

Lawford – The Legal World’s Next Social Network

By Elizabeth Liebel

This month, buzz started generating about the newest social network for lawyers (still in beta): Lawford.

What makes Lawford different from LinkedIn and other professional social networks?

Robert Ambrogi, writer and media consultant states, “Recognizing that lawyers are tight on time, Lawford aims to make the sign-up process as painless as possible. To do this, it has assembled data on literally every lawyer in the United States. What that means is that it knows who you are before you ever tell it a thing about yourself.”

(Quote from John Wallbillich’s [Wired GC blog](#))

Lawford eliminates the need to fill out a lengthy social media profile – for lawyers, Lawford does it for them. The social network has registered every law firm in the country. Upon sign in, Lawford asks for your first and last name, and then prompts you to confirm your identity through a few simple questions such as: Confirm your law school, Confirm your practice. Once this short setup process is complete, Lawford brings you to your profile page even equipped with profile picture options they’ve compiled from the Internet.

The social network also allows members to connect with *any* lawyer in the country even non-members. The data they’ve compiled contains (what should be) the correct phone numbers of every attorney in the U.S. Robert Ambrogi’s [report on Lawford](#) explains that it will also include an integration of court opinions and legal articles which will eventually allow members to integrate the cases into discussions.

Lawford plans to contain a Q&A section like LinkedIn and Quora and will allow lawyers to post articles or other important documents to share with the community.

Given the failures of previous legal social networks, Lawford is being watched like a hawk by social media professionals. Will lawyers invest time in yet *another* social network?

Will you join Lawford?