size, geography, demographics)
- Survey sent out on AALL, PLL, SLA lists and of course Twitter and LinkedIn. 😊



What is the “Library” Explanation of Social Media



- [Twitter](#): Great analysis at SCOTUS blog on DOMA
- [Facebook](#): I like the SCOUTUS blog
- [Foursquare](#): I'm at the Supreme Court!
- [Instagram](#): Here's a vintage photo of the Supreme court
- [YouTube](#): Learn how to search Supreme Court opinion with this video tutorial.
- [LinkedIn](#): My skills include searching supreme court opinions.
- [Pinterest](#): Here's a photo of Chief Justice Roberts.
- [Last FM](#): Listing to Supreme court radio
- [G+](#): I'm discussing the recent DOMA case with my circle.

The Social Media ‘Bad’ News



Change is Constant Embrace it!



ReadWrite @RWW

39m

With Pulse, LinkedIn is becoming the newspaper of the future, by
[@owenthomas](#) [rww.to/151mqoE](#)

Details



HootSuite @hootsuite

56m

Look Ma, no hands! 7 ways to use scheduled tweets:

[ow.ly/jWBWO](#) by [@awsamuel](#)

Expand



Pulse @pulsepad

10 Apr

Try our Importer! [pulse.me/s/jWlz7](#) MT [@kiLearning6h](#) Is there a way to import google reader feeds at once? Maybe even the categories?

Retweeted by Camille Reynolds

Expand



ronfriedmann @ronfriedmann

3h

"ReInvent Law:" You Have Spoken [@AdamSmithEsq](#) [bit.ly/ZpB9BU](#)

|| Survey suggests bleak BigLaw future

Expand



<http://reinventlaw.com/>

<http://www.ravellaw.com/>

<http://law2050.com/>

What Else?

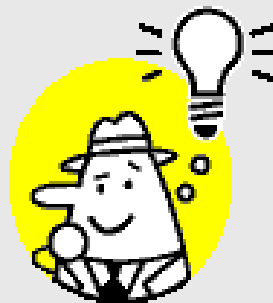
Seize the Day!

Attitude, Creativity, Collaboration, and Tech

The new success formula for law librarians

By Monice M. Kaczorowski and Jaye A. H. Lapachet

AALL Spectrum December 2012



Create a culture of creativity in your library that embraces creative problem-solving and creative reference solutions, as well as using old tools in new, innovative ways.


Assign one librarian to update your social media presence, friend attorneys and staff, and monitor feeds. Assign your entire staff to help create content.

The New Normal=Constant Change

Excerpted from: “Dancing with Digital Natives” AALL Spectrum May 2012, Vol. 16 No. 7

Characteristics of Digital Natives (DNs)	Implications
DNs like to network, collaborate, and share.	DNs will seek others' opinions and engage in creative communication. Willing to rethink copyright and plagiarism rules.
DNs are less concerned with privacy, as evidenced by the proliferation of social media, online banking, and online shopping.	For DN's, convenience may trump privacy.
DN's search techniques include bouncing, skimming, and overprinting.	DNs move quickly from one resource to another without close reading.

Excerpted from: “What does ‘Professional’ Look like Today”
http://blogs.hbr.org/cs/2012/05/the_new_professional.htm
 |

Old Professional 	New Professional
I am closed to the world	I am open and accessible to the world, strengthening my relationships with people
I can't make mistakes in public	I am human, when I inevitably make mistakes, I apologize quickly and sincerely.
I don't reveal my personal interests to the world	My interests, hobbies, passions make me interesting and attractive
I am expected to have the answers to questions	I am searching for answers with my network of colleagues and supporters
Power is taken and held	Power is shared and grown

Questions?



Camille D. Reynolds, MLS

Director of Risk Management & Information Services
Fenwick & West LLP



@lawlibgnawledge

<http://www.linkedin.com/in/camillereynolds>