

# Web 2.0: Sex, Drugs & Rock n Roll of Tough Times

Jaye A. H. Lapachet  
& Camille D. Reynolds

Internet Librarian  
October 27, 2009



# Who We Are

Jaye



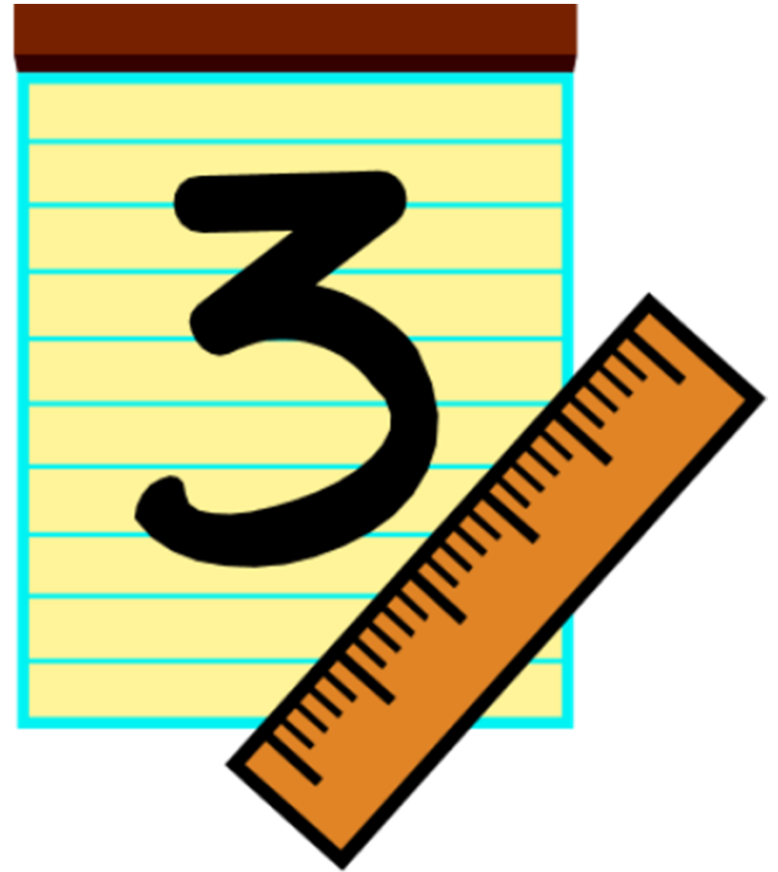
Camille





# Our three main rules:

- Protect who you are
- Protect your time
- Be realistic



# Why Oh Why?

- **Get Out There**

- Library Marketing
- Be Where the People Are
- Partner with Marketing
- Raise the Library's profile





# Be where your users are

The screenshot shows a Twitter profile for 'CPDB Librarian'. The header includes the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The profile section displays the name 'CPDB Librarian', location 'San Francisco', and bio 'Professional law librarian helping attorneys serve clients efficiently'. Below this, a section titled 'Your 87 followers' lists three followers: Nate Garhart, Cynthia Rowland, and Jonathan R. Bass. Each follower entry includes their profile picture, name, location, a 'Following' status with a checkmark, and a settings gear icon. Nate Garhart's bio mentions 'rademark rights' and a link to bit.ly. Cynthia Rowland's bio mentions a post about 'Leadership, Women, Lawyers: Practical Tips for Blogging' with a link to twitthis.com. Jonathan R. Bass's bio mentions hope for Obama's Nobel Peace Prize and a date of 12:11 PM Oct 9th.

**twitter** Home Profile Find People Settings Help Sign out

**Your 87 followers**

**Name** CPDB Librarian  
**Location** San Francisco  
**Bio** Professional law librarian helping attorneys serve clients efficiently

**ngarhart** ✓ Following

Nate Garhart | San Francisco, CA  
"Never Stop Enforcing" [ rademark rights] <http://bit.ly>

