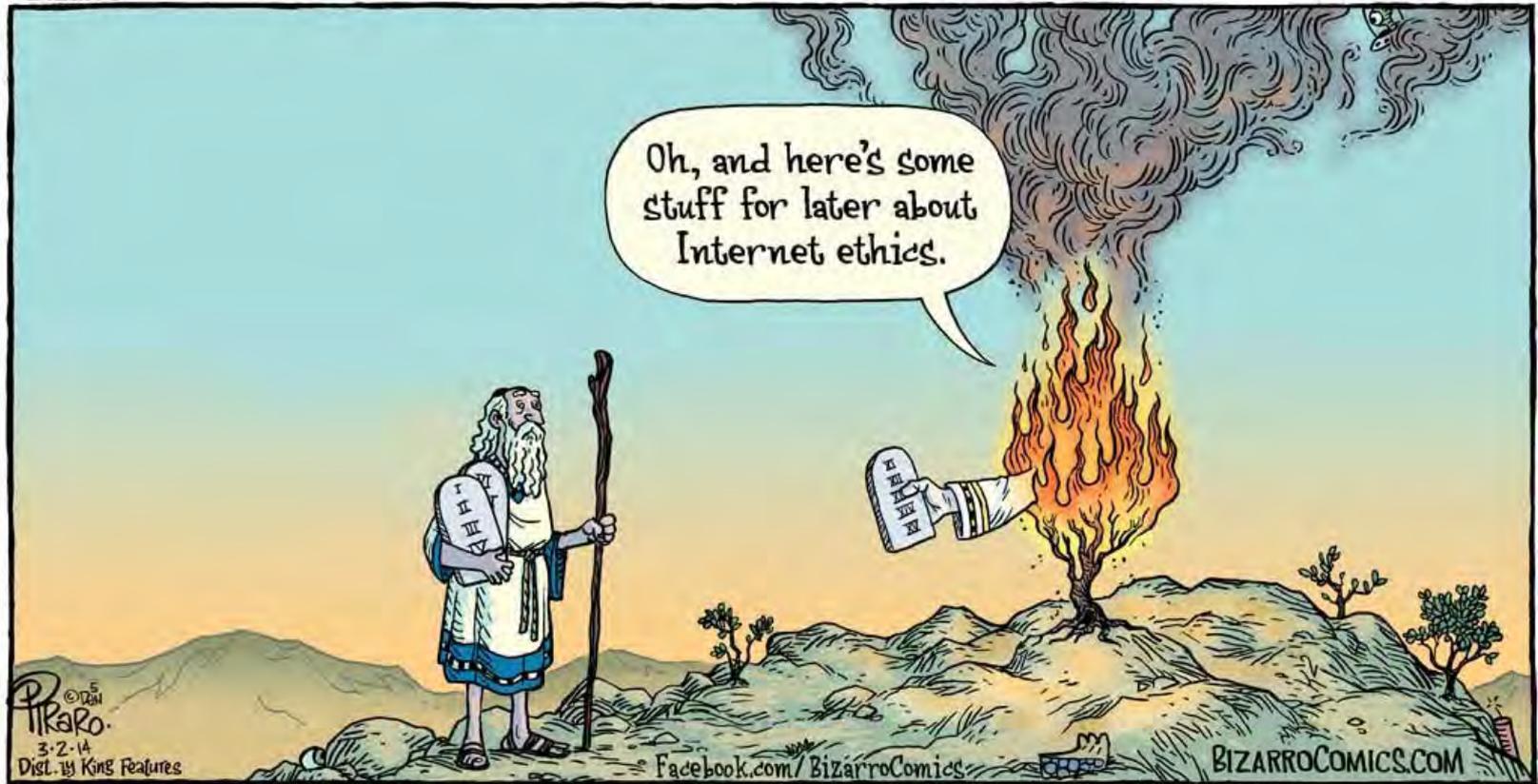


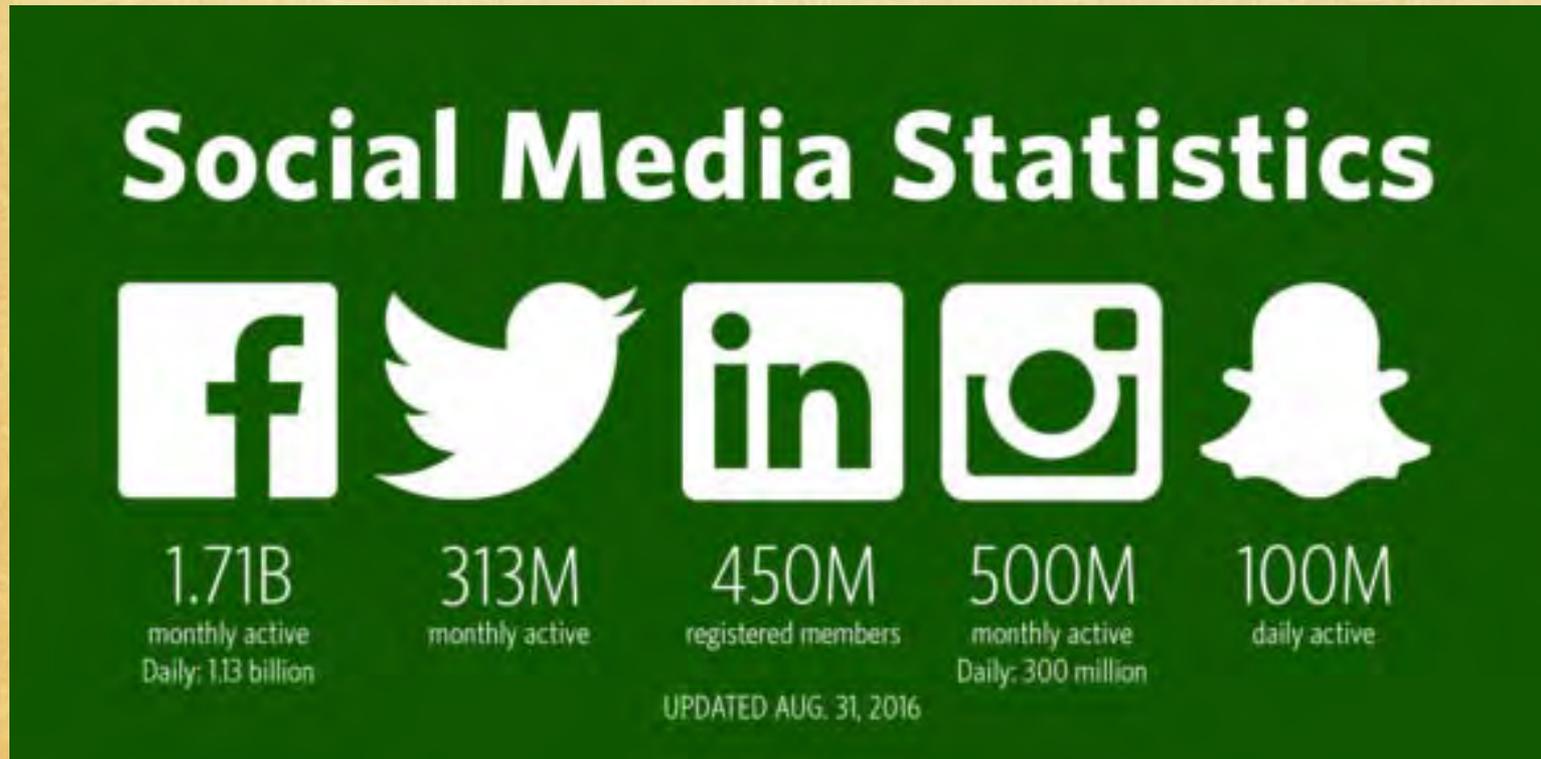
Why Talk About Social Media ?

Bizarro



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A Few Statistics...

