**CLE16-105**

**REGISTRATION INFO**

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<th>Name</th>
<th>Phone</th>
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<th>City</th>
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**DATE AND LOCATIONS**

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<tr>
<th>DEC 27</th>
<th>Akron</th>
<th>Columbus</th>
<th>Fairfield</th>
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<td>Cleveland</td>
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**PROGRAM TUITION** *(INCLUDES ELECTRONIC MATERIALS ONLY)*

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<tr>
<td>Pre-Register</td>
<td>$195</td>
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<td>Walk-In</td>
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<td>Government</td>
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**GROUP DISCOUNT:** Three or more registrants from the same office receive $25 off per registrant. Registrations must be submitted at the same time to be eligible.

**WEBCAST REGISTRATION:** Online registration only. Visit ohioabar.org/webcasts to register.

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**Tech Tock, Tech Tock: Social Media and the Countdown to Your Ethical Demise**

**DEC 27 | 8:30AM - 11:15AM**

Columbus  
Ohio State Bar Association, 1700 Lake Shore Dr., 43204

Akron  
John S. Knight Center, 77 E. Mill St., 44308

Cleveland  
Cleveland Metropolitan Bar Association
One Cleveland Center, 1375 East 9th Street, 44114

Fairfield  
Receptions Conference Center North, 5975 Bayne Rd., 45014

Perrysburg  
Hilton Garden Inn, 6165 Levis Commons Blvd., 43551

**WEBCAST**

**FEatuRING NATIONAL SPEAKER**

Stuart Teicher, Esq.

**2.5 HOURS**

Professional Conduct

**AKRON | CLEVELAND | COLUMBUS**

**FAIRFIELD | PERRYSBURG | WEBCAST**

**REGISTER ONLINE:**

[ohiobar.org/CLE16-105]

**CALL TO REGISTER:**

(800) 232-7124
Tech Tock, Tech Tock: Social Media and the Countdown to Your Ethical Demise

DESCRIPTION
Social media is part of the legal landscape, and technology is charging forward, but ethics rules are struggling to keep up. Sure, there are obvious concerns that everyone is talking about (such as confidentiality), but there are also hidden hazards that few people consider (such as trial publicity concerns). Join “the CLE Performer” Stuart Teicher, Esq., as he reviews ethics opinions from across the country and explains the rules in a substantive but humorous way.

PROGRAM AGENDA

8:00  Registration
8:30  What Is Social Media? Who Is Using Social Media?
Social Media: New Medium, New Ethical Problems
•  The ABA rules
•  Best ethical advice: BE SMART!

Get Involved
•  Every lawyer must be involved in social media to comply with the ethics rules demanding competence, diligence and supervision requirements.
  •  Competence is being redefined (Rule 1.1)
  •  Diligence is being redefined (Rule 1.3)
  •  Technology will be considered a basic lawyering skill (core competency)
  •  Supervision is required per RPC 5.1 and 5.3
  •  Learn how lawyers’ responsibilities are broadening through discussion of the new ABA rule amendments.

Keeping Quiet
•  Confidentiality and privilege issues in social media use (Rule 166) and advisory opinions

Innovative Use
•  How innovative professionals are using social media in substantive practice, and the attendant ethical concerns
•  Using social media for investigations and other intelligence-gathering (Rule 8.4) and opinions regarding “deception”
•  Use of social media in litigation—the havoc wreaked in jury trials and transactions
•  Evidentiary issues when using information gained from social media

Advertising and Self-Promotion
•  Things every lawyer needs to know, even if you NEVER advertise
•  Self-promotion of all kinds on social media (including LinkedIn and the ethical limitations)
•  The Seven Not-So-Deadly Sins of Rule 7
  1.  A wolf in sheep’s clothing: are profiles actually websites? Blogs? (Rule 7.2)
  2.  Isn’t everything on social media a big promotion? (Rule 7.1)
  3.  What if I fib? (Rule 7.1)
  4.  The problems with the technicalities of the advertising rules 7.1(b), (c)
  5.  The problems with solicitations (Rule 7.3)
  6.  The problems with LinkedIn, testimonials and skills endorsements
  7.  The problems with recommendations and comments about you relayed through the Internet
•  Ads we can’t use because of rule technicalities (Rule 7.2)
•  The problems with group sales sites such as Groupon: Rule 5.4 advertising rules

A Variety of Other Ethical Danger Zones
•  The hazards of being helpful to unknown colleagues—risks of discipline and malpractice charges
•  Creating unintentional lawyer/client relationships
•  Unauthorized practice of law issues (Rule 5.5)
•  Potential special duty for attorneys—the duty to de-friend on Facebook (Rule 4.2 issues)
•  Compromising confidentiality and the unintentional waiver of the attorney/client privilege
•  Misconduct and Rule 8.4: professionalism concerns
•  Text messaging dangers, Rule 4.1: professionalism concerns

11:15 Program concludes

NOTE: There will be a 15-minute morning break.

FEATURED SPEAKER
Stuart Teicher, Esq., is a professional legal educator who focuses on ethics law. A practicing attorney for more than two decades, Mr. Teicher’s career is now dedicated to helping fellow attorneys survive the practice of law and thrive in the profession. Mr. Teicher teaches seminars, provides in-house training to law firms, and gives keynote speeches at conventions and association meetings. He also provides consultation and representation in attorney disciplinary matters.

HOW TO REGISTER

Online: www.ohiobar.org/CLE16-105
Phone: (800) 232-7124  (614) 487-8585
Mail To: Ohio State Bar Association
P.O. Box 16562 Columbus, OH 43216-6562

Cancellation Policy: Cancellations received by 5 p.m. the business day prior to the program will be refunded less a $25 office fee.