

Attorney's Guide to Social Media: Understanding Facebook, Twitter, LinkedIn and Google+

Live Teleconference

JUNE 30, 2012
1:00 pm - 2:30 pm EST

Faculty

Gregg R. Zegarelli

Technology & Entrepreneurial Ventures Law Group, P.C.

Continuing Education

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IA, ID (pending), KY (pending), LA, ME, MN, MP,
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PROGRAM OVERVIEW

The Attorney's Social Media Toolkit to Remaining Out of Web 2.0 Hot Water

In recent years, Facebook, YouTube, Twitter, LinkedIn and others have become potential minefields for attorneys. Many social media "acts", including advertising, solicitation and personal account management, are raising eyebrows in bars across the United States and leaving many attorneys scratching their heads in confusion. Uphold your reputation and equip yourself with the tools you need to remain out of hot water in this Web 2.0 debate. **Register today!**

This is a moderated re-broadcast of the original teleconference delivered by Mr. Gregg R. Zegarelli on January 10, 2012. At the conclusion of the call, Mr. Zegarelli will field questions in a formal question and answer session.

BENEFITS OF ATTENDING

- 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.
- Learn what status updates can put you in ethical hot water and whether it's okay to post information about clients, opposing counsel, cases or the court.

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PROGRAM OUTLINE

Session Time: 1:00 PM - 2:30 PM Eastern

Presenter: Gregg R. Zegarelli

I. THE PROS AND PITFALLS

II. ADVERTISING AND SOLICITATION RULES IN SOCIAL MEDIA

- A. ABA Guidance
- B. Professional vs. Personal Accounts - Do Different Rules Apply?
- C. Is Using Social Media to Build Relationships and Engage in Discussions Considered Advertisement or Solicitation?
- D. Facebook Profiles and Advertising Rules
- E. LinkedIn - "Specialist" or "Expert" Designation Ramifications
- F. Twitter Advertising Rules

III. PROPER SOCIAL MEDIA CONDUCT

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

IV. PUTTING FORMAL SOCIAL MEDIA POLICIES IN PLACE AT YOUR FIRM

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

WHO SHOULD ATTEND

This fundamental legal course will equip attorneys with the tools they need to properly uphold a professional and ethical image for both their firm and themselves on social networking sites.

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- GA CLE - 1.5
- IA CLE - 1.5
- ID CLE - 1.5 (pending)
- KY CLE - 1.5 (pending)
- LA CLE - 1.5
- ME CLE - 1.5
- MN CLE - 1.5
- MO CLE - 1.8
- MP CLE - 1.5
- MS CLE - 1.5
- MT CLE - 1.5
- ND CLE - 1.5
- NE CLE - 1.5
- NH CLE - 1.5
- NJ CLE - 1.8
- NM CLE - 1.5
- NV CLE - 1.5
- NY CLE - 1.5
- OK CLE - 2.0
- OR CLE - 1.5 (pending)
- PA CLE - 1.5
- RI CLE - 1.5
- SC CLE - 1.5
- TN CLE - 1.5
- UT CLE - 1.5
- VI CLE - 1.8
- VT CLE - 1.5
- WI CLE - 1.5
- WV CLE - 1.8
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GREGG R. ZEGARELLI is managing shareholder of the Technology & Entrepreneurial Ventures Law Group, P.C., where he concentrates in corporate and business transactions, and intellectual property. His representation includes a dynamic mix of public and privately-held companies and 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 he 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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"Your teleconferences are very convenient and I like the reference materials. I attend for the knowledge – the most valuable thing is to network with the speakers and pick their minds."

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Attorney's Guide to Social Media: Understanding Facebook, Twitter, LinkedIn and Google+

61029

June 30

1:00 pm - 2:30 pm EST
(61029)

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\$199 - first registrant

\$189 - each adt'l registrant

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