

University of Dayton School of Law

Social Media in Law Practice Badge

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TITLE/BADGE DESCRIPTION

“Social Media in Law Practice”

- This six-week badge program will appeal to 3L law students, as well as LLM students who are seeking practical information about the use of social media for client development and as a marketing strategy for a law practice.
- This program would be offered as a pass/fail course capped at 25 students.
- This program is directed primarily to students interested in gaining practical knowledge about the use of social media in law practice. The course will address the following objectives:
 1. Current online platforms and applications used by lawyers to engage in online social networking, both publically and in closed communities or with groups of other lawyers;
 2. An examination of the ethics issues that may arise in the use of social media with each different model, including several state bar ethics opinions on specific online social networking methods;
 3. Review of the ABA Commission on Ethics 20/20’s current position on the use of Internet tools for client development;
 4. Use of social media to build a consistent online brand;
 5. How to set up, monitor, and maintain accounts and profiles;
 6. Security and privacy issues involved in the use of social media; and
 7. Determining which forms of social media are most beneficial for your practice and other time management and organizational issues involved in the use of social media in law practice.
- Students enrolled in the program will be graded on pass/fail basis. Participation during class and the completion of a short social media policy for a law firm as well as the assigned reading material will be required.

BADGE PROGRAM JUSTIFICATION

In order to be competitive in a legal marketplace that is increasingly influenced by the use of cloud computing and the public's access to the Internet, lawyers must learn how to navigate the world of social media. Social media may be used as part of a marketing strategy to develop an online brand for an individual lawyer or a law firm or it may be used in client development and networking with other professionals. There are ethics issues that may arise from the use of social media as well as best practices that a lawyer should adhere to when engaging with others online through social media applications. Lawyers or law firms that chose not to engage in social media face the risk of not being able to monitor their online reputation and leave the brand and expertise building to their competition who may have mastered the use of social media. With careful attention to best practices for the use of social media, a law firm may find a number of benefits from its use both for client development and networking as well as improved customer service for existing clients.

Law students participating in this program will focus on developing best practices for use of a variety of different social media models, including but not limited to the following: Twitter, Facebook, LinkedIn, LegalOnRamp, Google+, and Pinterest. Students will learn how these tools may be used to grow a lawyer's client base and develop a rich network of other professionals. By the end of the course, students will have developed a short social media policy for a law firm.

The addition of this badge will give students the opportunity to learn practical social media skills to apply in the workplace and empower them to be competitive in a changing legal marketplace.

COURSE MATERIALS

Carolyn Elefant and Nicole Black. *Social Media for Lawyer: The Next Frontier*, ABA Publishing 2010.

Other reading assignments will be provided from a variety of resources and made available to the students online in various file formats, including podcasts, videos and whitepapers.

COURSE REQUIREMENTS

- Sessions will be conducted through live web conferences held Monday and Wednesday evenings from 5:30-7:00pm. Sessions will be recorded for those students who are unable to attend and/or for future use by the law school.

Students will be expected to attend all live web sessions and receive a pass/fail grade for participation and completion of a law office social media policy.

- Students will be called on and must be prepared to discuss the reading material and examples during each session of class.
- Throughout the program, the instructor will invite students to communicate with her via different forms of online communication, such as desktop sharing, web conferencing, and social media applications which will not only familiar the students with the technology, but also provide the opportunity to discuss the ethics issues and security risks that can arise from their use.