

# The lawyer and social media

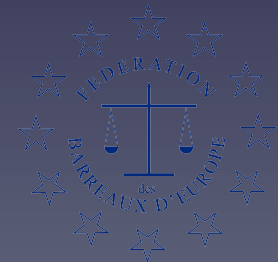
Wrocław

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## Introduction

Mirko Roš

Past President Fédération des Barreaux  
d'Europe (FBE)



# Distribution of internet & social media





20 January 2011: 600 million users  
(= 1/12 world population = 3rd largest „nation“)

September 2011: **750 million users**

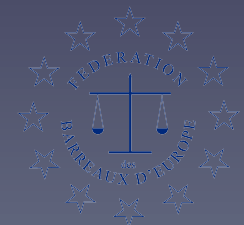
The pope has a facebook page, Queen Elisabeth has one, North Korea ....,

**Many of our clients use facebook**

Facebook knows what we like, what we think, where we travel to, when we get divorced  
(usually on Mondays and before X-mas),

382'000 „I like“ clicks/min.

Facebook soon knows what we look like – 135'860 photos/min uploaded





„Without social media, one simply does  
not exist anymore today „

„If facebook owns your private life,  
Linkedin owns your professional life“



## Goals:

- 1) Understand social media
  - their importance
  - the way social media work
  - the chances and dangers

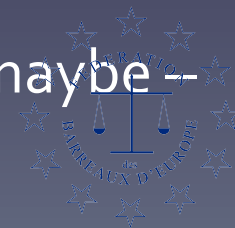


## Goals:

2) FBE shall make it's members aware of potential of social media

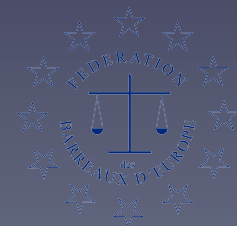
## Questionnaires

- 1) What is the principle appeal of the social media for lawyers ?
  - Opens a huge set of opportunities (to publicize their work and expertise), (Portugal, Czech Bar, many others)
  - For young lawyers: a platform for hiring
  - Twitter, YouTube less important
  - Twitter especially important
  - Generally: Not (yet ?) used by our lawyers, or – maybe – only the younger ones



## 2) What advantages can a lawyer draw from Social Media?

- Czech Bar: More disadvantages than advantages
- Marketing tool, discuss decisions e.g.
- Low cost, but high personal involvement
- Reduces barriers of accessibility to lawyers







## Goals:

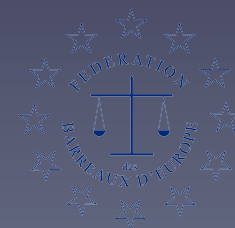
3) FBE shall take a lead for it's members regarding guidelines for the use of social media



- 2008: 15 % of US lawyers had an online presence in a social network lik Facebook, Linkedin, LawLink or Legal OnRamp
- 2009: 43 %
- 2010: 56 %
- 2011: 75 % ?
- Source: ABA, Legal technology Survey Report



- Does facebook know who my lawyer is ?
- Does facebook know which lawyer has which clients ?
- Does facebook know which client has which problem – and how it was solved ?
- What will facebook not know ?
- Facebook is probably the most efficient platform for advertising



# Social media –a danger for confidentiality?

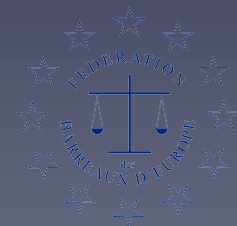


Social media are extremely attractive, also  
for lawyers



**Social media require  
guidelines for and by  
lawyers:**

**A task for the Bars!**





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## DIVISION FOR BAR SERVICES

Connecting Leaders & Resources

### Social Media Resources for Bar Associations

These pages are organized by subject matter and contain articles, presentations, reports, and links to other materials to educate the bar association community about important topics. If the information you need is not covered on one of the resource pages, please feel free to contact the [Division for Bar Services' Information Coordinator](#) with regard to your question.

#### Social Media Usage Policies

- [Indiana State Bar Association Guidelines](#)
- [Clark County Bar Association Social Computing Guidelines](#)
- [South Carolina Bar Social Media Policy](#)
- [NABE Communication Section Social Media Guideline Template](#)
- [New York State Bar Association Blogging Principles](#)
- [Advice for Organizations Doing Social Media Policies](#)
- [Online Database of Social Media Policies](#)

#### The Best of Social Media & Associations

- [Mashable](#)
- [Association Jam](#)
- [IdealWare](#)
- [TechSoup](#)
- [SocialFish](#)
- [John Haydon](#)
- [Beth's Blog](#)
- [Chris Brogan](#)

#### The Major Players

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)
- [AffinityCircles](#)
- [Foursquare](#)
- [Ning](#)

New York Times technology writer David Pogue developed this [clip and save guide](#) describing all the major social media providers.

#### Glossary

**Blog:** An online journal that's updated on a regular basis with entries that appear in reverse chronological order  
**Crowdsourcing:** Harnessing the skills and enthusiasm of those outside an organization who are prepared to volunteer their time contributing content or skills and solving problems.

**Hashtag:** A community-driven convention for adding



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Sections,  
Divisions,



Attorneys

We are the champions !



The biggest threat to confidentiality comes from us!



# Thank you !