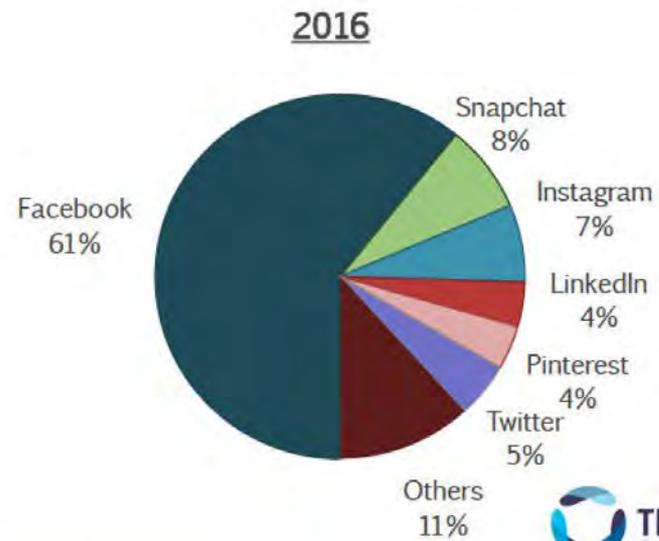
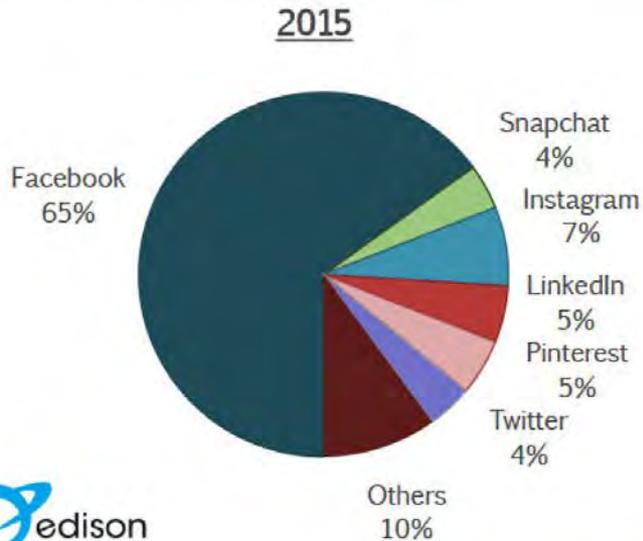


A Few More Statistics...