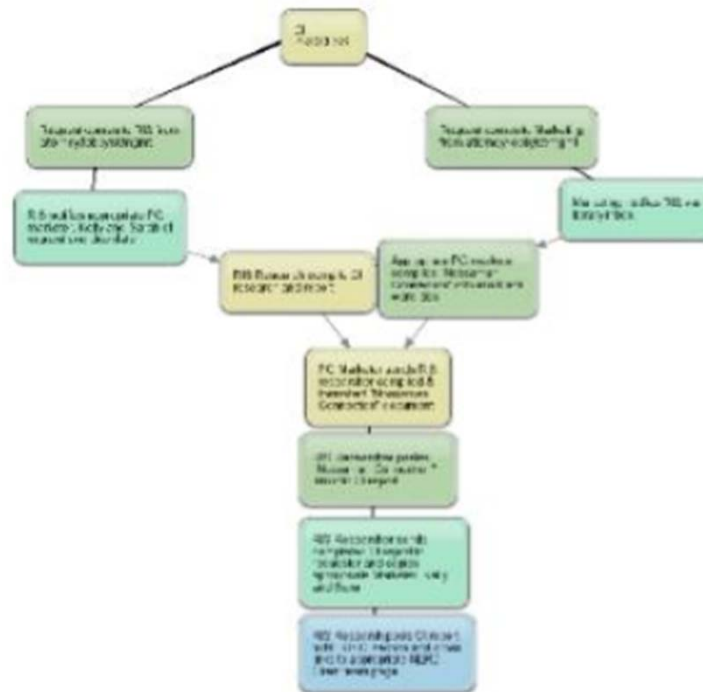
**CynthiaRRowland** ✓ Following

Cynthia Rowland | San Francisco  
Just posted: "Leadership, Women, Lawyers: Practical Tips for Blogging" (<http://twitthis.com/6aos22>)  
11:22 AM Oct 11th

**JonRBass** ✓ Following

Jonathan R. Bass | San Francisco  
I hope all the hostility to Obama's Nobel Peace Prize doesn't lead to war with Norway. 12:11 PM Oct 9th

- Marketing
- **Test bed for concept before spending money on a more robust tool**



# Why Oh Why?

- Library Marketing
- Be where the People Are
- Test bed for concept before spending money on a more robust tool
- Share and share alike or have password; will travel

The screenshot shows a Google Docs interface for a presentation titled "IL 2009 Bibliography". The document is in "EDIT" mode. A blue oval labeled "Presentation Wiki" is overlaid on the main content area. The sidebar on the right shows "All items" with a list of documents: "Web 2.0: Sex, Drugs & Rock n Roll", "Internet Librarian 2009", and "Presentation Outline Ideas". A blue oval labeled "Google Docs" is overlaid on the sidebar. The main content area includes a list of useful articles and resources to cite or include in the presentation.

**IL 2009 Bibliography**

last edited by [Carole](#) 2 hours ago

[Back to IL 2009 Web 2.0 page](#)  
[Back to the Tools page](#)

[Seminar Materials](#)

**Useful articles and resources to cite or include in the presentation:**

- Put into SLIDES: <http://www.resourceshelf.com/2009/10/12/why-email-no-longer-rules/5e235825a6/>
- Great article similar to ours, lays out the steps to implementing web 2.0 and some pitfalls <http://www.infoday.com/cimag/oct09/Cvetkovic.shtml>
- USA Today article, pull quote for slides [http://www.usatoday.com/tech/news/2009-09-22/facebook-photo-sharing-tagging\\_N.htm](http://www.usatoday.com/tech/news/2009-09-22/facebook-photo-sharing-tagging_N.htm)
- [10 Great Tools for Tracking Mentions of Your Brand Across the Web](#)
- [11 Ways to Lose Friends and Followers Online](#) (Twitter updates, useful for FB as well)
- CL2009: Pecha Kucha: 2.0 top tips - <http://librarianinblack.typepad.com/librarianinblack/2009/03/cl2009-pecha-kucha-20-top-tips.html>
- [How to Avoid StumbleUpon Email Spam](#) (StumbleUpon tips and tricks as well as an intro)
- Managing Social Networking Tools by Marydee Ojala, Online, May/June 2008, p. 15. Time management with social networking tools: some tips on dashbo
- That Twitter Thing - [http://slaconnections.typepad.com/info\\_center\\_blog/2009/07/that-twitter-thing.html](http://slaconnections.typepad.com/info_center_blog/2009/07/that-twitter-thing.html) (basics of Twitter with some info about why it is goo
- Ultimate Guide to Twitter Hashtags - <http://www.searchenginejournal.com/twitter-hashtags/5119/>
- Using 2.0 search tools to find training/webinars etc. <http://www.geekieweblog.com/2009/06/how-to-find-upcoming-webinars-using-web.html>



# Why, Oh Why?

- Library Marketing
- Be where the People Are
- Test bed for concept before spending money on a more robust tool
- Compare wiki software <http://bit.ly/k54NC>
- Share and share alike or have password; will travel
- **Extend Staff and have fun**

## ☆ FrontPage

last edited by  Jocelyn 1 mo ago Page history

## RIS Library 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.

[Searching for Dockets](#)

[Cite Checking Training](#)

[Basic Reference Tips](#)

[Library Email Inbox Procedures & Protocols](#)

[Lobbying Research Resources](#)

#### General:

[Duty Realignment & Backup Plan](#)

[Quick Reference: Interwoven Doc Numbers](#)

[Inter-Library Loan](#)

[Library Computer Log In's](#)

[Useful Items](#), i.e. notes from meetings, resources, etc.

