Social Media, Legal Education and the Legal Profession: Encouraging E-Professionalism

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Lawyers can use social media to change people’s lives

By Kevin O’Keefe on March 14, 2016 in Blogging, Social Media Principles

In the big scheme of things, lawyers blog and use social media for what can seem like fairly shallow reasons. Marketing, content marketing, content distribution, visibility, SEO and web traffic are the goals you most often hear about.

In an interview with Anna Hecht (@annaruthhecht) of InStyle, First Lady Michelle Obama (@FLOTUS) makes clear her use of social media, whether for education for girls worldwide, fitness, support for veterans or higher education, is to make change.

We want to do things that are actually going to change people’s lives, and the only way to do that is to constantly make those shifts so that the message is getting directly to the people we’re trying to reach.
Lawyers Weekly @LawyersWeekly · Jun 1
Lawyers must tune into social media discussions to 'move with the market' #auslaw ow.ly/ZF5l300Pc0c
Singapore High Court can serve papers through social media

Court ‘must be open’ to alternative means, senior official says.

Singapore’s High Court has ruled that court papers can be served through Facebook, Skype or internet forums for defendants who cannot be contacted in person.
Crikey, had a great "win" last week which sent some parents into a storm! It is always a great win when the other side thinks they won!

11/06/2016, 15:14

Some great tweets received today from people who just see a one sided argument...just shared them with my cat...

11/06/2016, 22:03

Shame about the football but nice to be relaxing on twitter at the end of a busy week.

11/06/2016, 22:52
Drunken trainee solicitor at top City firm facing the sack after he describes his job as 'basically f***** people over for money'

- Trainee lawyer filmed drunkenly describing his work to student newspaper
- He described himself as a 'City lad' to interviewer for online video
- Clifford Chance has described the comments as 'inappropriate'

By DAILY MAIL REPORTER

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A trainee solicitor at one of the UK's leading law firms is facing disciplinary action after he drunkenly described his job as 'f****** people over for money' in a student video.

The unnamed Clifford Chance trainee is filmed describing himself as a 'City lad' on the online video for Oxford student newspaper Cherwell.

The interview was carried out for the student newspaper's series of online videos, Shark Tales, which features student journalist Toby Mather speaking to drunken students on the streets in the early hours of the morning.

SCROLL DOWN FOR VIDEO
Lawyers accused of using paralegal to friend litigant on Facebook are facing ethics probe

POSTED APR 20, 2016 07:45 AM CDT
BY DEBRA CASSENS WEISS

Ethics regulators may pursue a case against two lawyers accused of using a paralegal to friend a litigant and access nonpublic Facebook pages, the New Jersey Supreme Court has ruled in a decision on the power of the Office of Attorney Ethics.

The supreme court ruled that the ethics office could investigate the grievance even though the secretary of a local district ethics committee refused to docket the matter, report the New Jersey Law Journal (sub. req.), the Wall Street Journal Law Blog and the Legal Profession Blog.

The lawyers, John Robertelli and Gabriel Adamo are accused of using the paralegal to obtain private Facebook information about a plaintiff in a personal injury case who was represented by counsel. The plaintiff was injured after being struck by a police car; Robertelli and Adamo represented the governmental body being sued.

After the plaintiff changed his privacy setting, the paralegal allegedly
Social Media, Legal Education and the Legal Profession: Encouraging E-Professionalism

1. Exploring Professionalism, Legal Professionalism and E-Professionalism
2. The Legal Profession, Law Students and Social Media: Risks and Benefits
3. Professional Regulation, Legal Education and Social Media
1. Exploring Professionalism, Legal Professionalism and E-Professionalism

- Professionalism – a lawyer’s conduct in practice and personally → ‘how the lawyer’s actions will impact the profession itself’

- E-Professionalism - ‘the attitudes and behaviours that reflect traditional professionalism paradigms but are manifested through digital media’
2. The Legal Profession, Law Students and Social Media: Risks and Benefits

- Increasing use of social media by lawyers and law students
- Evidence of lack of understanding of professional and ethical implications guidelines
- Blurred professional/personal boundaries
- Many advantages, Many risks - ethical, professional, legal admission, employment related
- Some response by legal profession: eg Duty of Technological Competency (ABA), ABA Report on the Future of Legal Services
- Little response in legal education
3. Professional Regulation, Legal Education and Social Media: Our Suggestions

- 1. Need for very explicit social media guidelines in all jurisdictions which will supplement ethical rules
- 2. Compulsory continuing mandatory professional development.
- 3. Include ethics and professionalism (including e-professionalism) as a core unit in law school curriculum in all jurisdictions
- 4. Whole of curriculum/student life span approach
- 5. Teach e-professionalism very early
3. Professional Regulation, Legal Education and Social Media: Our Suggestions

- 6. Focus on reflective deliberative, reflective approach to social media use
- 7. Law School guidelines/social media policy
- 8. Legal academics role model in use and implications of technology/social media
- 9. Use active learning methods
- 10. Role for clinical legal education
- 11. Focus on e-professionalism rather than just the ‘ethics’ of social media
- 12. Approach to teaching should be evidence based
- 13. We need more empirical research to aid the development of approach.
Images

- http://kevin.lexblog.com/2016/03/14/lawyers-can-use-social-media-change-peoples-lives/