



----- CLE SEMINAR -----

What Every Business Lawyer Needs to Know in Advising Clients About Social Media Law

LIVE SEMINAR: Friday, October 9, 2015 – Madison
WEBCAST: Friday, October 9, 2015

REPLAY WEBCAST: Tuesday, October 20, 2015
WEBCAST: Thursday, October 29, 2015
WEBCAST: Tuesday, November 3, 2015
WEBCAST: Monday, November 16, 2015

CREDITS
4 CLE
1 EPR

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"You are what you share." – Charles Leadbeater

#SocialMedia #YesItMatters

Whether it was a tweet, snap, post, share, vine, follow, like, pin, check-in, or favorite, at some point, social media entered your world, and it is there to stay. So why should this matter to you as a lawyer?

Social media has distinct advantages that can be a great asset to your business clients and your firm, if you know how to use them. Its affordability, ease of use, and wide reach can connect a business with potential customers, and also connect employers with potential employees. This powerful business connection also carries a risk of misuse without proper protocols and policies in place. Can you advise your clients to avoid potential pitfalls while helping them utilize this medium's full potential?

#GrowYourPractice #LikeAPro

Learn the ins and outs of social media and its intersection with marketing, brand advocacy, employee privacy, and more at *What Every Business Lawyer Needs to Know in Advising Clients About Social Media Law*. Dive into the legal and ethical implications you'll face when advising a business about social media, managing your firm's social media accounts, and managing your own accounts. Earn four CLE and one ethics credit while exploring:

- Employer liability and developing social media policies for employee use
- Brand protection and the Digital Millennium Copyright Act
- Best practices and proper conduct for lawyers using social media
- Marketing and solicitation ethics rules

Register today!

"Social media is like Ancient Egypt: Writing things on walls and worshipping cats." – George Takei

Schedule

8:00 AM Registration

8:30 AM Overview of Social Media Law Concepts and its Relevance Lawyers

- What is social media?
- Why should lawyers care about social media?
- How is social media relevant to lawyers?
- Developing protocols and best practices regarding social media
Randal J. Brotherhood

9:15 AM Social Media Policies and Employee Social Media

- Social media in hiring
- Ownership of employer IP accounts
- Employer liability for employee use
- Defamation and privacy issues
- Employee misuse/employee discipline
- Creating a social media policy
Mark J. Goldstein

10:00 AM Break

10:15 AM Brand Protection in the Social Media World

- Brand advocacy programs
- Unauthorized use of intellectual property and remedies
- Utilizing the Digital Millennium Copyright Act to enforce rights in social media realm
- Marketing on social media
Melinda S. Giftos

11:00 AM Ethical Issues and Social Media

- Applicability of Rules of Professional Responsibility to social media
- Social media as evidence and e-discovery obligations ethical implications
- Social media advertising and solicitation rules
- Ethical issues for lawyers in "friending" others
- Posting information about clients, opposing counsel, cases or courts
- Rules for marketing and avoiding other legal risks
- Specialization claims
- Proper social media conduct
Dean R. Dietrich

11:50 AM Panel Discussion

12:10 PM Program Concludes

Following program start time, webcast replay schedule will vary slightly from above listed times.

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Faculty

Program Chair & Presenter

Randal J. Brotherhood

Meissner Tierney Fisher & Nichols S.C.
Milwaukee

Presenters

Dean R. Dietrich

Ruder Ware L.L.S.C.
Wausau

Melinda S. Giftos

Whyte Hirschboeck Dudek S.C.
Madison

Mark J. Goldstein

Goldstein Law Group S.C.
Milwaukee

Credits

This program has been submitted to the Wisconsin Board of Bar Examiners for up to **4.0 CLE credits, including 1.0 Ethics and Professional Responsibility credit.**

The live seminar and live webcast on Friday, October 9, 2015 will also be submitted for Minnesota CLE credit.

Location

Live Seminar

Madison, State Bar Center

5302 Eastpark Blvd., American Center,
(608) 257-3838

Additional Learning Opportunities

CLE OnDemand

All a Twitter: The Wisconsin Social Media Protection Act – 2015

The Wisconsin Social Media Protection Act created new social media privacy protections for employees, students, and tenants. Watch this one-hour *CLE OnDemand* seminar to learn about the scope of protected activity, the latest government agency enforcement strategies, and ways business and employment clients can avoid liability under the act.

CLE OnDemand Seminar: #CA2240D Member: \$79 | Nonmember: \$99

Regulating Off-Duty Conduct: Social Media, Use of Lawful Products, and Employee Rights Away from the Workplace – 2013

In the age of social media, evidence of employee conduct (or misconduct) can quickly become widespread, and certain uses of social media could cause an employer to take disciplinary action. Watch this *CLE OnDemand* seminar to stay current on the legal risks employers face regarding employee use of social media, learn about protections available to employees, and get tips and techniques for setting a comprehensive social media policy.

