

Social Media Guidelines
For the
Delaware State Bar Association

The Delaware State Bar Association (“DSBA”) acknowledges that social media (including but not limited to blogging, microblogging, (e.g., Twitter), networking sites (e.g., Facebook, LinkedIn), podcasts and content-sharing sites (e.g., YouTube) (collectively, “Social Media Networks”)) is an important way the DSBA and its related entities (hereinafter referred to as “Sections”) may interact with its members to promote awareness about the utilization of their programs, to facilitate member-to-member engagement, and to provide an opportunity to listen to the trends and concerns raised by the membership, lawyers generally, parties with special interests and concerns about the administration of justice and the practice of law, and members of the general public. DSBA supports the use of Social Media Networks to increase member engagement, build community, and improve access to information, resulting in greater value to our members and the public. These tools represent another method to communicate with a variety of audiences but may not be appropriate in all instances nor for all kinds of outreach.

To facilitate the use of Social Media Networks, the DSBA has adopted the following guidelines:

- 1. Guidelines for online conduct.** Represent the DSBA and our profession well. Exercise good judgment. Entities and individuals who fail to do so, or who fail to comply with these guidelines, may forfeit the right to participate in social networking activities. In some circumstances, inappropriate use of social media may subject you to discipline for failing to adhere to applicable Delaware Rules of Professional Conduct (RPC), as well as civil or criminal liability and penalties, as warranted. All conduct must comport with the Delaware Rules of Professional Conduct, including but not limited to Rule 4.1 (truthfulness); Rules 7.1-7.4 (advertising); and Rule 8.4 (misconduct).
- 2. Be responsible.** You are personally responsible for the material you post on any Social Media Network. All statements must be true and not misleading. Do not post private information about yourself or others. Keep the posts relevant to the DSBA and/or Section’s mission and/or goals. Adhere to all statutory prescriptions

and Delaware Rules of Professional Conduct governing the privacy of individuals and confidential information.

3. Identify yourself. Use your real name, and, if relevant, your role or interest in the topic discussed. When appropriate, make it clear you are speaking for yourself and not on behalf of the DSBA.

4. Be civil and respectful. It is acceptable to disagree with others, but do not use defamatory, libelous, or damaging innuendo; abusive, threatening, offensive, obscene, explicit, or racist language; or post illegal material.

5. Be quick to correct an error. If you make a mistake, quickly provide the correct information. If appropriate, modify an earlier post to make it clear that you have corrected an error.

6. Follow copyright and fair use laws. Always give people proper credit for their work. Make sure you have the right to use material with attribution before publishing. It is a good practice to link to others' work rather than reproducing it on your site. When in doubt as to the proprietary nature of material, do not use it. Recognize the potential professional and legal consequences of any failure to follow applicable laws governing the use of others' material.

7. Protect confidential and client information. Do not discuss or misuse proprietary or confidential information, and follow all professional and ethical rules governing the disclosure of such information. When in doubt, leave it out. *See* RPC 1.6.

8. Legal Restrictions. Comply with all legal restrictions and obligations governing professional conduct, particularly those regulating communication and advertising, when posting content to any social network, including postings by an entity.

9. Using DSBA's name and/or logo. Sections may incorporate DSBA's name into their social media identity with prior approval from DSBA's Executive Committee. To create consistency and community on the Web, DSBA has established standard logo templates, disclaimers, and naming conventions. The Section must work with an assigned DSBA staff member to coordinate the development of the social network graphic and other site requirements. The Section must provide a direct links on any social media page back to the DSBA website.

10. Enforcing these guidelines. DSBA will not actively monitor these sites for inappropriate postings. If an inappropriate posting is brought to the attention of DSBA, however, DSBA will take appropriate action to enforce these guidelines.

DSBA reserves the right to modify, change or revoke these guidelines at any time.

Approved by the Executive Committee of the Delaware State Bar Association:

11/19/15
Date

By: 
President