

# Legal Ethics and Social Media: What Attorneys Need to Know

## Live Teleconference

SEPTEMBER 18, 2013

*2:00 pm - 3:00 pm ET*

### Faculty

Gregg R. Zegarelli

*Technology & Entrepreneurial Ventures Law Group, P.C.*

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# PROGRAM OUTLINE

Session Time: 2:00 PM - 3:00 PM Eastern

Presenter: Gregg R. Zegarelli

## I. Advertising and Solicitation Rules in Social Media

- A. ABA Guidance
- B. What's Considered Impermissible Puffing? What's Considered Advertising?
- C. Professional vs. Personal Accounts - Do Different Rules Apply?
- D. Is Using Social Media to Build Relationships and Engage in Discussions Considered Advertisement or Solicitation?
- E. Facebook Profiles and Advertising Rules
- F. LinkedIn - "Specialist" or "Expert" Designation Ramifications
- G. Twitter Advertising Rules
- H. YouTube Videos vs. T.V. Ads - What's the Difference?

## II. Proper Social Media Conduct

- A. Setting up and Managing Ethical Professional and Personal Facebook Accounts
  - 1. Key Steps to Creating Company Facebook Accounts
  - 2. Enabling Proper Account and Privacy Settings
  - 3. Personal Facebook Accounts - Is It Safe for an Attorney to Have One?  
Safety Steps to Put in Place to Protect Yourself
  - 4. Whom Can You "Friend" on Facebook Without Putting Yourself in Ethical Danger?
  - 5. Setting Clear Boundaries with Client "Friends" on Facebook
  - 6. Facebook Status Updates -  
Can You Post Any Information about Clients, Opposing Counsel, Cases or the Court?
- B. Setting up and Managing Ethical Professional and Personal Twitter Accounts
- C. Keeping your "Tweeting" Ethical - Examples of Good/Bad "Tweets"
- D. LinkedIn Accounts - Top 5 Things You Must Avoid

## III. Client Confidentiality Breaches

- A. Putting Proactive Steps in Place to Avoid Being Hacked
- B. Communication on Smartphones, iPads and Other Mobile Devices
- C. What to Do if Your Social Media Account has Been Hacked? Mitigating the Damage

\*If needed, the above agenda may be changed to best accommodate all of our attendees.

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# PROGRAM OVERVIEW

## Protecting Yourself From the Ethical Implications of Social Networking

Facebook, YouTube, Twitter, LinkedIn and other social media have become ethical minefields for attorneys. Many social media "acts" are raising eyebrows in bar associations across the United States and leaving many attorneys scratching their heads in confusion. With new regulations and rules in place and new questions raised, the ethics "line" has become blurred. Uphold your ethical reputation and equip yourself with the tools you need to remain out of hot water. **Register today!**

### BENEFITS OF ATTENDING

- Learn the newest ethics rules and regulations that surround social media.
- Become skilled at setting up and managing ethical professional and personal social media accounts for you and your firm.
- Get the facts about Facebook, Twitter, LinkedIn and YouTube advertising rules.
- Explore common risks of inadvertent information disclosure and learn how to protect client confidentiality on Facebook.

### WHO SHOULD ATTEND

This timely legal ethics course is designed for attorneys.

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FL CLE - 1.0 ethics (pending)  
GA CLE - 1.0 ethics  
HI MCPE - 1.0  
IA CLE - 1.0 ethics  
ID CLE - 1.0 ethics  
IL CLE - 1.0 ethics  
IN CLE - 1.0 ethics  
KS CLE - 1.0 ethics  
KY CLE - 1.0 ethics  
LA CLE - 1.0 ethics  
ME CLE - 1.0 ethics  
MN CLE - 1.0 ethics  
MO CLE - 1.2 ethics  
MP CLE - 1.0 ethics  
MS CLE - 1.0 ethics  
MT CLE - 1.0 ethics  
NC CLE - 1.0 ethics  
ND CLE - 1.0 ethics  
NE CLE -  
1.0 professional responsibility  
NH CLE - 1.0 ethics  
NJ CLE - 1.2 ethics  
NM CLE - 1.0 ethics  
NV CLE - 1.0 ethics  
NY CLE - 1.0 ethics  
OH CLE - 1.0 ethics  
OK CLE - 1.0 ethics  
OR CLE - 1.0 ethics  
PA CLE - 1.0 ethics  
RI CLE - 1.0 ethics  
SC CLE - 1.0 ethics  
TN CLE - 1.0 ethics  
TX CLE - 1.0 ethics  
UT CLE - 1.0 ethics  
VA CLE - 1.0 ethics  
VI CLE - 1.2 ethics  
VT CLE - 1.0 ethics  
WA CLE - 1.0 ethics  
WI CLE - 1.0 ethics (pending)  
WV CLE - 1.2 ethics  
WY CLE - 1.0 ethics

**GREGG R. ZEGARELLI** is managing shareholder of the Technology & Entrepreneurial Ventures Law Group, P.C., where he concentrates in corporate and business transactions, as well as intellectual property. His representation includes a dynamic mix of public and privately-held companies; advising on formation and growth strategies; venture capital; mergers and acquisitions; and licensing of technology and intellectual property. Mr. Zegarelli has personally negotiated significant deals with well-known companies; including Coca-Cola, Disney, General Electric, Intel, Mattel, MGM, Microsoft, Sony and Xerox. He has given multiple accredited seminars on business and technology-related issues. Mr. Zegarelli has been interviewed by local and national media regarding a variety of legal issues, and his works have been cited in the Pennsylvania Consolidated Statutes and reprinted in the *MacMillan Encyclopedia* (Gale Group). He is a member of The District of Columbia Bar, and the Illinois State and Pennsylvania bar associations. Mr. Zegarelli has presided for more than 100 American Arbitration Association arbitration proceedings, and regularly practices in the federal court. He earned his B.A. degree from Duquesne University, and his J.D. degree from Duquesne University School of Law. Mr. Zegarelli is qualified to sit for the C.P.A. examination in Pennsylvania.

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2:00 pm - 3:00 pm ET

### TUITION

\$189 for the first registrant  
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