

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.

Continuing Education

CLE credit is available.

See inside for details!

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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.

When it comes to fulfilling your continuing education requirements, we understand there are several other providers to choose from.

So why should you choose National Business Institute?

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CT CLE - 1.0 ethics (pending)
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FL CLE - 1.0 ethics (pending)
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HI MCPE - 1.0
IA CLE - 1.0 ethics
ID CLE - 1.0 ethics
IL CLE - 1.0 ethics
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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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PROGRAM DETAILS

September 18
2:00 pm - 3:00 pm ET

TUITION

\$189 for the first registrant
\$179 for each additional registrant

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LEGAL ETHICS: SOLUTIONS TO THE MOST COMMON CHALLENGES

© October 2012 (Product ID: 61204FP)

It's all about trust. If a client threatens action against you, that means an open, solid relationship was not established - and your client thinks you haven't done your best. These allegations are not only professionally painful, they're also detrimental to your career success. But how do you build trusting relationships with your clients? With a few proactive communication strategies - and solid preventative measures - you can create an honest relationship in which your integrity won't be questioned. Don't risk your reputation when getting the tools you need is so easy - order today!
By: Terry E. Nilles, Michael C. Flom and Robin Crabb.
DVD & Manual - \$159 • Manual - \$99 • 103pages

LEGAL ETHICS: CONFLICTS OF INTEREST IN CASE STUDIES

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Few things are more frustrating than putting a bunch of work into a case just to find out that you have to drop it because of a conflict of interest. Don't let overlooked conflicts cost you a case or worse - a client. This engaging legal ethics guide will walk you through a plethora of real-life and hypothetical scenarios to help you recognize and address conflicts of interest in any situation. Enhance your skills and fulfill your ethics requirements - order today!
By: Michael P. Downey, Elizabeth A. Alston and William Freivogel.
DVD & Manual - \$169 • Manual - \$99 • 97pages

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(64195)

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\$179 - each adt'l registrant

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