ISBA Social Media Policy & Guidelines
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Social media tools are becoming the go-to media for more than half of America looking for information - including ISBA members and our extended legal community. The Indiana State Bar Association plans to implement social media platforms (to include Facebook and Twitter) to improve its relationships with members, inspire attorneys to action and raise awareness of State Bar services, benefits and programs. The State Bar's social media presence will provide an online meeting place for Indiana's legal community.

The following policy applies to ISBA staff members and ISBA sections, committees, volunteers and related groups ("entities") wishing to use the State Bar's name and/or logo in conjunction with a social media platform that identifies itself as being affiliated with the ISBA.

Administering Social Media Presence
Carissa Long, assistant director of communications, and Susan Ferrer, director of communications, will have exclusive rights to post items on the ISBA's official Facebook page and Twitter account. Carissa Long will serve as the administrator for each social media platform; all items for posting must be submitted to the administrator. The ISBA will constantly monitor the sites for inappropriate posts and retain the right to remove posts deemed to be inappropriate. State Bar staff members can become a "fan" of the ISBA's Facebook page and a "follower" of the ISBA's Twitter account; however, staff will refrain from posting directly to the page or account. Additionally, State Bar staff members will refrain from sending and/or receiving "friend" requests with ISBA members.

Each ISBA entity that wishes to create a social media presence (e.g., Facebook page) must contact Carissa Long, assistant director of communications. The State Bar will serve as the "creator" of the social media platform and then designate as an "admin" the entity's site administrator. Each entity will be responsible for: (1) appointing a site administrator; (2) content development and management; and (3) compliance with ISBA social media policy and guidelines.

ISBA Social Media Guidelines
In sum, be professional, respectful and discreet in your online dialogue. Represent the State Bar and your profession well. Exercise good judgment. State Bar members who fail to do so, or who fail to comply with these guidelines, may not only forfeit the right to participate in social networking activities sponsored by the State Bar, but may also be subject to penalties and discipline for failing to adhere to applicable Rules of Professional Conduct, as well as civil or criminal liability and penalties, as warranted.

1. **Be responsible.** You are personally responsible for the material you post. All statements must be true and not misleading. Carefully consider content; what you publish will be widely accessible for a long time and, in some cases, indefinitely. Protect your privacy and the privacy of others, and adhere to all statutory proscriptions and Professional Rules of Conduct governing the privacy of individuals and confidential information of your clients.
2. **Identify yourself.** Your honesty - or dishonesty - will be quickly noticed in the social networking environment. Always speak in first person, and identify yourself in your postings. Make it clear that your views are your own and not those of the ISBA. Only the communications team, with prior approval from the ISBA executive director and/or associate executive director, is authorized to speak for the ISBA.

3. **Respect your audience.** Do not use defamatory, abusive, threatening, offensive or obscene language, or post illegal material.

4. **Admit mistakes.** Be the first to respond to your own mistakes and quickly provide the correct information.

5. **Add value.** Add value by providing worthwhile information and perspective. Contribute knowledge, not promotion. Write about what you know.

6. **Respect copyright, fair use and financial disclosure laws.** Always give people proper credit for their work. In general, it's good practice to link to others' work rather than reproducing it on your site.

7. **Protect confidential, proprietary or other privileged information.** Make sure to comply with all professional and ethical rules governing the use of others' materials.

8. **Protect personal information from unlawful or potentially harmful use or disclosure.** Refrain from posting your personal information or sharing personal information of others in a way that may result in acquisition or use by other persons for identity theft or other fraudulent or harmful purposes. Disclosure of financial account numbers, Social Security numbers, driver’s license numbers, and private health information should be avoided. Use of applicable social media privacy settings to share other categories of personal information (to include date of birth, phone number and address) only with friends and trusted persons is recommended.

9. **Refrain from endorsements of political candidates.** As a membership organization, the State Bar must avoid the appearance of endorsing or financially supporting candidates for political office.

10. **Refrain from making uninformed or unsubstantiated endorsements.** You should not make any qualitative claims about your experience with an ISBA program, service, product or activity unless you have personally used the service or product or participated in the program or activity. Endorsements should not be misleading or unsubstantiated.

11. **Include appropriate endorsement disclosures.** ISBA staff and others with “material connections” to the ISBA should clearly and conspicuously disclose their relationship to the ISBA when endorsing its programs, services, products and activities on social media platforms. Such disclosures are necessary to ensure that third party readers are appropriately informed of the connections and can take them into account when considering the endorsement. A material connection may exist if you are employed by or receive compensation or other significant considerations from the ISBA, or in situations where the audience would not reasonably expect a specific relationship between you and the ISBA. The disclosure does not have to be elaborate or complex, but it must be clear and easy for others to find.

12. **Comply with Indiana rules for lawyer advertising.** Comply with all restrictions governing legal advertising when posting content to the ISBA's social media platforms.

13. **Do not violate antitrust laws.** Antitrust laws prohibit postings that encourage or facilitate agreements between State Bar members concerning the following, as they pertain to legal services: prices, discounts or terms/conditions of sale; salaries; profits, profit margins or cost data; market shares, sales territories or markets; allocation of customers or suppliers; or any other term or condition related to competition.