

Ethical Issues in Online Legal Advertising

Time Schedule/Agenda –

1. Introduction	0:00 – 5:00
2. Background on Attorney Advertising Rules	5:00 – 20:00
3. Online Advertising Issues	20:00 – 30:00
4. Attorney Website Issues	30:00 – 40:00
5. Social Media Issues	40:00 – 50:00
6. Closing Thoughts and Tips	50:00 – 60:00

Faculty Name and Credentials –

Mark Britton, Founder & CEO, Avvo, Inc. At Avvo, Mark works on a daily basis with attorneys and state bars to understand how rapidly-changing online communications mesh with regulations on attorney advertising. He is a 17-year lawyer, and has worked previously as General Counsel of Expedia, partner at Preston Gates & Ellis and as senior counsel at the Securities and Exchange Commission. Mark has a JD from George Washington University and a BA from Gonzaga University. He is admitted to the bar in Virginia, Washington and Washington, D.C.

Topics and Descriptions –

This webinar is designed to help lawyers and law firms understand the professional ethics rules and other state bar regulations governing advertising, particularly as such rules intersect with online advertising, attorney websites and attorney use of social media.

Topics will include:

- Online Advertising: How rules differ for paid online marketing, and ways in which they are much the same.
- Attorney & Law Firm Websites: Many state rules struggle with how to treat attorney websites. Are they more solicitation or in-person communication?
- Social Media: Social media (twitter, facebook, blogging, etc.) raises a host of issues with respect to advertising rules. Topics will include thoughts on ways to use these tools while still complying with advertising and solicitation rules, along with specific examples of each.

Table of Contents – Written materials will include ABA model rules and state Attorney Advertising Rules