



**Avoid Malpractice: The Risks and Opportunities of Social Media**  
**November 14, 2012**  
**Tennessee Bar Center - Nashville, 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	<b>Registration</b>
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	<b>Break</b>
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