





Overview

Background

Must you use it

Advantages

Disadvantages

Why mistakes happen

First steps

Background

Defining
Social
Media

Background

V Stages of the Internet

Stage I Creation of the Internet

Stage II Creation of the World Wide Web

Stage III Social media

Stage IV IoT

Stage V Robots take over

Defining Social Media

Forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content.



Angela Leader
@Angelala FOLLOWS YOU

**"Wow! Check This Out!
Angela Leader is
following us!"**

User name: Angelala
Followers: 22,9k
Average like: 958 /
day



Overview

Facebook

Twitter

Instagram

LinkedIn

Toolbox

SWEET
SWEET SERVICES

Using Social Media

06/22/2018

Prof. Thaddeus Hoffmeister

Must you use it?

I went and closed it the other day. I didn't find it to be beneficial to finding a decent job and may have been a detriment (unimpressive profile?)

Not having a LinkedIn is weird man. Put one up. Doesn't need to be fleshed out. Just a decent professional looking picture and your job history.

I've gotten 2 jobs and LinkedIn was an important tool. For my last job they never asked for a resume. Just used my LinkedIn profile.

I'm a senior associate at a midsize law firm...No LinkedIn is a big strike...if you're a lawyer without an updated, professional looking LinkedIn account I do think you're "old" and "weird." Especially if you're a recent grad...every lawyer in my firm has an account that is kept up to date (the only exception being one lady who is almost 70 and doesn't really use a computer)



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Advantages

Networking

- make connections

Showcase abilities

- writing
- knowledge of law and technology

Clients

- monetization of social media
- obtain them

Legal system

- jurors
- authentication
- service of process

Control your online presence

Disadvantages

Disadvantages



Disadvantages (Legal)

Torts

- Defamation
- Invasion of Privacy

IP

- Rights of ownership

Criminal Law

- Impersonation
- Revenge Porn
- Doxing

Professional Responsibility

- UPL
- Attorney-Client privilege
- Advertising



Disadvantages

Erodes privacy

- Professional vs. Personal
- Lowers barrier for self disclosure

Background checks

- Employers
- Universities
- Bar
- Landlords



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Real Life Examples

- “This guy is a dipshit.”
- “Yo, shut the f#@k up so we can watch the video.”
- “The both fight like hoes.”
- “The bully kid was a pussie.”
- “That girl is hot as f#@k.”
- “Who is the faggot that made this video?”
- “Just keep games like they are with a PS3 controller. None of this gay shit.”
- “Straight NUTT in that b@#\$h.”

Law graduate denied admission to the bar

Applicant was primarily denied because of a lack of candor about prior convictions. Judges were also bothered by offensive online comments

Justine
Sacco

Justine
Sacco

Judge
Kopf

Law graduate denied admission to the bar

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Insights



Justine Sacco

- 11 Hour flight NYC-Cape Town
- Twitter followers went from 170 to 7,833
- #1 worldwide trend on Twitter
- Re-tweeted over 3,000 times
- Labeled a racist by tens of thousands of people she never met
- People made it their mission to see her fired before she landed
- Occurred in 2013 but still an issue for her
- "I lost my job, my reputation and I'm not able to date anymore (2015)

Hercules and the Umpire

Around these parts there is a wonderfully talented and very pretty female lawyer who is in her late twenties. She is brilliant, she writes well, she speaks eloquently, she is zealous but not overly so, she is always prepared, she treats others, including her opponents, with civility and respect, she wears very short skirts and shows lots of her ample chest. I especially appreciate the last two attributes.





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Why do mistakes still happen?

Informality

Content taken out of context

Can't read people

Difficult to fix

Memorialized

Law students say

Echo chamber

Reactionary

Overconfident

Keeping up with the Kardashians

Law students say

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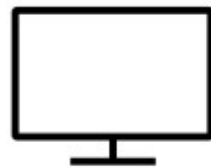
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Toolbox

Here are some logos and other icons that you can use for other social media networks.



LinkedIn

Blogging

Blogging

Success
Stories

Summary



LinkedIn

Complete your profile

Join groups

Use a professional photo

Make sure it matches your
resume

Recommendations

Participate in conversations



Blogging

Guest blog

Blog with others

Stick with facts avoid editorializing

Proofread

Seek out honest feedback

Always think "Would I hire this person?"



What Makes an Effective Post?

200-300 words

Pictures/Video

Hyperlinks

Engaging content

Frequent updates

Success Stories

Patrick Ellis, law student and avid blogger, reached out to like-minded lawyers on Twitter, via blogs and at legal technology conferences like New York's annual LegalTech. Leveraged social media to land job at GM.

Clint Dunaway launched a blog at UDSL that was featured on Above the LAW.

3L Mike Saks leverages blog into a position with HuffPost.

Summary

"The takeaways for law students and lawyers alike remains: beware of what you post. Membership in the legal profession affords you both 24/7 priveleges and obligations."

--Prof. Jan Jacobowitz



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