



Tuesday, October 26
9:00am-10:30am

510 - Social Media for Novices (Part 1): Tips for Joining the 21st Century

Suzanne Schorlemer Bailey
Corporate Counsel
H-E-B

Paula Barrett
Partner
Eversheds LLP

Gregory Ritts
Deputy General Counsel - Media, Re:Sources USA; Gobal GC Starcom MediaVest and Zenith Optimedia
Publicis Groupe

Faculty Biographies

Suzanne Schorlemer Bailey

Suzanne Schorlemer Bailey is corporate counsel for HEB Grocery Company, LP (H-E-B), based in San Antonio, Texas. H-E-B, one of the largest privately held companies in the U.S., operates supermarket, gourmet food, and "Plus!" stores in Texas and Mexico. Ms. Bailey oversees the corporate legal needs of the Marketing/Advertising and Own Brand (private label) teams. As part of her responsibilities, Ms. Bailey handles negotiations for sponsorship, endorsement, promotions, advertising agency, and private label supply agreements, reviews advertisements, sweepstakes and promotions, and serves on H-E-B's Social Media Governance Committee.

Prior to joining H-E-B, Ms. Bailey specialized in estate planning and estate administration at Oppenheimer, Blend, Harrison & Tate Inc. in San Antonio. Before that, Ms. Bailey served as staff attorney of the Bexar County Probate Court.

Ms. Bailey has been active in bar organizations both locally and nationally, having served on the cabinet of the American Bar Association's Young Lawyers Division and as President of the San Antonio Young Lawyers Association. She was an ABA Business Law Fellow.

Ms. Bailey graduated from the University of Texas at Austin with a BBA and received her JD from St. Mary's University School of Law.

Paula Barrett

Paula Barrett is a partner with Eversheds, LLP. She specializes in data privacy and technology law and leads their international privacy practice. Ranked by Chambers as an expert in her field, Ms. Barrett has advised a wide range of clients on their e-commerce and privacy strategies in Europe and elsewhere internationally. The broad reach of Eversheds international footprint means that Ms. Barrett and her team are well placed to provide key insights into the diverse cultural as well as legal issues that come into play in this area.

Gregory Ritts

Gregory Ritts is the senior vice president, deputy general counsel-media within the Publicis Groupe (Euronext Paris) legal services organization. In this capacity, he is responsible for setting legal policy relating to media consulting, planning, and buying activities for all Publicis agencies, as well as serving as the worldwide general counsel for the Starcom MediaVest Group and Zenith Optimedia agencies. Publicis Groupe is the second largest media planning and buying company in the world.

Session 510

Prior to joining Publicis Groupe, Mr. Ritts served as global vice president and general counsel for Razorfish, LLC, and as a senior attorney at Microsoft Corp. Mr. Ritts is a past president of the Washington Chapter of ACC.

Mr. Ritts is a graduate of the University of Michigan, School of Law, and received his BA from Miami University.

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**SOCIAL MEDIA FOR NOVICES
PART 1**

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SOCIAL MEDIA USES

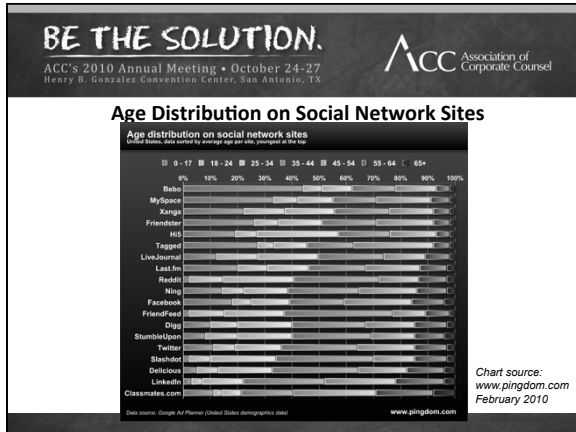
- Connect people to people
- Connect people to content
- Recommend content
- Self publish

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SOCIAL MEDIA FACTS

- More than 500 million active users on Facebook®
- Younger generation does not use email to communicate; they *text* and *Facebook*
- People are increasingly using Social Media on their Smart Phones or iPads
- Teachers and professors are using text messaging, Twitter and other social media devices during lectures



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Let's Get Social...
"Traditional" Social Networks

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Facebook® is a free social networking site which allows friends to share messages, photographs and videos with each other.

In order to see and share information, users must "add friends" to their page.



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facebook

- Sweepstakes/contest
 - Can't conduct one on Facebook without Facebook's permission
 - Must follow Facebook guidelines to conduct promotion
 - Must take full legal responsibility for promotion
- Don't imply endorsement by Facebook
 - **OK:** Find Us on Facebook®
 - **NOT OK:** See *Our Facebook*® Page

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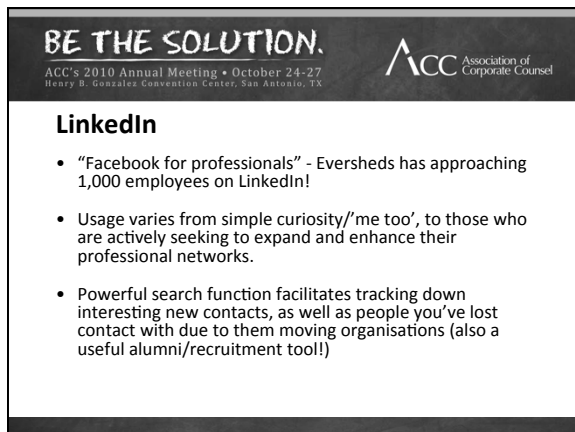
Professional Networks