[Interaction](#)

[Climate Change](#) folder

### Automation/Cataloging

#### Checking in Materials

- [Check-in Worksheet](#)
- [Check-in Procedures FAQ](#)

[Routed Materials](#)

[Invoice Procedures](#)

[Office Copies](#)

[Style Sheets](#)

[Library World](#)

[Cataloging Task Force](#)

## ☆ FrontPage

last edited by  anr@... 3 hrs ago

 Page history

## Welcome to CPDB Library Wiki

### Acquisitions

Notes about requested, proposed and deferred purchases. Notes about general requests to purchase books in a practice or subject area.

### Basics

Miscellaneous library protocols re: customer service, image, etc. See Procedures, Cataloging, Acquisitions, etc. for functions.

### Blogs, Delicious, Facebook, Wikis & other social networking tools.

- CPDB eDiscovery - <http://cpdbediscovery.blogspot.com>
- CPDB Conservation Easement - stopped in summer 2007. Will resume as time permits.
- Del.icio.us: <http://del.icio.us/cpdblib> - UN: cpdblib; PW: librarygirl
- Judicial Profiles wiki: <http://judicialprofiles.pbwiki.com> Password: librarian
- Lexis-Nexis/CPDB Library Wiki: <http://cpdbln.pbwiki.com> Password: fun
- MSFLG wiki: <http://mstlg.pbwiki.com>

From: PBworks Changebot [do-not-reply@pbworks.com]  
To: Lapachet, Jaye  
Cc:  
Subject: cpdblibrary was edited

Sent: Tue 10/13/2009 9:48 AM

## Recent changes on [cpdblibrary](#)

- Page [FrontPage](#)

### Page [FrontPage](#)

edited by [anr@cpdb.com](#)

Inmagic Report Inventory 2008  
Cynthia's Projects During Andrea's Vacation  
[Cynthia's Projects Week of Oct. 12, 2009](#)  
Journals  
Andreas Journal

Edited at 9:47 AM on October 13, 2009

[Manage your notification settings or just unsubscribe](#)

## ★ FrontPage

last edited by  Jaye Lapachet 4 mos ago

 [Page history](#)

### **Coblentz / LexisNexis Project Collaboration Tool**

Rules for this tool:

- This is a Coblentz team tool only. It is not to be shared outside the coblentz team without Jaye's permission. Jaye will invite anyone who needs to be included.
- Add the date and then your comment or status report.
- Move completed items to the completed area of each section. If there is not a completed area, please create one.
- Update your contact information as needed.
- Make sure your profile is set to notify you of any changes to the wiki.

[Articles to Review](#)

[Contacts](#)

## Judicial Profiles

 This free trial of Professional Edition is limited to 3 users or less. [Click here](#) to purchase Professional Edition.

VIEW

EDIT

☆ JonTigar

last edited by  Jaye 3 yrs ago

 Page history

### Jon Tigar

#### Biographical Information

Born: October 1962

Appointed: Jan. 24, 2002, by Gov. Gray Davis

Law School: Boalt Hall School of Law, 1989

Previous Judicial Experience: None

[Roster information, Alameda Superior Court](#) (added 11/15/2005)

#### Articles

- Bio: Recorder, "Judge serves justice with side of wry humor," Tuesday November 8, 2005 pg.4, col. 1. (added 11/15/2005)



# Change focus



# Calendars 2.0

## Calendar

help adding events | shortcuts! detailed entry

Add a new event here...

Calendar navigation icons: RSS, Google, iCal, and a calendar icon.

	Sun 3	Mon 4	Tue 5	Wed 6	Thu 7	Fri 8	Sat 9
MAY			Schedule pre-				
10	Mother's Day	11	12	13	14	15	16
17		18	19	20	21	22	23
		Conduct PG pr					
24		25	26	27	28	29	30
		Memorial Day					

# Wiki Best Practices



1. Have rules about data entry
2. Set clear expectations about who does what and when
3. The more people involved the more rules

## ☆ Cite Checking Training

Last edited by Jane Towell 8 months ago

Page history

### Cite Checking Procedures

(Jane)

#### Reference Tools

The Bluebook, A Uniform System of Citation, 18<sup>th</sup> ed.)

