

Welcome

The “What Not to Share In Social Media” webinar will begin shortly...

In order to prevent static and interruptions to the presentation, webinar participants will be muted upon entry. If you have questions at any time during the webinar, please use the chat function and submit them to Derek Hoeft. Questions will be responded to at the end of the presentation.
Thank you.





What Not to Share In Social Media

PRACTICAL STEPS TO MAKING LINKEDIN A POWERFUL BUSINESS DEVELOPMENT TOOL

Sponsored by the Primerus Marketing Partners & Staff Section



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How to Set Up a LinkedIn Account

It's Easy!

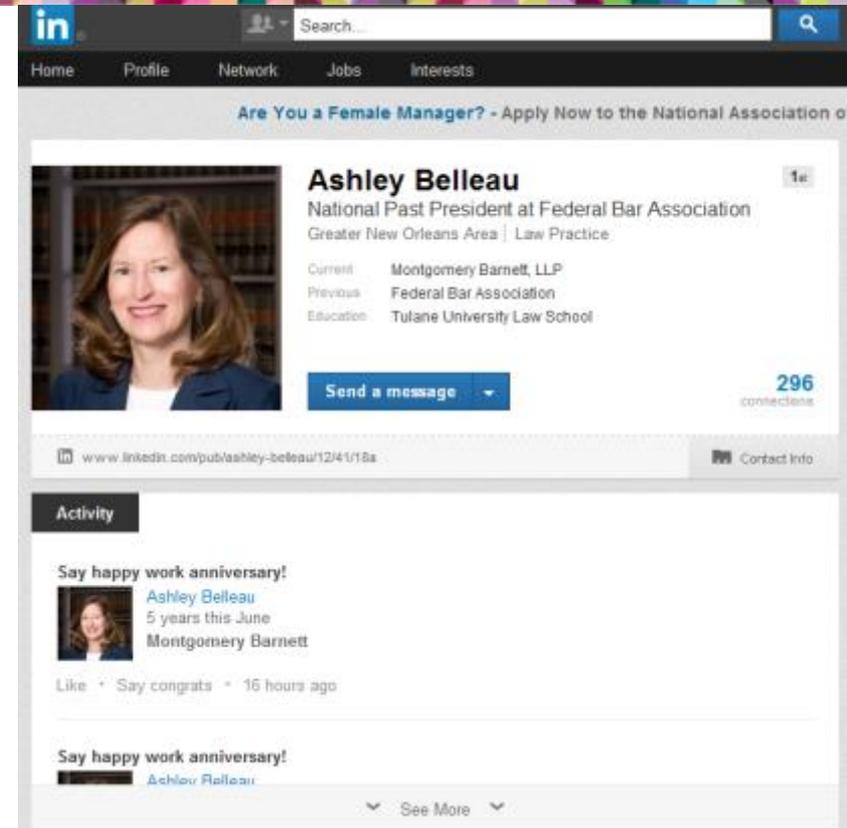
- Visit [LinkedIn.com](https://www.linkedin.com)
- Enter name, email, and create a password OR respond to an email request from a contact
- Is it worth it to upgrade to LinkedIn Premium?

Benefits of Joining LinkedIn

- Allows you to connect with business professionals – past, present, and future
- Acquire & Share Expertise
- Manage your contacts and control your online bio

Best Practices

- Complete profile (all categories with pictures)—be brief, clear and approachable—find an original picture, and link to your firm page
- When you are researching a company, find them on LinkedIn; leverage the people who you know at the company, and secondary connections (people you know, who know people there)
- Attorneys should be cautious when using the email finder tool, as it may send an invite to the wrong competitor or a sensitive client



What NOT to Include in Your Profile

- Any contact information you are not comfortable having your contacts see
- Anything that even begins to stray from the truth or that might violate client confidentiality
- Anything you wouldn't want fellow colleagues—current, former, or future—to know.



Get Connected

Criteria to connect

It's a personal decision depending on your position and priorities

How **NOT** to connect without being a . . .

- “Ignore” button
- Respond tactfully

Get Involved

- **Tune into your network** - Read the email updates that come from LinkedIn where your contacts' updates and position changes are listed—that is an opportunity for offering congratulations or comment
- **Join Groups** - Monitor dialogues in your groups and comment where you can share your expertise, share interesting and relevant information with your network and groups, initiate new relationships
- **Commenting and Sharing Updates** - Interesting news article, blog post, firm press releases, upcoming event, job postings

Recommendations and Endorsements

What are they?

Should you do them?

- Check your state's ethics rules
- Be careful not to violate client confidentiality
- If done intentionally, can be a great marketing tool

Most Importantly

- Most importantly—use LinkedIn to augment and enhance your real world relationships. It cannot replace them!
- Don't feel pressure to endorse others or to accept invitations when you are not inclined to connect with people
- Engage with the content of others



The Dangers and Pitfalls of Ethics and Social Media

- Professional Presence in LinkedIn (96%), followed by Facebook (22%) and Twitter (6%)
- 41% of firms have policies about lawyer/staff participation in social networking, 30% about blogging, 28% about Twitter



“Friending” Judges

Whether judges and attorneys may be linked on social networking sites is undecided in Louisiana; however, the bench and bar are advised to be mindful of the split in authority, around the country, as well as Rule 8.4(e) in deciding whether to link to each other



Beware of the Rules

- Violations of an attorney's duty of candor (Rule 3.3) have been exposed via social networking sites
- Rule 4.1 prohibits false statements of material fact → avoid puffing
- Rule 8.4(c) provides that it is professional misconduct for a lawyer to “[e]ngage in conduct involving dishonesty, fraud, deceit or misrepresentation”
- Using social networking sites as a litigation tool to gather intelligence on opponents may violate Rules 4.1, 4.2 and 8.4
- Deceptive friending of opposing party

What NOT to do When Using Social Media

- Talk about clients or their matters
- Talk to clients about their matters
- Run afoul of the marketing-related Rules of Professional Conduct
- Engage in the unauthorized practice of law
- Engage in conflicts of interest
- Give legal advice online
- Jeopardize your identity—protect it
- Make the wrong “friends”



What TO do When Using Social Media

- Think twice before you post
- Consider the rules of professional conduct application
- Use common sense



Social Media Ethics

Social media use does not transform otherwise appropriate conduct into something unethical. However, an attorney's social networking activities may implicate several of the rules of professional conduct in the jurisdiction(s) in which the attorney is licensed to practice. See Carolyn Elefant and Nicole Black, *Social Media for Lawyers: The New Frontier*.

You must know your state's rules.



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