

Popular Threads on Solosez

Google Etiquette

I wanted to get some thoughts on appropriate "Google etiquette." I typically google most attorneys who give me a card and also OC's. I may also google clients. It's generally a curiosity thing, though sometimes, I will discover common ground (e.g., shared practice area or alma mater).

What is the etiquette of sharing information learned on Google? For example, let's say that I discover that an OC went to my law school - would that be something to mention as part of making small talk? If I see that an OC lost a case, do I mention that when we talk? What about attorneys who I meet?

How do you handle information that you learn through google? And how do you feel when you've been googled (i.e, that someone looked you up on google and mentions it)

Carolyn Elefant

My personal view is that it is not news what can be obtained by Google. Similarly, law school and other information is part of additional resources easily obtained.

If dealing with a Luddite, you could always say "I heard" before "you went to law school at XYZ" or whatever. It is an unattributed comment. Similar approaches are "I was asking around about you and..." or "I ran into someone who told me..." and are sometimes viewed as social conventions.

Of course if you wanted to make someone uncomfortable, there would be an alternative approach. Targeted correct comments about background without explanation might be useful in some situations

Darrell G. Stewart, San Antonio, Texas

I routinely do the same thing and occasionally use other resources. From my point of view, I never bring up anything I find that has the slightest negative connotation associated with it, i.e., initiate discussion about a case they lost. Most people seem surprised, and somewhat flattered I think, that I took some time to show interest in who they are. Conversely, if you use Accurant and tell them their addresses for the last 15 years and driver's license number; they will probably consider you either as a potential stalker or a compulsive snoop.

D.A. "Duke" Drouillard, Nebraska

It is information. The source of it seems irrelevant. What you do with it should not depend upon the source to obtain it, particularly when it is

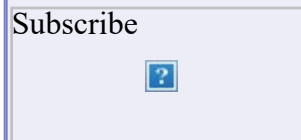


Subscribe to Solosez

First Name

Last Name

E-mail Address



Unsubscribe from Solosez

E-mail Address



Books

Click on the book for more info



obtained legally and from what would appear to be perfectly public records anyone can find.

Jes Beard, Chattanooga, Tennessee

That suggests a useful application of the Google Alert function -- Set up an alert to notify you when news about you hits the web.

John Page

I just finished the book *Never Eat Alone* by Keith Ferrazi, which is all about networking. He strongly suggests 'googling' anyone that you would really like to meet and develop some type of relationship with. He feels its all about connecting, and if you can find some common connection or even show interest in the other person's interest, you are making it easier to develop a relationship. He also said that he wasn't shy in telling the person he'd googled them because the usual reaction was that the person was flattered you bothered. It was an interesting book (I got it on CD and listened on commute). He talked about methods to maintain your contact, looking at meeting lists to select in advance people he would like to meet, maintaining an 'aspirational list' of people he wants to meet someday, and a lot of other good information about building and maintaining a network. Sincerely yours, Mike Caccavo. Barre, Vermont

I think it depends on who you're talking to. I was very happy when a new client told me he had googled my name and was impressed with what he saw, and when combined with other research he had done regarding my background and qualifications, decided to hire me. Two reasons I was happy: (1) he did his homework and still wanted to hire me (that was huge!!!!); and (2) it let me know that I needed to google my own name frequently to make sure there wasn't anything out there that I wouldn't want prospective clients to see. Of course, if what's out there isn't flattering, you might completely freak someone out by mentioning it -- although I think they would still want to know the information was out there.

Rebecca Wright Pritchett, Birmingham, Alabama

All the big psychics are doing this. Toss in one dead-on statement to the usual gaggle of "someone important in your life is feeling sick, yes?" and you suddenly have a believer willing to buy whatever crap you're selling. Look up mentalism books on cold reading at your favorite magic shop and really freak out OCs. Of course, to be optimally effective, you'll probably want to wear a turban, some weird oversized necklace and refer to yourself in the third person as Czarina Elefant. Actually, if you do that, you might not need to do the cold reading.

Steve O'Donnell

Steve, you should be getting paid for career counseling. Not only does

Czarina have a new sideline, she got a promotion and new title as well. You've missed your calling.

As for google, I suspect you shouldn't refer to the information you've found at all -- at least not directly. However, I do google people myself or do other searches, and find that if we have something in common, I'll simply make a mental note. It's not all that hard to bring conversation around in the direction of whatever that info may be.

However, I never try the, "hey, I heard somewhere you like cats..." thing, because there are too many ways for that to turn into a Seinfeld episode. And while I'd love to be promoted to "czarina" (or as I prefer to refer to myself, "She Who Must Be Obeyed", nods to Rumpole), I certainly don't want to become known as George.

Marie Clear, Bartlett, Illinois

[Back to Popular Threads](#)