Legal Citation Style Guide <http://www.legalcitation.net/>

Introduction to Basic Legal Citation, Peter Martin, (Cornell LII, 2007) <http://www.law.cornell.edu/citation/>

Prince's Dictionary of Legal Citations, 7<sup>th</sup> ed., Mary Miles Prince

This is a suggested procedure for cite checking a brief or other document.

Citation format – The preferred citation format of the attorneys The Bluebook (see Reference Tools). When checking citations using Shepard's, Keycite or Autocite, check the brief against the format of the citation in the service you are using, but if it differs from what the attorney has in the document, check the Bluebook or one of the other sources above which use Bluebook format. Do not automatically use the format in Shepard's, Keycite or Autocite.

- 1) Run report on document in Lexis Nexis Checkcite (under Legal Applications on your Start menu). Checkcite will review your document, using either Shepard's or Autocite and check quotations. You can set up various options sets.
- 2) Using Checkcite report, go through the brief, looking for citations and comparing against the report.
- 3) The Checkcite report does not pick up all citations in a document such as U.S. Code, C.F.R. or secondary sources such as Moore's Federal Practice. Look for any citation format.
- 4) Check each citation for:
  - 1) Correct spelling of parties names, court and year;
  - 2) Appellate history of case. Whether it is has been affirmed or reversed, appealed to U.S. Supreme Court.
  - 3) Correct citation format.

Notes on specific citation formats:

D.C. Court of Appeals (This is the highest "state" court in the District of Columbia **not** the federal US Court of Appeals, D.C. Circuit) . Refer to the Court's Citation Guide [www.dcappeals.gov/dccourts/docs/Revised\\_Citation\\_Guide.pdf](http://www.dcappeals.gov/dccourts/docs/Revised_Citation_Guide.pdf) when citechecking a brief for this court.

Electronic court citations: Make sure to use the correct format including the full date of the decision, i.e.,

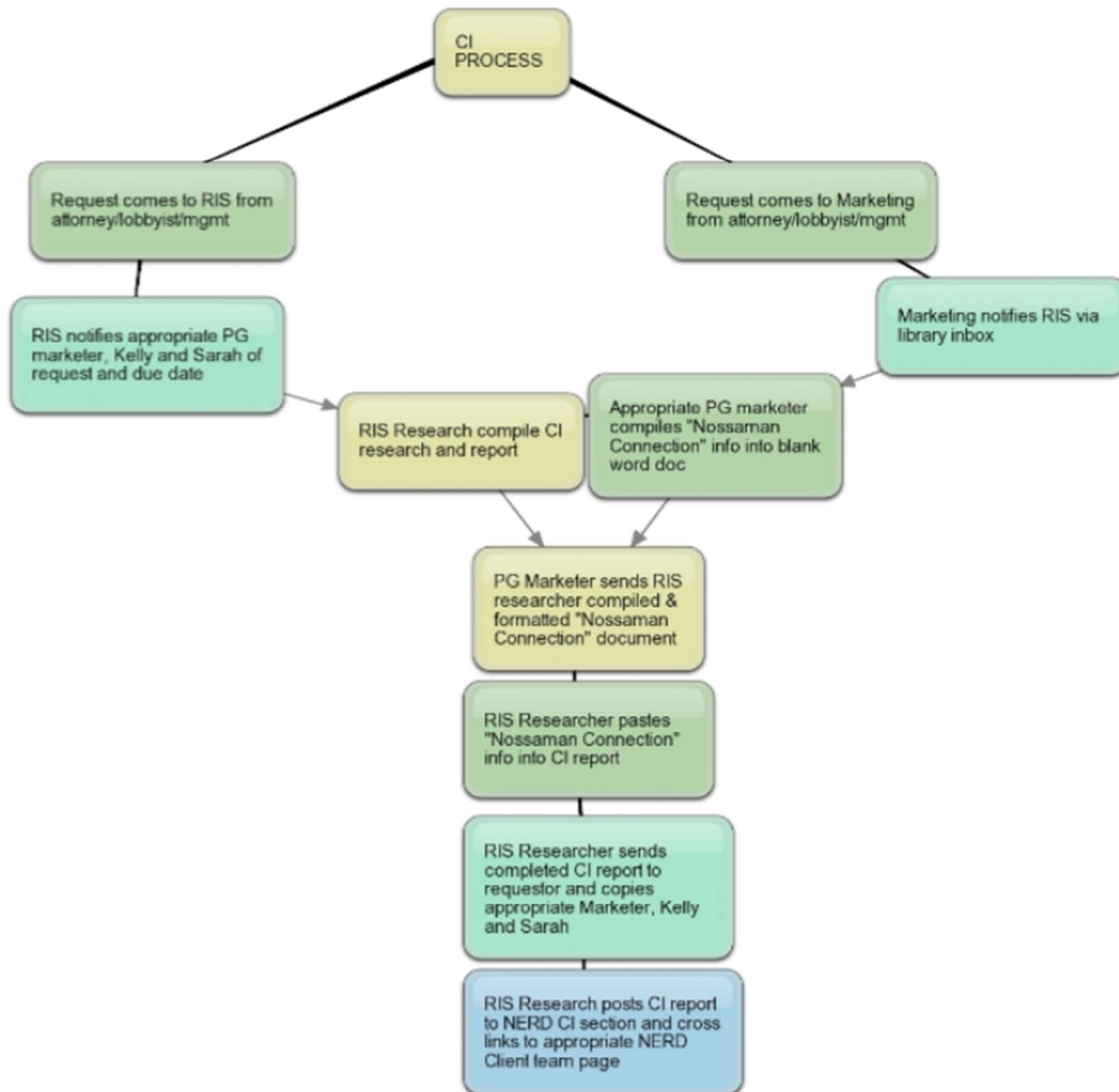
*West v. East*, 2008 WL 1234 (D.D.C. Oct. 9, 2008)

