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Parallel sub-session 2.2. Networking in social networks: opportunity or fad?

**Peculiarities of Russian legal networking, prehistory.**




1998 – [www.ratum.ru](http://www.ratum.ru). First website where started professional and friendly communication of Russian lawyers, formation of regional connections.




2006 - . More than 1000 groups for lawyers: «Lawyers of the world», «Lawyers of Black-Earth region», «Lawyers of Belarus», etc. 2008 - «LegalPeople – belonging to the profession» created by Alexandre Hvoshinsky, «The market of legal and consulting services» - created by Denis Shiryayev, «Ratum & friends » - created by Olga Romanova, «Legal business» - created by Alla Shishkova. Nowadays it exists but not works, only occasionally – information about any particular event. There are no discussions.




2006 - . Group of students in universities. Groups for lawyers. Groups of law companies. 2009 – were created «Ratum, law group», «Intellect-S», group of law companies», «Non-commercial partnership «NCP», «Sashenkin & Rite», Law firm «Lawyer FREMM», Law firm «JBI Expert» and etc. The most active users are – pupils, students, young lawyers.

2008 - [Профессионалы.ru](http://Professionals.ru)<sup>®</sup>. Connections solves everything! There are also groups of legal subjects, web-pages of law companies. The site's slogan is not justified.



2009 -  Russian on Facebook, starts mass registration in network Russian speaking population of CIS countries. Since 2010 – creation of web-pages and groups of law firms CIS countries, rapid growth of information, discussions, communication of professionals. The most interesting network in terms of professional communication, developed by law companies of CIS.



2010 -  Russian on LinkedIn starts mass registration in network Russian speaking population of CIS countries. Professional network. Nowadays the options of this network not fully mastered.

The use of law firms the capacity of social networks is interconnected with the social networks and show how it developed and implemented in Russia. As soon as new social networks appeared, the transition was carried out on these grounds. The use of social networks that do not provide quality professional opportunities for promotion and communication were stopped.

## The possibilities of using social networks on the example of Ratum



### The group "Ratum & friends"

- Was created in 2008 rody by recomendation of business consultant
- 150 members
- The major aim - maintaining contact with those who worked for the company. Coverage of the company's life, which can not be shown on the official site.



### The group "Ratum, law group"

- Created in 2009
- 120 members students, young lawyers, colleagues
- The major aim - promotion of contest "Road to Life", coverage of the competition. Discussion of issues in legal education, the employment of young lawyers. Coverage of the company's life, which can not be shown on the official site..



### The group "Ratum - protection of agro business"

- Created in 2010.
- 40 members
- The major aim - the coverage of legal issues in agro business. Recommendations for farms.
- This website are most ineffective



### The group and page "Ratum, Law Group"

Created in 2011.

- 233 members
- The major aim - the coverage of law issue in agro business.
- Recommendations for farms. Promotion of website.
- Updating information is made simultaneously with the updated information on the site.



### The group "Ratum, Law Group"

Created in 2011.

- 30 members
- The major aim - the coverage of law issue in agro business. Recommendations for farms. Promotion of website.
- Updating information is made simultaneously with the updated information on the site.
- Publication of information in English and Russian

## Conclusions and recommendations:

«Odnoklassniki», «Professionali» - stop working.

«Vkontakte» you can use for work with students, young lawyers (the main audience of network). The network is not inconvenient for conducting of corporate groups.. Too much spam.

Facebook is suitable for long-term projects. Pages are indexed by the search engines and available to unregistered users. The demographic composition of the Russian-speaking audience of more "money".

LinkedIn is suitable for long-term projects. For effective using need to post information and conduct discussions in English. Professional area for top-managers, managers, «white collars». Among the participants have staff of big international companies.

