



# Navigating Social Media in the Legal Industry:

## Best Practices and Ethical Pitfalls

Join us for a crucial webinar that explores the use of social media within the legal industry and how to effectively navigate its unique challenges. As legal professionals increasingly turn to social media for networking, marketing, and communication, understanding the ethical implications is essential.

In this session, you will learn:

- **The Role of Social Media in Law:** Discover how legal professionals are utilizing social media platforms for sleuthing, branding, client engagement, and information sharing.
- **Ethical Considerations:** Explore the key ethical rules and guidelines governing social media use in the legal profession, including client confidentiality and advertising regulations.
- **Common Pitfalls:** Identify the most frequent ethical dilemmas faced by legal professionals on social media and how to avoid them, ensuring compliance with professional standards.
- **Best Practices for Engagement:** Learn actionable strategies for effectively using social media while maintaining ethical integrity, including content creation, client interactions, and managing your online presence.



**INSTRUCTOR:**

**BETHANY S. ENSZ, M.S.**

**04.01.2025**

**12:00 pm to 1:00 pm**


To Register, go to our website:

<https://www.legalprofessionalsinc.org/events> or scan the QR code.

- LPI Member \$25
- Non-LPI Member \$55

**NO CANCELLATIONS OR REFUNDS ARE PROVIDED AFTER THE WEBINAR; HOWEVER, SHOULD A CANCELLATION OCCUR AT LEAST 48 HOURS BEFORE THE LIVE WEBINAR, LPI WILL ISSUE A REFUND, MINUS THE CREDIT CARD PROCESSING FEE. FOR FURTHER INFORMATION OR GROUP REGISTRATIONS EMAIL: TRAINING@LEGALPROFESSIONALSINC.ORG.**

### ABOUT THE INSTRUCTOR



Bethany S. Ensz, M.S., works as a Legal Research and Analysis instructor at UCSD Division of Extended Studies. Before teaching, Bethany worked as a corporate paralegal and office manager for Breakwater Law Group, LLP and was with Sheppard, Mullin, Richter & Hampton LLP prior to that. Bethany is a graduate from Indiana University with a Bachelor of Science in Criminal Justice and a minor in Psychology and earned a Master of Science in Legal Studies from the University of San Diego School of Law. She earned her paralegal certification from UCSD Division of Extended Studies, where she was inducted into the LEX Honor Society.

This webinar is approved for California Minimum Continuing Legal Education (MCLE) credit in the amount of 1.0 credit hour. This webinar is also approved for 1.0 hour of CCLS credit.