- 5) Check all quotes from cases and secondary sources. Check that the correct page is cited. If the document has quotations from internal case documents, check with the attorney to see if he wants these checked and get the source documents. Checkcite will check quotes, but often misses block quotes so you will have to pull the case and check those.

# BubblUS

- Mind mapping tool
- Free
- Applications
  - Process mapping
  - Workflow analysis
  - Procedure development







# Clipmarks

**cpdblib**

Clips Pops Comments

**Database of Farms and Growers**

by cpdblib 7-16-2009

Food and Beverage group: this db may be for you

**sort of a cite**

by cpdblib 7-15-2009

FYI

**Women in Law Firms**

by cpdblib 11-20-2008

NAWL issued its annual report on the status of women in law firms.

**Law Libraries are here to Stay**

by cpdblib 10-29-2008

Internet is a useful tool, but cannot replace knowledgeable and helpful librarian:

**Members of the Community?**

by cpdblib 7-29-2008

Inmagic, our Library software vendor, reports on a Library Journal poll about wt

showing 5

Filter

facebook Home Profile Friends Inbox Law Library Settings Logout Search

**Database of Farms and Growers**

clipped from: [www.researchbuzz.org](http://www.researchbuzz.org)

Database of 15,000 Farms and Growers

While I was writing the story on the new Merriam-Webster dictionary words I did several experiments with the new words. One of the words I experimented with — locavore — lead me to this great story about a database of over 15,000 growers around the country on a website built by Dan Sutton. His database, LocavoreNetwork, was launched in mid-May and is available at <http://www.locavorenetwork.com/>.

There's actually a lot going on on this front page, with information on food safety, some forums (not very active), recommended books and

edit clip 0 comments

clipped by Law Library 16 Jul 2009

view list clip 1 of 8

My Friends My ClipCasts My Clips Diversity Library My Favorites My Clippers Popular Clips

Share clips with your friends...

Jana Eleanor

Add more friends

Applications Bookmarks Chat (1)

# Clipmarks

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clip 1 of 1

My Friends My ClipCasts My Clips Clivity Library My Favorites My Clippers Popular Clips

Share clips with your friends...

Jana Eleanor

Add more friends

# Clipmarks

The image shows a screenshot of a web browser displaying a Facebook page for 'cpdblib'. The page features a list of clips, including 'Database of Farms and Growers', 'sort of a cite', 'Women in Law Firms', 'Law Libraries are here to Stay', and 'Members of the Community?'. A red circle highlights a specific clip titled 'Database of Farms and Growers'.

**Database of Farms and Growers**

clipped from: [www.researchbuzz.org](http://www.researchbuzz.org)

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Clipped from: [www.researchbuzz.org](http://www.researchbuzz.org)

edit clip

0 comments

Share

clip 1 of 6

My Friends

My ClipCasts

My Clips

Clivity

Library

My Favorites

My Clippers

Popular Clips

Share clips with your friends...

