



Building Your Online Brand

For the Solo/Small Firm
Business Owner



GETTING STARTED

Ask yourself:

1. What do I know? (or what can I learn?)
 2. Who am I trying to reach?
 3. What do the people I'm trying to reach need from me?
 4. How can I tailor what I know to help the people I'm trying to reach?
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CREATING YOUR LOOK

So what does that look like?

1. url
 2. e-mail
 3. logo
 4. cards
 5. website
 6. phone/(e)fax
-



ARE YOU....



CALIFORNIA
SPORTS LAWYER[®]
ENTERTAINMENT • MEDIA • SPORTS



WHAT'S OUT THERE?

Google yourself!

1. What clean-up needs to be done?
 2. What friends do you need to talk to?
 3. Privacy settings
-



MAKE IT YOURS

Claim everything.

1. All “lawyer” websites
 2. Yellow pages
 3. Social media
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ETHICS & BRANDING

It's an affirmative duty.

California Rules of Professional Conduct, Rule 1-400

(D) A communication or a solicitation (as defined herein) shall not:

- (1) Contain any untrue statement; or
 - (2) Contain any matter, or present or arrange any matter in a manner or format which is false, deceptive, or which tends to confuse, deceive, or mislead the public; or
 - (3) Omit to state any fact necessary to make the statements made, in the light of circumstances under which they are made, not misleading to the public; or
 - (4) Fail to indicate clearly, expressly, or by context, that it is a communication or solicitation, as the case may be; or
 - (5) Be transmitted in any manner which involves intrusion, coercion, duress, compulsion, intimidation, threats, or vexatious or harassing conduct.
 - (6) State that a member is a "certified specialist" unless the member holds a current certificate as a specialist issued by the Board of Legal Specialization, or any other entity accredited by the State Bar to designate specialists pursuant to standards adopted by the Board of Governors, and states the complete name of the entity which granted certification.
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ETHICS & BRANDING

- California Business and Professions Code 6157-6158.3

No advertisement shall contain any false, misleading or deceptive statement or omit to state any fact necessary to make the statements made, in light of circumstances under which they are made, not false, misleading or deceptive.



ETHICS & BRANDING

Top Skills



Renee also knows about...





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New York State Bar Association Committee on Professional Ethics Opinion 972 (6/26/13)

Law firm may not list its services under heading of “specialties” on social media site and lawyer may not do so unless certified as a specialist by an appropriate organization or governmental authority.



ETHICS & BRANDING

Wait... do the California
Rules of Professional Conduct
apply to
Social Media
????



YUP.





ETHICS & BRANDING

When is it “advertising”?

- The State Bar of California Formal Opinion 2012-186

Reader’s Digest Summary:

“It’s advertising if it contains a call to action.”



ETHICS & BRANDING

What's the take-away?

BRAGGING & EDUCATING is not “advertising.”



FINIS

Have fun and know that you are not alone.

Resources:

California Women Lawyers, www.cwl.org

State Bar of California, www.calbar.org

California Lawyers Association SSF Section,
www.calawyers.org/Solo



Renee Galente is a trial lawyer who focuses on plaintiff's personal injury and military defense in San Diego, California. She is President of California Women Lawyers, Chair-Elect of the CLA SSF Section, and sits on the Board of the San Diego County Bar Association.
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