**The interdependence of site traffic from www.ratum.ru updates and posting information on social networks, the data obtained through the service Yandex.Metrika:**

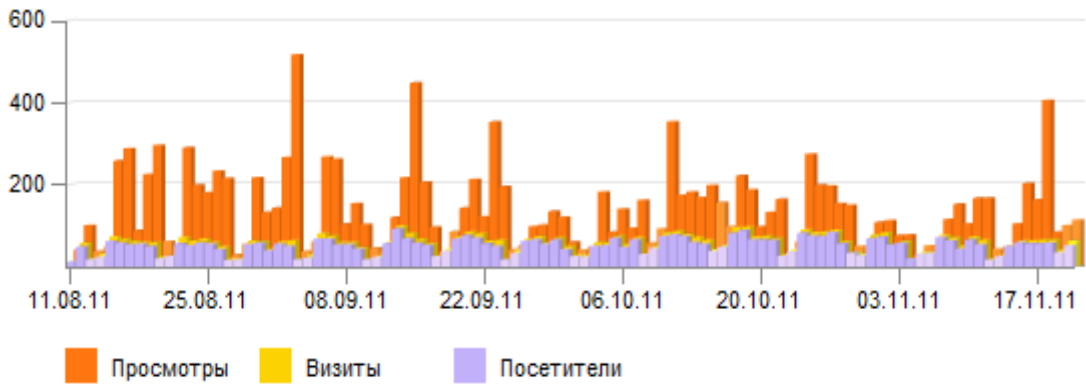


Fig. 1. View, visitors and visits

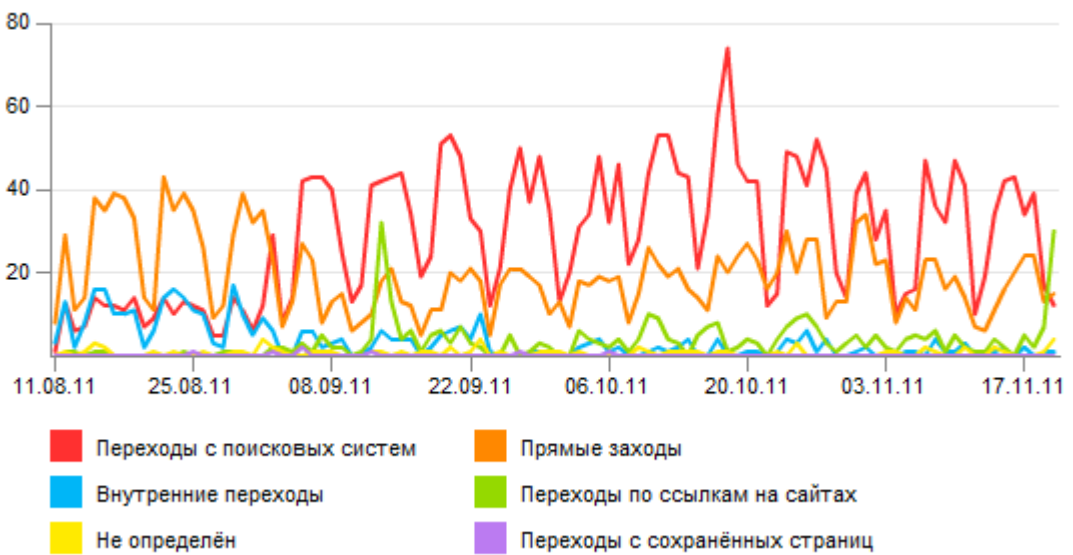


Fig. 2. Sources and dynamics of transitions

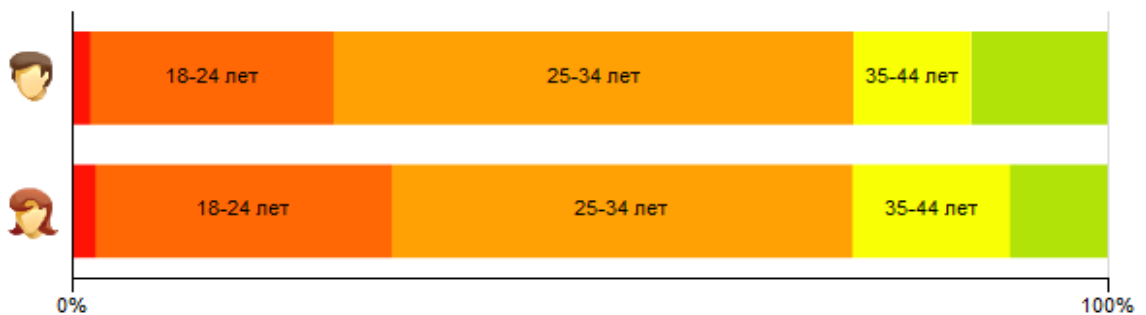


Fig. 3. The demographic composition of the visitors of website