



Improvements to Lawbby.com Help Site Create Online Community for Lawyers and Legal Professionals

Lawbby.com, February 02, 2006

URL: <http://www.pr9.net/society/law/3891february.html>

Lawbby.com, a social networking website for lawyers and legal professionals, has begun to fulfill its goal of building an online community where lawyers and legal professionals can go for business, leisure or both. Recent growth has been fueled by improvements made to the site in response to suggestions made by site members and legal bloggers. There is no fee to join Lawbby.com, and setting up a profile takes only a few minutes.

PR9.NET February 02, 2006 - Hilliard, Ohio - 2006—Lawbby.com, a social networking site for lawyers and legal professionals, has begun to fulfill its goal of building an online community where lawyers and legal professionals can go for business, leisure or both. Although the site was launched only a month ago, the pace of membership growth is picking up: during May, the site's membership grew an average of 7% per day.

While lawyers who have been practicing for some time may feel more comfortable with online communities built around older technologies (such as listserves, message boards, forums and newsgroups), those technologies have inherent limitations. Lawbby.com, like the widely-known MySpace.com, addresses these limitations by allowing members to publish their own blogs, create their own discussion groups and quickly build up a network of friends and contacts. Lawbby.com will also be sponsoring offline events where "Lawbbyers" can meet and mingle.

Chris Rempel, Lawbby.com's webmaster, says that the site's growth has been fueled by the many improvements that have been made since the April launch in response to suggestions made by the site's members and by legal bloggers. Rempel explains: "As a result of these changes, the site now focuses more on eliciting information that is relevant to its members. For example, the personal profile category that formerly asked about the member's religion now asks for a practice area instead, and the 'favorite movies' category has been changed to 'education/accomplishments.'"

But Lawbby.com is not intended to compete with LinkedIn, another networking site that focuses on career and business opportunities. "While those kinds of opportunities may arise from relationships started and nurtured on Lawbby.com," Rempel observed, "Lawbby.com is a more informal place for its members to socialize and build their relationships organically. This informality is reflected in the fact that any Lawbby member can contact another member, while on LinkedIn, introductions must generally be mediated by a mutual contact."

According to a recent article in Knowledge@Wharton, an online business journal published by the Wharton School of Business, social networking sites "are ingrained in Internet society The idea of joining online communities and being able to participate in them is not going to disappear."

There is no fee to join Lawbby.com, and setting up a profile takes only a few minutes. Lawyers and legal professionals can learn more by visiting www.Lawbby.com.

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About Lawbby.com

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