



Social Media & The Bench

Michele Wojciechowski
Director of Communications
Supreme Court of Tennessee

Why does it matter to me?

- People spend an average of 7.6 hours on social media per month
- Nearly 60% of Americans are on some social media platform
- 98% of those online are on social media
- Mobile technology has helped fuel growth

Social Media is the Messenger

- Different Platforms
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram
 - YouTube
 - Website/Blogs

Landscape quickly changes

- Social Media is becoming enmeshed with apps
- As new apps come out, a new form of social media is born
- Snapchat, Tinder
- Most integrate with other apps



 **WHAT'S OUT THERE**

Facebook

The screenshot shows the Facebook profile page for "The Tennessee Supreme Court Access To Justice Initiative". The page header includes the name, a search bar, and navigation options like "Michele Home". The main banner features the logo "JUSTICE FOR ALL" with three stars in the letter 'O', and the text "A TENNESSEE SUPREME COURT INITIATIVE". Below the banner, it identifies the page as "The Tennessee Supreme Court Access To Justice Initiative" and "Government Organization". The page has 280 likes and is followed by 41 people. The timeline shows a recent post from October 23, 2014, celebrating attorneys recognized for pro bono work. The right sidebar displays statistics for the week (0 likes, 41 reach, 0 unread notifications) and a "See Your Ad Here" section with a promotional post for the initiative.

The Tennessee Supreme Court Access To Justice Initiative

Page Activity Insights Settings Build Audience Help

JUSTICE FOR ALL

A TENNESSEE SUPREME COURT INITIATIVE

The Tennessee Supreme Court Access To Justice Initiative
Government Organization

Liked Following Message

Timeline About Photos Videos More

PEOPLE

280 likes

Peter Preisler, Nichole Dusché and 19 others like this.

Reach People Nearby
Get people near Nashville to like your Page
Promote Page

Invite your friends to like The Tennessee Supreme...

Status Photo / Video Offer, Event +

What have you been up to?

The Tennessee Supreme Court Access To Justice Initiative shared a link.
Posted by Anne-Louise Wirthlin [?]
4 hours ago

Congratulations to the 2014 Attorneys for Justice and 2014 Law Students for Justice who were recognized earlier this week in events across the state.
<http://www.tncourts.gov/news/2014/10/23/tennessee-attorneys-recognized-pro-bono-work-ceremonies-across-tennessee>

Tennessee Attorneys Recognized for Pro Bono Work in Ceremonies Across Tennessee | Tennessee...
www.tncourts.gov
October 23, 2014 Type: News Weight ...

THIS WEEK

0 Page Likes

41 Post Reach

UNREAD

0 Notifications

0 Messages

Recent

2014

2013

2009

Founded

See Your Ad Here

JUSTICE FOR ALL
A TENNESSEE SUPREME COURT INITIATIVE

The Tennessee Suprem...
This page is a project of the Tennessee Supreme Court Access To Justice Initiative.

Like Page 280 people like this page

Promote Page

Twitter

Home Notifications Messages # Discover Search Twitter Tweet

TENNESSEE SUPREME COURT

SEAL OF THE TENNESSEE JUDICIARY
1796

TWEETS 2,100 FOLLOWING 426 FOLLOWERS 4,854 FAVORITES 48 LISTS 13 Edit profile

Tennessee Courts
@TNCourts
News & information from Tennessee Supreme Court, Court of Appeals, Criminal Court of Appeals & trial courts provided by the court's public information office.
Tennessee
Incourts.gov
Joined May 2009
30 Photos and videos

Tweets Tweets & replies Photos & videos

Tennessee Courts @TNCourts · 2h
Administrative Office of the Courts names Assistant General Counsel [bit.ly/ZQe9E2](#)

Tennessee Courts @TNCourts · 7h
Supreme Court recognizes attorneys across Tennessee for pro bono work [bit.ly/1FM9jZa](#)

Tennessee Courts @TNCourts · 23h
Appellate Court Opinions for 10/23/2014 - [eepurl.com/6zJF9](#)

Tennessee Courts @TNCourts · Oct 23
Board of Judicial Conduct reprimands

Who to follow Refresh View all

Cathi Ayccock @StyleCathi Follow

Molly Ball @mollyesque Follow

Amy D. Howell @HowellMa...
Followed by Chris Devaney... Follow

Popular accounts Find friends

Trends Change

#HuntingSeason
Promoted by Best Buy

#MarysvilleShooting
Ebota
Nathan Cirillo

LinkedIn

The screenshot displays the LinkedIn homepage interface. At the top, there is a navigation bar with the LinkedIn logo, a 'PREMIUM' badge, and a search bar containing the text 'Search for people, jobs, companies, and more'. To the right of the search bar are icons for messages, alerts, and profile updates. Below the navigation bar is a dark header with menu items: Home, Profile, Connections, Jobs, Interests, Business Services, and Upgrade. A blue banner below the header reads 'Masters in Digital Media - Master digital & social media with an online MS in Interactive Media.'