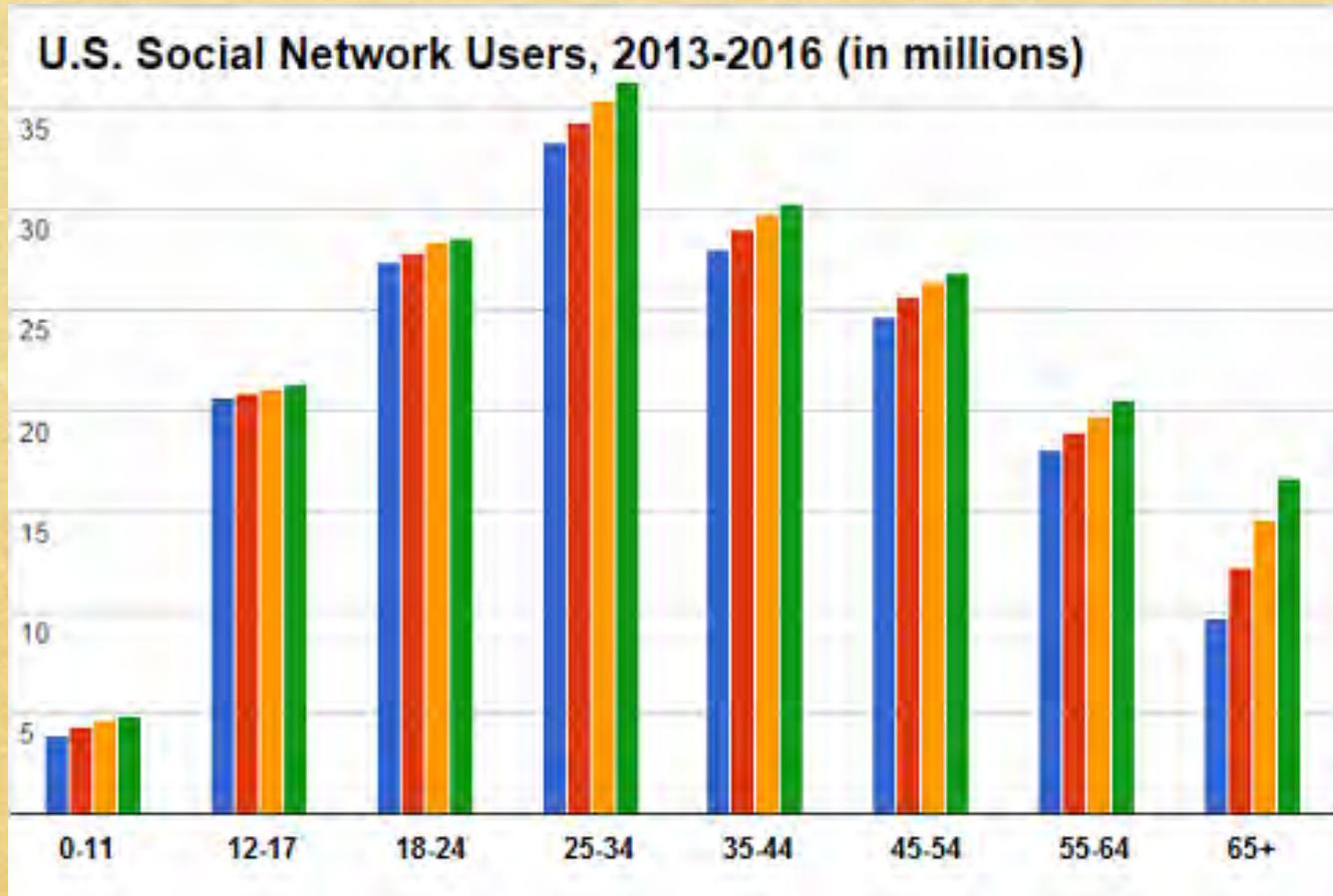
Social Media Brand Used Most Often

Base: Currently use any social networking brands



The Infinite Dial © 2016 Edison Research and Triton Digital

And Just a Few More Numbers



<https://www.clickz.com/social-media-will-have-5-4m-more-users-by-2016/27621/>

Another View...

Based upon the **86% of American Adults who use the Internet:**

56% of online adults now use two or more social media sites

79% are on Facebook

76% engage in daily use

62% of all online adults 65 and older use Facebook.

24% use Twitter

32% use Instagram

51% engage in daily use.

59% of online young adults (18-29) use Instagram.

29% use LinkedIn



http://assets.pewresearch.org/wp-content/uploads/sites/14/2016/11/10132827/PI_2016.11.11_Social-Media-Update_FINAL.pdf

Lawyers on Social Media

- 96% of responding lawyers say
 - 84% use LinkedIn
 - 80% use Facebook
 - 59% use Twitter
- 70% of responding lawyers say social media is part of overall market strategy
- Facebook is the most regularly used platform (48%)
- 94% of solos say they use social media, up 10% from last year
- 40% of all respondents use paid social advertising;
- 50% of those use Facebook ads



Source: Attorney at Work Annual Survey, February, 2017 Published in *The National Law Review*, June 20, 2017

The Ethics & Professionalism Question:



Florida's New Amendments



- ◆ In addition to the ABA language...
- ◆ “Competent representation may also involve the association or **retention of a non-lawyer advisor** of established technological competence in the field in question.
- ◆ Competent representation also involves **safeguarding** confidential information relating to the representation, including, but not limited to, **electronic transmissions and communications.**”
- ◆ 3 Additional **CLE Credits in Technology**

Pennsylvania Bar Association Formal Opinion 2014-300



Competence:

“(1) have a basic knowledge of how social media websites work, and

NOISE TO SIGNAL
Red: @Gothguy - @dimguall.com/ncy



To quote further from people's exhibit A, your Twitter feed, "[@holdupguy](#) I'm in the getaway vehicle with the money and hostages. Where R U?"

(2) advise clients about the issues that may arise as a result of their use of these websites.”.

Culture of the Legal Profession



© Juan Moyano | Dreamstime.com



Social Media Culture

Share



Connect

©concept | Dreamstime.com - Two Smart Phones Sharing Data Shaking Hands Photo

Law Students on Social Media



A Few of the Classics



“...proper attire for trial”



“Evil Unfair Witch”



“Happy Mother’s Day to All
of You Crack Hoes Out There.
It’s never too late to tie your
tubes, clean up your life and
make a difference to someone
out there that deserves a better
life.”

Photo Credit cocaïne image by Gilles Paire from [Fotolia.com](https://www.fotolia.com)

Rogues Gallery



Streets Safe from Somalis

Gilligan's Island

**How are you fixed for
skittles and Arizona
watermelon fruitcocktail?**

Use live ammunition

Geauxjudge

Anonymous in New Orleans

"Baby Mama" in Ohio

"Uncool" McCool?

Tweeting from Federal Ct.

Practical Pointers for Law Students

1. Reputation --The “Big Picture”
2. Should it Be in Writing?
3. Pause before Posting
4. Impact on Future Employment
5. Rules of Professional Conduct
6. First Amendment vs. Professionalism
7. Your Grandmother?



There's Always Mindful Awareness

By pausing to gain insight into what is influencing your thought process, you may be able to reflect and more consciously deliberate to thoughtfully decide upon a response rather than quickly react in a regrettable manner.

See Siegel, Daniel J., *The Mindful Brain—Reflection and Attunement in the Cultivation of Well-Being* Mindful Brain Inc. (2007)



The Train Has Left the Station... Get on Board!



ScSilvery | Dreamstime.com - Social Media Background Photoanrail | Dreamstime.com - Night Railway Station Photo