Jana

Chen

Add more friends

showing 5

Filter

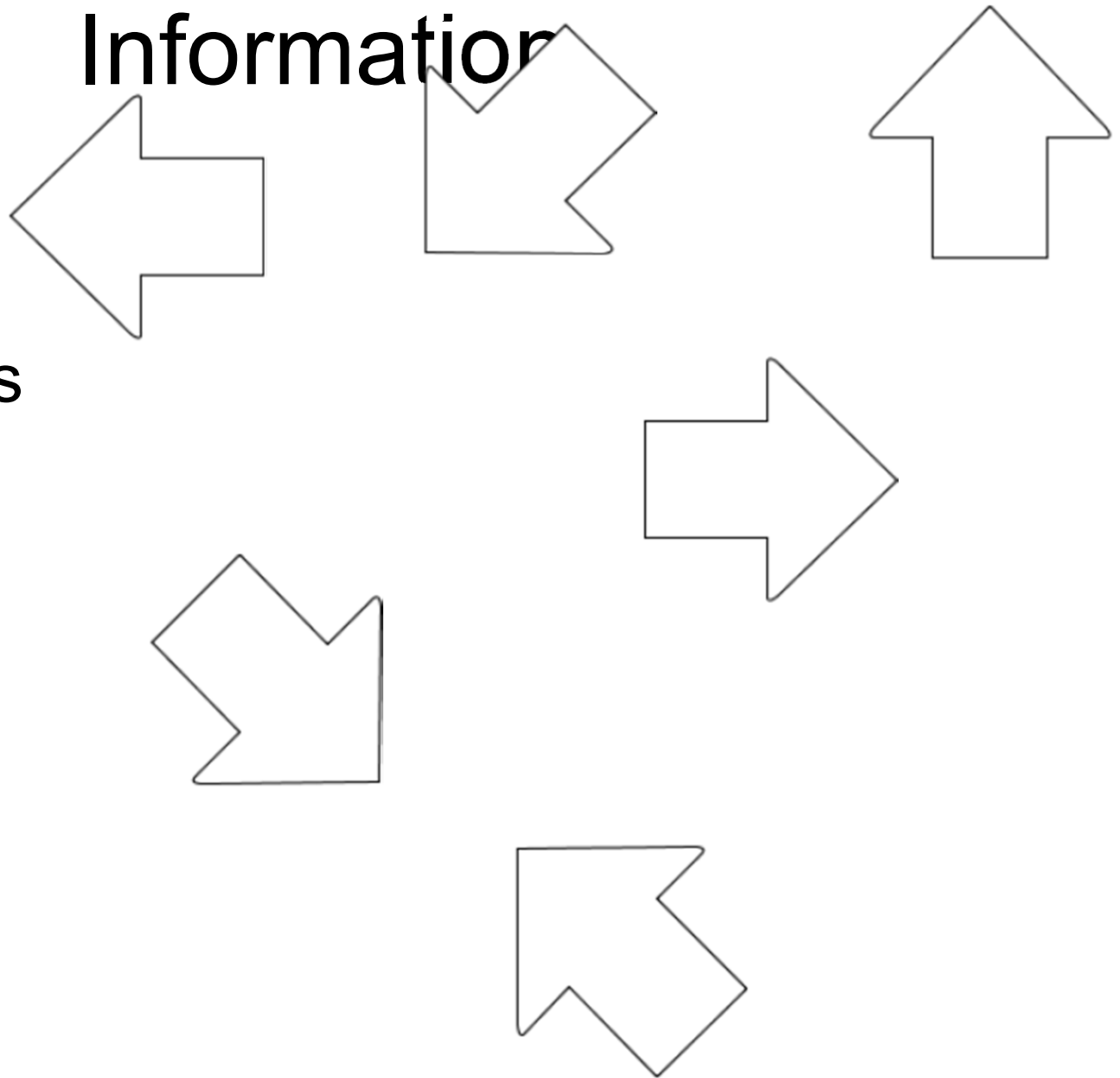
POPS

POPS

POPS

# Refeeding/Repurposing Information

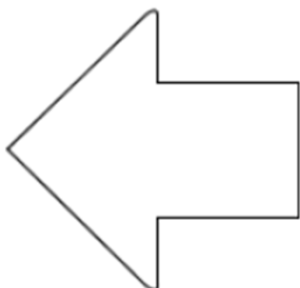
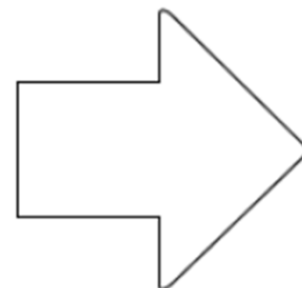
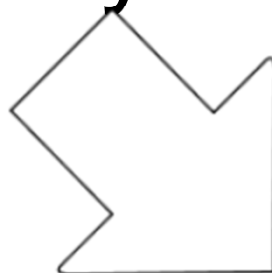
- FriendFeed
- FB apps
- Twitter pitfalls



# Refeeding/Repurposing Information

- Twitter pitfall:

Law Leyebrary @coolatty we put the  
book in your office



# Refeeding/Repurposing Information

- Twitter pitfall:

~~Law Leyebrary @coolatty we put the  
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## the library

View Photos of Me (1)

Edit My Profile

We want to be where our staff and attorneys are and help them via social media as well as regular channels.