The main content area is divided into several sections:

- Update Input:** A box with a profile picture and the text 'Share an update...'.
- All Updates:** A dropdown menu.
- Pulse Recommendation:** A section titled 'Pulse recommends this news for you' featuring a profile picture and a link to '3 Reasons Why Facebook Can Eclipse Google' by Bernard Desarnauts.
- News Feed:** A list of articles including 'What Your Employer Might Do When You Resign' by Stacy Pursell, 'In Case of Ebola, U.S. Has Stockpile of Expired Sanitizer' from bloomberg.com, and 'Make Meetings More Effective: Your Ideas' by Jeff Denneen.
- Erin Desman likes:** A section showing a profile picture and a quote by Peter Drucker: 'Kate O'Neill "The customer rarely buys what the company thinks it's selling." — Peter Drucker'. It includes interaction options like 'Like (6)', 'Comment', and 'Share'.
- Sponsored Ad:** A 'TrackMaven' advertisement with the text 'Trying to sniff out what your competitors' digital marketing? See what TrackMaven can do for'.

The right sidebar contains:

- People You May Know:** A list of suggested connections with profile pictures and names like 'Charity Neal, Esq.', 'Ginger Woodside', and 'Jane Molteni'.
- CONCUR Advertisement:** A green box with the text 'Faster client billing starts with cloud-based expense reporting.' and a 'Learn more' button.
- You Recently Visited:** A section showing profile pictures of recently visited users.
- Who's Viewed Your Profile:** A section showing profile pictures of users who have viewed the current user's profile.

Instagram



Capture and Share the World's Moments

Instagram is a **fast, beautiful** and **fun** way to share your life with friends and family.

Take a picture or video, choose a filter to transform its look and feel, then post to Instagram — it's that easy. You can even share to Facebook, Twitter, Tumblr and more. It's a new way to see the world.

Oh yeah, did we mention it's free?

[Download on the App Store](#) [GET IT ON Google play](#)

[ABOUT US](#) [SUPPORT](#) [BLOG](#) [PRESS](#) [API](#) [JOBS](#) [PRIVACY](#) [TERMS](#) © 2014 INSTAGRAM



● **POWER OF SOCIAL MEDIA**

Why Social Media

- Incredibly powerful communication tool
- Users apparently have control over:
 - Who they share with
 - What they share
 - What they consume
- Puts users in control

Users' Control

- They are putting their information “out there”
 - Privacy settings go only so far
- Hacking concerns
- Sometimes, only tells part of the story



**◦ WHY DOES THIS
MATTER TO ME?**



Professional

- May be integral to a case
- Professional relationships
- Impact on functions in a courtroom

In a case

- Trend is to allow more social media in courtrooms
- In 2014, 37 percent of the courts have a social media policy for their courtroom compared to about 29 percent a year ago.
- Court officials are less concerned about the media sending messages from the courtroom during proceedings
- More than 50 percent of court officials believe the media should be allowed, with some restrictions, to take photos and videos of a court proceeding.
- Court personnel still remain wary of social media use and three-quarters do not use any social media in their professional lives.

Professional Relationships

- Attorneys
- Other judges
- Litigants
- Court personnel
- Election time

Social media for your courtroom

- Purpose
- Who will maintain it
- Voice

Functions in your Courtroom

- Rule 30
 - Does not address social media
- Judges' discretion
- Consider "The Rule"
- Who is a 'friend'?

Caselaw

- Recent TN Supreme Court Decision
 - State of Tenn. v. William Darelle Smith
- Advisory Ethics Opinion

Personal

- Assume everything is public
- Would you say it:
 - In a courtroom
 - In front of a client?
 - To the BPR?

Rules of Professional Responsibility

- How they apply to social media
 - Confidentiality
 - Fraudulent behavior
 - Conflicts
 - Candor



- **HOW SOCIAL MEDIA
CAN HELP YOU**



Resources

- Law blogs
- Legal news
- Sharing information
- Research



Networking

- Communities:
 - Legal
 - Local
 - Client



Entertainment

- After all, it's SOCIAL media



 **PUBLICATIONS & WEBSITE**