



Avoid Malpractice: The Risks and Opportunities of Social Media
November 13, 2012
UT Conference Center- Knoxville, Tennessee

Program Description: Social media is unavoidable in today's business world and legal profession. Its use by lawyers, clients, and adversaries presents opportunities but also legal ethics and malpractice risks. Maximizing the opportunities while avoiding the risks requires a unique understanding of the application of the Rules of Professional Conduct. Regardless of your firm's current involvement in social media, this seminar will help you ethically navigate the use of this indispensable tool.

Program Speaker: Chris Stiegemeier, *The Bar Plan*

Agenda

Total Credit hours: 3 Dual

8:00 – 8:30am	Registration
8:30 – 9:30am	The QUIZ – A potpourri of the hottest topics in legal malpractice and ethics, and what you need to know to protect yourself from novel malpractice risks and ethics complaints.
9:30 – 9:45am	Break
9:45 - 10:45am	A review of popular social media applications and how the Tennessee Rules of Professional Conduct bear on social media use
10:45 – 11:45	Techniques for navigating issues of ethical responsibility and malpractice risk management when utilizing social media tools