## Links

3 of 81 links

See All

Google Fast Flip  
8:51am Sep 30

Remote Control  
8:47am Sep 30

Awesome Stories  
10:46am Sep 9

## Simplaris Blogcast

CPDB eDiscovery

**Case Law Update and E-Discovery News**  
Case Law Update and E-Discovery News  
January 2009 - Volume 9 Issue 1

Inside This Issue:

- Recent ESI Court Decisions
- Practice Points: Year In Review: Courts Unsympathetic to Electronic Discovery Ignorance or Misconduct
- News & Events

**FW: Case Law Update and E-Discovery News**  
Case Law Update and E-Discovery News

Case Law Update and E-Discovery News

**Law Leyebrary** catching up from a week of contract negotiation preparation  
last Thursday clear

Wall

Info

Photos

Boxes

Books

FriendFeed



What's on your mind?

Attach:



Share

Options



## Law Leyebrary

Law posted on **CPDB eDiscovery**  
Questions About Electronic Discovery? Learn From The Pros

September 16 at 5:46pm via FriendFeed · Comment · Like · View your complete FriendFeed · Comment on FriendFeed



## Law Leyebrary

Law posted on **Twitter**  
"is working on contract negotiations"

September 15 at 3:42pm via FriendFeed · Comment · Like · View your complete FriendFeed · Comment on FriendFeed



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**Law Leyebrary** Thanks to the ALM legal blog alert for this story of a successful trial lawyer with a hobby. Remove



## Awesome Stories

Source: awesomestories.com

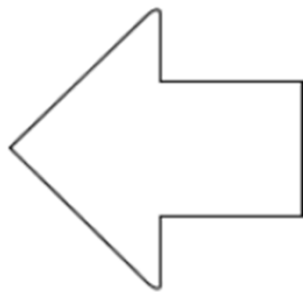
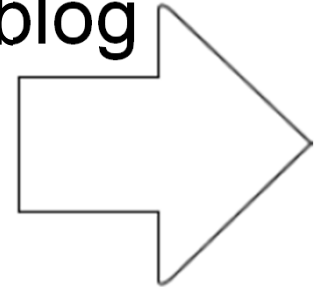
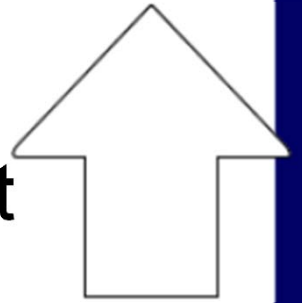
Enjoy these great stories as you see thousands of hand-selected and relevant pictures, slide-shows, videos, audio-clips, documents and other primary sources linked, in context, where you need them. Click ...

September 9 at 10:46am · Comment · Share

## RECENT ACTIVITY

# Refeeding/Repurposing Information

- Get info from other sources AND give credit
  - Intersect Alert
  - beSpacific
  - Periodic blog posts from your firm's blog





## the library

View Photos of Me (1)

Edit My Profile

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3 of 81 links

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Source: awesomestories.com

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September 9 at 10:46am · Comment · Share

## RECENT ACTIVITY

# SlideShare on LinkedIn

## SlideShare Presentations



### Using Fb In A Law Firm II2008

31 mins ago

[View more presentations from Jaye](#)

[View presentations from Jaye's connections](#)

[Most viewed presentations on LinkedIn](#)

[+ Add SlideShare to your profile](#)



