



TECHGEAR

The Rover Puck 4G Hotspot (\$150 plus service fees) is a 4G device that supports up to eight Wi-Fi devices at up to six megabytes per second. The only catch is it does not support 3G — you must be in a 4G-covered area.



WEBLINKS



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ReQall.com

For a sole or small firm practitioner with no administrative staff who may be away from the office or on the go often, this system keeps track of tasks and appointments. Speaking your tasks or reminders into your mobile phone, ReQall automatically updates them directly to your calendar system, such as Outlook.

VDict.com

I speak fluent Vietnamese and have been fortunate to have several Vietnamese clients, many of whom do not speak English, do not speak English well, or do not have a good understanding of the legal system. In communicating with my Vietnamese clients, I often find that I am searching for how to spell or describe certain words, concepts, or how to phrase certain legal matters in Vietnamese. This website is extremely helpful during those times.

The Visible Embryo (www.visembryo.com)

This website has a pregnancy timeline detailing the development of your little one from inception to term. When my wife and I were expecting, it was useful to learn how our child was developing on a week-to-week basis.

The Big Three: Using Social Networking Sites To Connect with Employers and Clients

BY AMANDA C. ELLIS

According to SimplyHired.com, 86 percent of job seekers use online tools, including social networking sites, in their job searches.¹ Lawyers are among the job seekers using social networking sites, and many lawyers have obtained jobs through relationships they developed on the three most popular sites — Facebook, LinkedIn, and Twitter, known collectively as the “Big Three.”

If you are exploring new career opportunities, consider the following ideas to connect with potential employers on the Big Three sites. Even if you are happy with your current job, you may still want to consider the following ideas to connect with clients on the Big Three.

FACEBOOK — BRANCHOUT

BranchOut (www.BranchOut.com) is a Facebook application that allows you to see where your Facebook friends (and friends’ friends) work or previously worked.

Job Search

You can use the BranchOut application when preparing for interviews. Enter the name of the firm where you are interviewing on www.BranchOut.com, and BranchOut identifies your Facebook friends who currently work at the firm and previously worked at the firm. For example, BranchOut may reveal that a childhood friend knows someone at the firm where you are interviewing. You can contact your childhood friend for more insight about the firm or an introduction to your friend’s contact at the firm.

Client Development

You can also use BranchOut to connect with corporate clients or potential corporate clients. Enter the name of a company that is a client or potential client. BranchOut identifies your Facebook friends who currently work at the company and previously worked at the company. For example, BranchOut could reveal that your college roommate’s spouse is the general counsel of the company. If the company is a potential client, your former roommate may be able to make an introduction.

LINKEDIN — COMPANY SEARCH

LinkedIn’s Company Search is another tool that assists lawyers in identifying contacts at a firm or company. From the main menu across your LinkedIn home page, click on “More” and then “Companies.”

Enter the name of a firm where you are interviewing. LinkedIn identifies current employees at the firm who are in your LinkedIn network, including your LinkedIn connections who work at the firm and your connections’ connections who work at the firm. As with BranchOut, you can approach your connections at the firm for more insight or an introduction to someone who works at the firm.

Client Development

You can also enter the name of a company that is a client or potential client in LinkedIn’s Company Search and determine if any of your connections (or connections’ connections) work at the company.



AMANDA C. ELLIS is a legal recruiter based in Dallas and the author of the newly published book, *The 6Ps of the BIG 3™ for Job-Seeking JDs*. Ellis blogs at www.6psbig3.com and tweets at twitter.com/aellislegal.



TWITTER — TWITTER CHATS

While Facebook's BranchOut and LinkedIn's Company Search identify your existing relationships with firms and companies, Twitter is the best platform for forging new relationships. One way to build new relationships is to participate in a Twitter Chat, an organized group discussion on Twitter at a specific time. Many attorneys are reluctant to jump on Twitter and begin engaging with other users. A Twitter Chat can make the engagement easier since there is a designated discussion topic.

There are more than 140 organized Twitter Chats on a variety of topics — job search, blogging, public relations, small business ownership, the health care industry, and more. *Anyone* may participate in Twitter Chats by tweeting questions, responding to questions, commenting, or just observing. The only requirement is to include a certain keyword (called a "hashtag") to alert others that you are participating. To view a Twitter Chat, do a search for the chat's hashtag on **Twitter.com** or on a Twitter application, such as TweetDeck.

Job Search

Three Twitter Chats job seekers may find helpful include:

1. **#LawJobChat** — A monthly chat that happens on the last Thursday of each month at 8 p.m. (CST) (the hashtag is #LawJobChat). Disclosure: I am a co-host of this chat.
2. **#JobHuntChat** — A weekly chat held at 9 p.m. (CST) Mondays. (hashtag: #JobHuntChat)
3. **#u30pro** — A weekly chat for young professionals at 7 p.m. (CST) Thursdays. (hashtag: #u30pro)

#LawJobChat focuses on legal careers. Example chat topics and hosts include:

- Lessons for Lawyers Looking to Leave BigLaw — Guest co-hosts included four former BigLaw attorneys who went on to other careers in legal and non-legal industries.
- Working as a Freelance Lawyer — The guest co-host was a veteran

freelance lawyer.

- Landing an In-House Law Job — Guest co-host was the general counsel of a \$2.5 billion company. (See www.twitter.com/lawjobchat)

#JobHuntChat focuses on general topics for job seekers that are not specific to the legal field, but still helpful. #JobHuntChat usually covers three or four topic per chat. Past topics include:

- Value of informational interviews;
- frustration with recruiters; and
- landing out-of-town interviews. (www.twitter.com/jobhuntchat)

#u30pro focuses on issues and trends surrounding young professionals. Like #JobHuntChat, #u30pro usually covers three or four topics per chat. Past topics include:

- Staying positive in a professional

slump;

- finding the right mentor; and
- how to be creative. (www.twitter.com/u30pro)

Client Development

Finally, you may want to participate in a Twitter Chat to build new business relationships or learn more about the industries you represent. Review the following link to review all 140 Twitter Chats and find one that may benefit your practice: <http://bit.ly/aahSis>. For example, if you represent clients in the pharmaceutical industry, you may want to participate in an industry-based chat, such as #SocPharm, to learn more about the industry. ❖

NOTES

1. <http://www.scribd.com/doc/39206363/Todays-Job-Seeker-Report>



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increase your bottom line.*

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