

SEMINAR LOCATION:

Holiday Inn Plainview
215 Sunnyside Blvd
Plainview, NY 11803



Register Online, by Fax, or by Phone:

4 ETHICS
CLE CREDITS

AVOIDING ETHICAL PROBLEMS IN ONLINE LEGAL MARKETING

Friday, March 13, 2015, 8:30 AM – 12:30 PM

SEMINAR OVERVIEW:

Join us for this important program on using social media to market your practice without falling into any ethical quagmires. The program will feature top speakers on social media ethics who will address avoiding ethical pitfalls within your website, blogs, LinkedIn, Facebook as well as best practices.

We will also focus on the application of advertising rules to LinkedIn, specifically:

- NYS Rule 7.1: False or misleading statements
- Disclaimers on LinkedIn profiles (Rule 7.1 and 7.3)
- Solicitation (Rule 7.3)
- Specialization and "expertise" (Rule 7.1 and 7.3, NYSBA Opinion 972)
- LinkedIn Skills and Endorsements – reciprocal recommendations (Rule 7.2) and other issues
- Client recommendations on LinkedIn
- Confidentiality – what you can and cannot say about clients and cases on LinkedIn; confidentiality issues in communicating with clients/potential clients electronically (Rule 1.6)
- Unauthorized practice of law and inadvertent attorney-client relationships (Rules 1.18 and Rule 5.5)
- Who lawyers can and should connect to on social media

There will also be a discussion on the use of Facebook, including:

- "Friend" requests – which requests should and should not be accepted
- What ethical issues are there when "friending"
- Ethical considerations in researching juror's, parties', and witness's social media presence
- What can and can't attorneys advise clients about incriminating social media postings

There will also be comment from the Grievance Committee concerning the Committee's perspective as to how attorneys are getting into trouble with advertising rules using social media.

FACULTY:



Annamarie Bondi-Stoddard, Esq.
- CHAIR
Pegalis & Erickson, LLC

Fred Cohen, Esq.

Founder, Amicus Creative Media, LLC

Carolyn Mazzu Genovesi, Esq.

Assistant Counsel State of New York
Tenth Judicial District

Allison Shields, Esq.

Interim Executive Director, Suffolk Academy of Law

Aaron Zerykier, Esq.

Farrell Fritz, PC
Secretary of the Social Media Committee, Commercial and Federal Litigation Section of the NYSBA

NYSTLI seminars were designed for real trial lawyers, and will help you fight for your client from intake to appeal. And we have the feedback to prove it.

JURY SELECTION: GETTING THE JURY YOU WANT
James Freeman, Esq.: "One of the best seminars I've ever attended."

EVIDENCE TO WIN 2014: PLANES, TRAINS AND AUTOMOBILES*
(*without the planes):
Pamela S. Roth, Esq.: "This seminar was fantastic and very helpful. I'm looking forward to applying the tips and tools provided by today's speakers to my cases."

LIEN ON US:
Martin W. Edelman, Esq.: "Very comprehensive and depressingly enlightening."

OnlineEthics #69-15

REGISTRATION FORM

	Seminar Fee	DVD	CD
Member	<input type="checkbox"/> \$85	<input type="checkbox"/> \$120	<input type="checkbox"/> \$115
Non-Member	<input type="checkbox"/> \$125	<input type="checkbox"/> \$185	<input type="checkbox"/> \$165
New Lawyer*	<input type="checkbox"/> \$70		
Gov't Employee	<input type="checkbox"/> \$70		

(* A new lawyer is a NYSTLA member admitted to the bar for ten years or less.)

There is a 10% discount for 3 or more registrants from the same office.

Call for financial hardship policy.

All attendees will receive a copy of the written materials.

Each set of DVDs or CDs is sent with a CD-ROM of the materials in PDF format only and one affirmation for one attorney. Additional sets may be ordered.

Book instead of CD-ROM (CD & DVD purchase only): _____ @ \$25 each = _____

Additional Affirmations w/ CD-ROM (CD & DVD purchase only): _____ @ \$100 each = _____

Additional Affirmations w/ Book (CD & DVD purchase only): _____ @ \$125 each = _____

This seminar has been approved for transitional and non-transitional credit.

CLE credits accepted in New Jersey.

Register by telephone (212) 349-5890, by fax (212) 608-2310, online at www.nystla.org or mail form with payment to:

NYSTLI Registrar, 132 Nassau Street, New York, NY 10038. All registrations must be prepaid.

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