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# **BLOGS:** A Discussion of Current Trends, Benefits & Pitfalls

**Panelists:**

**Mary Abraham**

**Sean Brady**

**Kevin O'Keefe**

## Speakers

- **Mary Abraham**
  - Counsel, Debevoise & Plimpton LLP
- **Sean Brady**
  - Applications Integration Manager, Vinson & Elkins LLP
- **Kevin O'Keefe**
  - CEO, LexBlog, Inc.

# Where Are We Now?

## A Quick Survey by Show of Hands

- How many of you blog?
- How many of your firms have internal blogs?
- How many of your firms have external blogs?

# Good Internal Uses of Blogs To Consider for your Firm

- Discussion Forum/Discussion Board
- Best Practices Advice
- Firm or Policy Broadcasts
- Project Status Updates
- Personal Knowledge Management

# Adoption Considerations

- Like all Social Media Tools, it works best when People Opt In.
- Embed the Blogs in your standard workflow.
- Reduce or Eliminate Extra Overhead for Knowledge Management.

# Outlook Challenges

- Most Potential Blog Communication Currently Occurs via E-mail.
- People are “stuck” in E-mail and rarely imagine alternatives.
- Outlook Folders are NOT Collaborative.
- Outlook is a “Bermuda Triangle” of valuable Firm knowledge.

# Outlook Opportunities

- Outlook is a suboptimal tool for personal knowledge management.
- If integrated sensibly with your blogs, Outlook can be a helpful stepping stone to Enterprise 2.0 activity.

# What Are the “Ideal Conditions” for Internal Blogs?

- Start with the Right People
  - An established team or group that already works together
  - Client or Matter Teams
  - Administrative Teams

# Ideal Conditions...

- Identify groups within the firm who are in regular communication with each other
  - Practice Groups
  - Subject Matter Experts
  - Groups based on role (e.g., Partners, Junior Associates, Helpdesk Specialists, etc.)
  - Affinity Groups

## Ideal Conditions...

- Recruit the group heads and thought leaders.
  - Involve them in recruiting others.
  - Ask them to support new users.

# Firm Culture Is Key

- Do you have a command-and-control firm culture? Do you have an open, transparent culture?
- Your adoption rate will be materially affected by your firm culture.

# External Blogging

- It's NOT about CONTENT



# External Blogging

- It's NOT about TECHNOLOGY



# External Blogging

- It's about **RELATIONSHIPS**



# Q&A