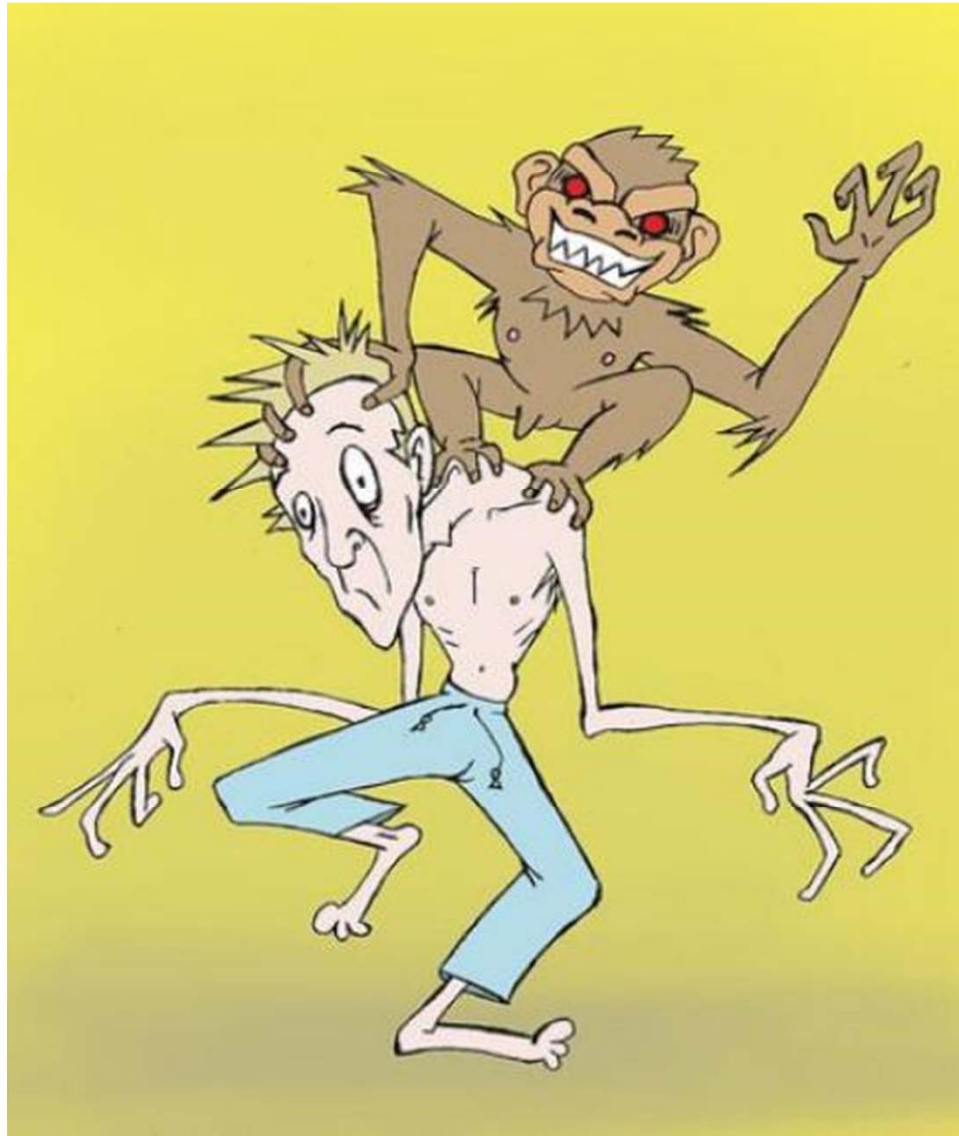
# ■ Refeeding/Repurposing Information

- Partner with other departments to post information relevant to them.
  - IT
  - Marketing
  - Admin stuff such as new forms





# Privacy and Client Confidentiality



Thanks to [http://www.flickr.com/photos/eric\\_barr/2468669492/](http://www.flickr.com/photos/eric_barr/2468669492/)



# It's about Content

Wall

Info

Photos

Boxes

Free Stuff From THE

Write something...

Attach:     

Share

 Filters

 has no recent posts.

# It's about Content



The image shows a screenshot of a social media wall interface. At the top, there is a navigation bar with tabs labeled "Wall", "Info", "Photos", "Boxes", and "Free Stuff From THE". Below this is a text input field with the placeholder text "Write something...". Under the input field, there is an "Attach:" label followed by icons for adding photos, videos, links, and a dropdown menu. To the right of the input field is a blue "Share" button. Below the input field and attachment options, there is a search icon and the word "Filters". At the bottom of the wall, there is a message that says "has no recent posts." with a small green square icon to the left of the text.



**Insert Status and info  
here**

# It's about the Content Management, Silly!

- "What Facebook did was people-centric, not photo-centric, and that was the huge shift," says James Joaquin, a co-founder of what is now Kodak Gallery (formerly Ofoto). From USA Today 9/23/09 "Facebook's 'tagging' option is a big hit with photo sharing" <http://bit.ly/342h5j>

# Just Do It!

Forget all the sensible implementation strategies  
and go for it!



# Questions?? & Thank you!

## ***Jaye A. H. Lapachet***

Manager of Library Services  
Coblentz, Patch, Duffy  
& Bass LLP  
San Francisco, CA  
<http://www.linkedin.com/in/jlapac>

## ***Camille Reynolds***

Director of Research & Information  
Services Nossaman LLP  
San Francisco, CA  
<http://www.linkedin.com/in/camillereynolds>

