

## Google+ for Lawyers: Is it Worth Your Time?

September 12, 2011 by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#)



### *What is does the +1 icon mean, and what relevance does it have for lawyers?*

Google+ is Google's newest social network. It has features similar to [Facebook](#), but with a few more advantages. For instance, by dividing your contacts into **Circles**, you can segregate your audience. When you publish a post, you get to choose who sees it. When would this come in handy? Say you post an announcement about new billing options in your firm. You may only want to show clients and team members — not your colleagues (competitors). **Circles let you choose who sees what.** You can do the same thing on Facebook, but it's more difficult and time consuming.

Another difference is the **Huddle** feature. Let's say you and your friends are planning a getaway. With Huddle, all of your pals can join a live chat on their phones and text their input as you plan the trip. It happens in real time.

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## What Does It Look Like Inside Google?

Once you're inside Google+, navigating the network is easy. As with other social networks, you simply complete your profile, upload photos, and invite friends. Be sure to follow friends as well so you can promote activity on your **stream**, which is the equivalent to your Facebook wall.

## What Does Google+ Mean to Businesses?

As a business professional, you need to know more about that little +1 button. It's where social networking and search engine marketing come together.

Google+ users have the option of +1'ing or plus-one-ing websites they like. Google takes plus-ones seriously. The more plus-ones a site has, the more weight Google gives it in search. For this reason alone, **you should put the free +1 button on every website and blog you own, then plus-one your sites.** Ask friends, family, employees, colleagues, and clients to +1 your sites, as well. A counter by your +1 button will show how many people have plus-one-d your site.

Ready to jump on the bandwagon?

Take the Google+ Tour today at [www.google.com/+demo/](http://www.google.com/+demo/).

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