**“SMART PHONES, DUMB LAWYERS: LEGAL ETHICS OF SOCIAL MEDIA AND TECHNOLOGY”**

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Waukesha County Bar Association

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1. What is Social Media
2. Lawyer’s Use
   1. Professional Use
      1. Advertising/Solicitation
      2. Duty of Competence
      3. Investigation/Communication with Other Persons
         1. Researching/Communicating with Opposing Party
         2. Researching Jurors
      4. Responding to negative reviews
   2. Personal Use
      1. Befriending opposing counsel or party
      2. Personal antics that impact moral character or fitness
3. Advising Client re: Client’s Use
   1. Preserving evidence
   2. Advising client to change privacy or security settings to be more restrictive
   3. Monitoring client’s account
4. Judicial Use
   1. Contact with litigant
   2. Contact with lawyer
5. Technology Tips and Practices
   1. Review of technologies
   2. Practical tips
   3. Specific problems and solutions
      1. Client information security
      2. Networks and connectivity
      3. Cloud solutions