

when the pioneers were large firms (especially technology or intellectual property firms) and individual lawyers who focused on reaching consumers. We might see a similar pattern with apps, albeit at a relatively slow pace.

Here are a few suggestions if you are thinking about creating your own app:

Sample the existing apps.

I like the iOS app from Sidley Austin that makes the firm's newsletters and updates available. Attorney bios are also used effectively. Some of the auto-accident apps are clever and good, with useful tools, but I wonder who would install an auto-accident app before they have an accident. You will want to think about the apps you actually use and why you use them.

Determine your audience and your purpose. Will the app be an extension of your Web presence? For current clients, potential clients or others? Just information? Provide tools, calculators, quizzes or games?

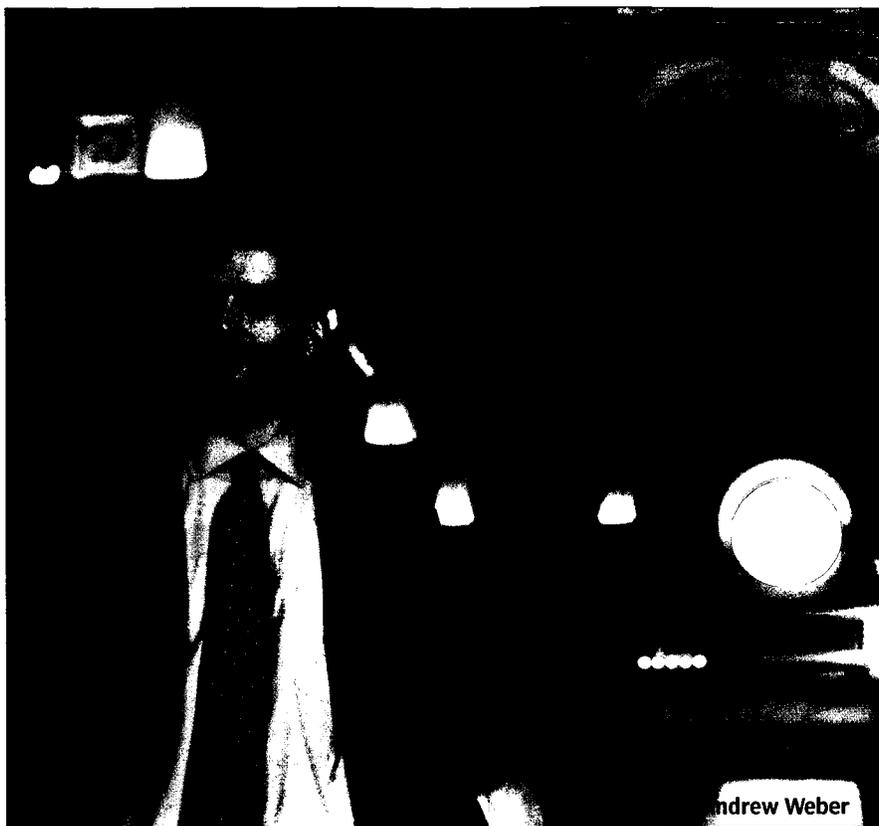
Get a sense of development costs and approaches. Developing a good app generally requires hiring a third-party app developer. Find one with a history of getting apps approved by the app stores. Costs will vary by project, geography and the like, but a budget of \$10,000 to \$20,000 can help you set realistic expectations.

There are some relatively simple app-creation tools and services, but they probably will not give you the features, branding and customization you would like. You might be better off letting a developer handle it, but get recommendations and do your due diligence.

Determine whether you have a good idea. Do you really have an idea that makes sense for anyone who actually uses a mobile app? Be able to explain who would use your proposed app, where, when and how.

We are still in the pioneer period for lawyers creating mobile apps. The cost of entry into the world of apps is not trivial, so this step is not one to take lightly. App development is certainly not for everyone, but you might get in on the ground floor among lawyers and law firms if an app fits what you want to do. ■

Dennis Kennedy is a St. Louis-based legal technology writer and information technology lawyer.



Andrew Weber

Treasures 2.0

Law Library of Congress reaches out on the Web by Hollee Schwartz Temple

Law Practice Like many attorneys, Mark Wojcik used to view law libraries as a means to an end. But thanks to an innovative outreach campaign conducted by the Law Library of Congress, Wojcik now relishes the tweets, blog posts and emails that reveal the riches of the world's largest legal collection.

"It's like the law library is coming to me," says Wojcik, a professor at John Marshall Law School in Chicago. "They want to show me their treasures or share with me a secret about how I can use their collections more effectively."

Even as public libraries slash budgets and critics question their value in the digital information age, the Law Library of Congress has leveraged new technology to reach more users than ever. Since launching its first Twitter account in 2009, the library has attracted more than

40,000 followers; almost 10,000 keep track of updates on Facebook.

The end of 2012 brought record page views to the library's popular In Custodia Legis blog, which covers current legal trends, enhancements in government information access, legal history and international law developments. Primarily written by a team of 15 librarians and lawyers, the blog offers new content each weekday, showcasing the library's collection and the knowledge of its staff, which includes international law experts.

"Before social media, people came to us," explains Andrew Weber, who leads the Washington, D.C.-based library's social media efforts. "Now, it's about pushing information out and having it available where people are looking for it. It's reaching out to people and trying to be where they are, even if they may not know that we can help them." (Continued on next page)

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