

## Course Planners

Louisa T. Chen, Esq.  
LCL Web Solutions, Plymouth Meeting

Megan Costello, Esq.  
Elliott & Davis, PC, Pittsburgh

Julia H. Lee, Esq.  
LCL Web Solutions, Plymouth Meeting

## Faculty

Joshua H. Camson, Esq.  
Camson Rigby, LLC, Washington

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Scarab Consulting, Pittsburgh

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Blecinski, Kleiman & Kline, LLC, King of Prussia

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Montgomery, McCracken, Walker & Rhoads, LLP, Philadelphia

Brian W. Waerig, Esq.  
Susanin Widman & Brennan PC, Wayne

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White and Williams, LLP, Cherry Hill, NJ

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Zegarelli Law Group, PC, Pittsburgh

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## 3 professional education credits

\*This program has been approved by the Pennsylvania Continuing Legal Education Board for 2 hours of CLE credit in substantive law and 1 hour in ethics. Ethics information has been integrated throughout this program. To receive 1 hour of ethics credit, you must attend the entire course.

## Using Social Media in Your Law Practice



3  
CLE CREDITS  
including ethics\*



\* PHILADELPHIA • AUGUST 7, 2013 \* MECHANICSBURG, LIVE WEBCAST & SIMULCAST • AUGUST 19, 2013 \* PITTSBURGH • SEPTEMBER 19, 2013 \*

# Using Social Media in Your Law Practice

12:30 pm to 3:45 pm

Philadelphia • Wednesday, August 7, 2013

Mechanicsburg, Webcast & Simulcast • Monday, August 19, 2013  
Allentown • Media • Reading • West Chester • Wilkes-Barre • York

Pittsburgh • Thursday, September 19, 2013



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800.247.4724 | [www.pbi.org](http://www.pbi.org)

# Using Social Media in Your Law Practice

## How to friend users and influence people

- Explore popular social networking resources
- Tap social media to keep current on breaking legal updates and trends
- Know the risks and potential liabilities when posting online

## Look both ways before blogging your case load

- Learn to avoid liability when posting information online
- Explore the intersection of social media, advertising, and Pennsylvania's Rules of Professional Conduct
- Understand your ethical obligations when communicating with past and potential clients
- Get the latest updates in privacy controls and confidentiality online

## Design a reasonable usage policy for your firm

- Encourage the safe and productive use of social media tools
- Understand the most recent NLRB opinions and reports
- Explore whether to implement a social media policy

### Dates & Locations

12:30 pm to 3:45 pm; check-in and lunch begin at 12:00 pm

**Philadelphia • Wed., Aug. 7, 2013**  
The CLE Conference Center, Wanamaker Building  
10th Floor, Suite 1010, Juniper St. entrance

**Mechanicsburg • Mon., Aug. 19, 2013**  
5080 Ritter Road, Rossmoyne Exit, Route 15

**Pittsburgh • Thu., Sep. 19, 2013**  
Professional Development Conference Center  
339 Sixth Ave., Suite 760

**Live Webcast • Mon., Aug. 19, 2013**  
Go to [webcasts.pbi.org](http://webcasts.pbi.org) to register.

**Simulcast • Mon., Aug. 19, 2013**

**Allentown**  
Bar Assn. of Lehigh Co.  
1114 Walnut St.

**Reading**  
Berks Co. Bar Assn.  
544 Court St.

**Wilkes-Barre**  
Kings College  
Sheehy-Farmer  
Campus Ctr.  
Lanes Lane

**Media**  
Delaware Co. Bar Assn.  
335 W. Front St.

**West Chester**  
Chester Co. Bar Assn.  
15 W. Gay St.

**York**  
York College of PA  
Grantley Hall

## Philadelphia & Mechanicsburg

12:30 — 1:15	Advertising Ethics and Social Media <i>Louisa Chen and Julia Lee</i>
1:15 — 1:45	Creating a Social Media Policy <i>Brian Waerig</i>
1:45 — 2:30	Social Media and Discovery <i>Michael Kleiman, Victor Zarrilli (Philadelphia Only)</i>
2:30 — 2:45	Break
2:45 — 3:15	Blogging, Defamation, and Invasion of Privacy <i>Jeremy Mishkin</i>
3:15 — 3:35	The Future of Social Media <i>Robert Hooker</i>
3:35 — 3:45	Question & Answer <i>Panel</i>