CLE OnDemand Seminar: #CA2045D Member: \$99 | Nonmember: \$119

Accidental White Collar Criminal: Preventative Strategies for Business and Employment Lawyers – 2014

It's easier than you'd think for you and your business and employment clients to end up on the wrong side of the criminal law. Watch this *CLE OnDemand* seminar to learn how white collar crime can arise from tax obligations, civil rights claims, privacy breaches, and other federal law minefields. The program will also cover tips for keeping yourself out of the hot seat, off the witness stand, and out of the prosecution's line of fire.

CLE OnDemand Seminar: #CA2207D Member: \$219 | Nonmember: \$249

Books / Books UnBound and Online Forms Library

Wisconsin Business Advisors Series – 10 Volume Set

This unique series provides a comprehensive overview of issues that often arise in the course of advising business clients. Developed in conjunction with the Business Law Section of the State Bar of Wisconsin, it is packed with relevant case law, time-saving practice tips, checklists, cautions, sample language, and practice guides to help you find the answers your clients need.

Print Book: # AK0289; 10 Volume Set; Member: \$895 | Nonmember: \$1,100
Books UnBound™ Subscription: # AL0004; Member: \$449 | Nonmember: \$539

Business Law Forms Library

Save time, improve accuracy, and take the headaches out of your business law practice. The Business Law Forms Library contains more than 50 fillable forms, including sample articles, bylaws, and resolutions, and is fully searchable by title and keyword.

One-year Online Subscription: # FB2000 | Member: \$89 (Not available for nonmembers)



Business School for Lawyers

*Get the Business Concepts
to Grow Your Practice*

BSL 201: Business Plans for Lawyers

Webcast Replays: Aug. 26 | Sept. 2 | Sept. 10 | Sept. 29 | Oct. 13

Fill in the gaps of your business plan and set achievable goals in terms of networking, operations, financial management, marketing, and human resources. Learn how to get clients while still meeting your professional obligations.

BSL 301: Business Principles for a Successful Law Firm

Live & Webcast: Sept. 18 | Webcast Replays: Sept. 30 | Oct. 9 | Oct. 14 | Oct. 26

Attend this advanced law firm management seminar and make your business plan even more effective as a strategic planning tool. Learn how to keep operating costs down and get the clients you want, all while fulfilling your professional obligations.

Register & Discover More About the Initiative

bsl.wisbar.org

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Priority Code: S 3 1 8 0 B

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<input type="checkbox"/> State Bar Member	<input type="checkbox"/> \$209	<input type="checkbox"/> \$189	<input type="checkbox"/> \$219
<input type="checkbox"/> Nonmember	<input type="checkbox"/> \$289	<input type="checkbox"/> \$269	<input type="checkbox"/> \$299
<input type="checkbox"/> Ultimate Pass Subscriber	<input type="checkbox"/> \$20	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0
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To purchase written course materials for those **not** attending this program, contact the State Bar at (800) 728-7788.

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Mail to: State Bar PINNACLE Registrations
P.O. Box 7158
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Event Code: CA2326MWR R2 R3 R4

Registration

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STATE BAR CLE/PINNACLE PASSBOOK REGISTRATIONS: Passbook Certificates must be received by the State Bar at least one business day prior to the event. For live and video seminars, walk-in registrations with the Passbook Certificates are welcome.

REGISTRATION CANCELLATIONS: Please visit www.wisbar.org/cancellation_policy for information on PINNACLE registration cancellation policies.

Course materials for those attending the seminar

Course materials are provided to seminar attendees in PDF format and are downloadable from *myStateBar* on *WisBar.org* up to four days prior to and 90 days after your seminar. The PDF format is ideal for creating an electronic library that is easily stored, searched, and shared. PDFs allow you to search multiple files at once, copy and paste desired paragraphs, or send the entire PDF to a colleague without leaving your desk.

Use Adobe Reader, GoodReader for iPad, or another free downloadable program to access the files from your computer, tablet, or mobile device during the seminar to make notes electronically, or print relevant sections ahead of time.

For live seminar attendees who prefer to receive course materials in printed format, please select the tuition option that includes printed materials for an additional \$20. You will also have access to the PDFs to get the benefit of both options.

Who should attend:

- Attorneys advising businesses
- Labor and employment lawyers
- Intellectual property lawyers
- Law practice managers
- Any lawyer with a social media account

How you'll benefit:

- Learn to develop protocols and best practices regarding social media
- Find out how social media can be used – and misused – in hiring, policing employee use, and employee discipline
- Discover how to protect your brand and intellectual property in the age of social media
- Learn how the Rules of Professional Responsibility apply to social media and how to avoid ethical violations