
§ 3.7**Social Media***Form Buddies*

START BUILDING YOUR PARALEGAL NETWORK NOW

While we have discussed some of the risks of using social media in Volume 1 of this textbook, it needs to be said that there are some powerful aspects to networking in your professional capacity.

First and foremost, building a network of paralegals and other legal professionals can place you in a position to be notified about job openings.

Another positive aspect of social networks is the ability to reach out to other paralegals if you are having problems finding a form or an example of a document.

Both positive aspects need to be approached carefully. There are real concerns about client and law firm confidentiality when engaging with social media, so follow these rules:

- *Create a new persona for your professional life Do not pretend you are another person with another name. Just create a more polished image of yourself.*
- *Keep your professional identity, and life, separate from your personal networks*
- *Never discuss client issues*
- *Never discuss law firm issues*
- *Never initiate or participate in gossip*
- *Be open to helping others*
- *While Facebook is the most popular social media platform, consider using LinkedIn as your go-to network for professional purposes.*