**Social Media Policy**

**Purpose**

At (FIRM NAME), we recognize the value of building relationships and visibility through social media. Used effectively, social media can enhance our professional reputation, foster engagement, and support business development. However, a single post or comment—especially one that breaches confidentiality or conflicts with our values—can compromise client trust, referral relationships, and the integrity of our brand.

This Social Media Policy is designed to help safeguard the firm’s reputation and ensure that all social media activity reflects our high professional standards. It outlines expectations for responsible online behavior, both when representing the firm and in personal online activity that could be linked to the firm.

**Scope**

This policy applies to all attorneys, staff, temporary personnel, and contractors at (FIRM NAME) who use social media, whether for business or personal purposes. Platforms include, but are not limited to:

* LinkedIn
* X (formerly Twitter)
* Facebook
* Instagram
* YouTube
* Blogs
* Reddit
* Wikis
* Yelp
* Threads
* TikTok
* Other emerging platforms

The policy applies to activity using both firm-provided and personal devices if that activity could reasonably be associated with the firm or its clients.

**1. Social Media Activities Outside of the Office**

When posting in a personal capacity, you must not:

* Imply any official affiliation with or endorsement by the firm.
* Use the firm’s name, logo, or branding without express written permission.
* Disclose confidential or privileged information about the firm, clients, or colleagues.
* Use your firm email or signature block in non-business-related social media activity.

**2. Compliance with Related Firm Policies**

Social media use must comply with all applicable firm policies, including:

* IT and Communications Policy
* Media Relations Policy
* Confidentiality and Data Privacy Policy
* Ethics and Standards of Conduct Policy
* Harassment and Discrimination Policy

If it would be inappropriate offline or in another professional setting, it is also inappropriate online.

**3. Prohibited Activities**

The following actions are prohibited:

* Creating social media accounts or groups branded to the firm (e.g., using the firm name or logo) without prior written approval from [INSERT TITLE/POSITION].
* Sharing confidential or privileged client or firm information.
* Uploading client, vendor, or colleague contact lists to social platforms.
* Providing client or colleague recommendations, testimonials, or endorsements on social media without approval from the General Counsel or Managing Partner.
* Communicating with clients about legal matters through social media platforms.
* "Pretexting" or misrepresenting yourself to obtain information on social media.
* Harassing, defaming, or making discriminatory remarks about any individual, including firm colleagues, clients, or judges.
* Posting false, misleading, or defamatory statements.
* Responding to online complaints or negative comments about the firm without approval from the Chief Marketing Officer or Senior Communications Manager.

**4. Guidelines for Responsible Use**

When engaging on social media, you are personally responsible for the content you share. Exercise the same care and professionalism as you would in other public communications. Follow these principles:

* **Use good judgment**: If it would be inappropriate to say aloud in a professional setting, it should not be posted online.
* **Be truthful and accurate**: Verify facts before posting.
* **Maintain confidentiality**: Never discuss client matters or internal firm business.
* **Avoid giving legal advice**: Doing so may create unintended attorney-client relationships.
* **Stay respectful**: Avoid engaging in online arguments or political disputes.
* **Avoid conflicting messaging**: Do not take public stances that conflict with firm clients' interests.
* **Be mindful of tone**: Use appropriate grammar, spelling, and respectful language.
* **Use disclaimers when appropriate**: When posting professionally-oriented content, include a disclaimer such as:
*“The views expressed are my own and do not represent the views of (FIRM NAME). This is not legal advice.”*

Attorneys should also monitor LinkedIn for accuracy and ensure all recommendations or endorsements are consistent with the Rules of Professional Conduct, especially in jurisdictions with specific advertising rules (e.g., New York).

**5. Building Your Professional Online Presence**

The firm encourages thoughtful participation in social and professional networks as part of a long-term strategy for business development and professional visibility. Keep in mind:

* Build trust and credibility by engaging honestly and respectfully.
* Connect only with individuals you know or with whom you have a genuine professional relationship.
* Never attempt to manipulate online polls, rankings, or reviews using the firm’s network.

**6. Personal Use of Social Media During Work Hours**

* Personal social media use should be limited during working hours and should not interfere with job responsibilities.
* Use of the firm’s IT systems for personal social media access should be minimal and appropriate.
* Professional use of LinkedIn and other career-related tools is allowed if aligned with firm business.

**7. Violations and Enforcement**

Violations of this policy may result in disciplinary action, up to and including termination of employment. Legal consequences may also apply for breaches of client confidentiality, data privacy laws, or professional conduct rules.

If you become aware of any potential violation, please contact:

* The General Counsel
* The Managing Partner
* The Chief Talent Officer

The firm reserves the right to modify, amend, or terminate this policy at any time.

**Questions?**

If you have any questions or need clarification about the firm’s Social Media Policy, contact the Chief Marketing Officer or a member of the Management Team.