## Pittsburgh

12:30 — 1:00	What is Social Media <i>Megan Costello</i>
1:00 — 2:00	Ethics and Social Media <i>Josh Camson</i>
2:00 — 2:15	Break
2:15 — 3:00	Advising Your Clients on Social Media <i>Robert Hooker</i>
3:00 — 3:45	Using Social Media in Your Workplace <i>Gregg Zegarelli</i>

### Registration Policy:

Please register early! Save \$25 on registrations received 3 or more business days before the course date. Pre-registered customers will receive priority on the distribution of course materials. Walk-in registrations will be accepted on a space-available basis, but please check [www.pbi.org](http://www.pbi.org) or call (800) 247-4724 to confirm space is available and the schedule has not changed.

### Cancellation Policy:

In order to receive a refund for cancellation (less a \$25 administrative fee), you must notify PBI by email, mail or FAX no later than 2 business days before the course date for the appropriate site. Otherwise, you will receive the course materials in full consideration of tuition paid.

### Registration Transfers:

Requests for transfers will be honored if they are received before the course date. Services for Persons with Disabilities: If you require special arrangements, please contact Customer Service at (800) 932-4637 at least ten days before the course date.

### Speaker Substitutions:

PBI reserves the right to substitute speakers at all programs.

### PBI Scholarships:

PBI offers substantially reduced tuition for most PBI seminars to allow attorneys experiencing financial hardship to fulfill their mandatory education requirement. For details and an application, contact Scholarship Administrator at [scholarships@pbi.org](mailto:scholarships@pbi.org) or (800) 932-4637, ext. 2284 at least 30 days before the program. (Scholarships are not available for Online CLE.)

### Legal Services/Public Interest Lawyers:

PBI waives tuition fees for the first 12 hours of CLE taken in each calendar year for attorneys employed full-time by many nonprofit legal services and public interest organizations. These attorneys may enroll for additional CLE courses at 50% of the highest member fee.

### Registration Confirmation:

To receive a confirmation, please be sure to include your email address on the registration form.

### Weather Related Cancellations:

Check [www.pbi.org](http://www.pbi.org) or call (800)-932-4637 ext. 2205.

[www.pbi.org](http://www.pbi.org)

8007-me/eb-6/13/13

# Using Social Media in Your Law Practice

8007F

## DATES & LOCATIONS

- Philadelphia Wed., August 7, 2013
- Mechanicsburg Mon., August 19, 2013
- Pittsburgh Thurs., September 19, 2013
- Simulcast Mon., August 19, 2013

## TUITION (INCLUDES COURSE BOOK AND LUNCH)

EARLY*	STANDARD
<input type="checkbox"/> \$229 Members — Pa., or any co. bar assn.	<input type="checkbox"/> \$254
<input type="checkbox"/> \$209 Members admitted after 1/1/09	<input type="checkbox"/> \$234
<input type="checkbox"/> \$249 Nonmembers	<input type="checkbox"/> \$274
<input type="checkbox"/> \$99 Paralegals attending with an atty.	<input type="checkbox"/> \$124
<input type="checkbox"/> \$115 Judges and judicial law clerks	<input type="checkbox"/> \$140
<input type="checkbox"/> \$105 Judges and judicial law clerks admitted after 1/1/09	<input type="checkbox"/> \$130

or ■ Go to [webcasts.pbi.org](http://webcasts.pbi.org) for webcast tuition and to register. Sorry, we cannot accept checks for Online CLE. Online tuition differs from live course tuition.

\*Registrations received 3 or more business days before the presentation qualify for the Early Registration Discount. Add \$25 for registrations received 3 or fewer business days before the presentation.

## COURSE MATERIALS

- Course Book (2013-8007) — \$49 plus \$6.00 S&H and \$3.30 tax (\$58.30)
- Audio CD (ACD-8007) — \$39 plus \$6.00 S&H and \$2.70 tax (\$47.70)
- Audio CD & Book Set (ACDS-8007) — \$79 plus \$6.00 S&H and \$5.10 tax (\$90.10)

If you are ordering course materials separately, please allow two weeks after the first program for the shipment of books and 4 to 6 weeks for shipment of the CDs and book/CD sets.

Name \_\_\_\_\_ Atty. # \_\_\_\_\_

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I have enclosed my discount coupon in the amount of \$ \_\_\_\_\_ for my  1st  2nd  3rd  4th  5th seminar.

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