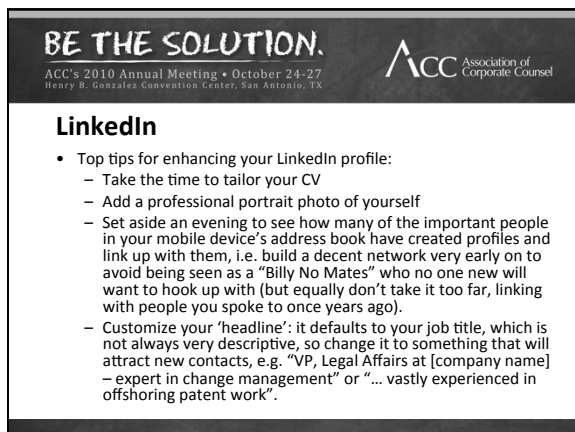
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Legal OnRamp







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LinkedIn

- Top tips for enhancing your LinkedIn profile:
 - Add status updates on a regular basis, but be mindful of being boring (“Just had breakfast”) or too specific “Spent morning with VP for HR re: Project Bagel”
 - As with Facebook etc., avoid putting any/many personal details on your profile.
 - Review your network of contacts at least once a quarter
 - Search out, join and *contribute to* relevant discussion groups:

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Professional social networking site for lawyers

martindale.com[®] connected

People | Law Firms & Organizations | Groups & Topics | Jobs

Find people by name, practice area, geography, etc.

Advanced search

My Connected | Communities | Search Tools | Professional Development | Favorites

Welcome, Suzanne Bailey

Community In Focus

eBook: Now Available! | Webinar Replay | Featured Group | How-to Videos

Navigating the Ethical Pitfalls of Social Media

You can access our new Navigating the Ethical Pitfalls of Social Media eBook, which was written by martindale.com Connected members and social media experts, by joining the exclusive Members Only: Free Social Media Policy Resources subgroup.

- Request access to the private group

Suzanne Bailey
Corporate Counsel
H&B Grocery Company, LP

Profile is 30% complete
Join a past organization to get to 30%

0 connections
2 Invitation(s) to connect

I Want To...

- ▶ Join a group in the community
- ▶ Add connections to my network

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Martindale.com

- “LinkedIn for lawyers”
- Highly relevant content
- Like-minded membership
- Drawback being that this is only open to the legal sector, unlike LinkedIn you cannot connect with people outside profession, e.g. CEOs and VPs, who may enhance your network in different ways

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Legal OnRamp is platform for in-house counsel and private practitioners to connect and share information virtually.

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twitter

Twitter is a free social network and micro-blogging site. A micro-blog is a condensed version of a blog. Twitter allows users to post status updates or comments (called "Tweets") that are up to 140 characters in length.

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Use of Twitter for Sweepstakes or Other Promotions

- Tweets about the promotion should generally link to the Official Rules
- If there's not room in the first tweet, then include it in a second tweet that immediately follows the first one
- Use tiny URLs if the actual link is too long

twitter

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Social Media Promotions MAKE PLANS B4 EXECUTING

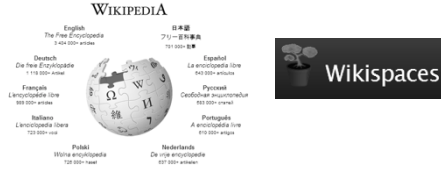
PREPARE FOR:

- Big Response
- Technical issues/problems
- Widespread distribution of offer over the Internet
 - Include limitations, restrictions, end dates, where offer may be redeemed
- Beware of things that could cause a potential backlash

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Wiki, wiki, wiki, wiki
 Collaborative Reference Sites



WIKIPEDIA

- English: The Free Encyclopedia (2,442,000+ articles)
- Spanish: La enciclopedia libre (140,000+ articles)
- Portuguese: Enciclopédia livre (100,000+ articles)
- French: L'encyclopédie libre (80,000+ articles)
- Italiano: L'enciclopedia libera (100,000+ articles)
- Polski: Wpisy encyklopedyczne (100,000+ wierszy)
- Nederlands: De vrije encyclopedie (100,000+ artikelen)
- Deutsch: Die freie Enzyklopädie (1,120,000+ Artikel)
- 日本語: フリー百科事典 (787,000+ 記事)
- Esperanto: La enciklopedio libera (140,000+ artikoloj)
- Welsh: Cofrestruwr ffurfiwrddu (100,000+ erthyglau)
- Português: A enciclopédia livre (110,000+ artigos)

Wikispaces

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Blogs and "Blawgs"

LEGAL BLOG WATCH

INHOUSEBLOG

WORDPRESS.COM

WSJ BLOGS
Law Blog

Blogger

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Blogs

- There are hundreds of blogs out there: some are very interesting, topical and are regularly updated, but equally there are a lot of dormant blogs and ones that simply regurgitate content from elsewhere on the web.
- Examples of interesting blogs include:
 - <http://legalblogwatch.typepad.com/>
 - <http://www.law21.ca/>
 - <http://blogs.wsj.com/law/> (Wall Street Journal)
 - <http://www.hbrconsulting.com/blog/> (Hildebrandt, major legal consultancy)
 - <http://www.inhouseblog.com/>

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BlawgSearch – blawgsearch.justia.com/blogs

Blawg Directory Most Popular Blawgs Resources Suggest a Blawg Legal Birds (Twitterers) Lawyer Directory **Justia**

BlawgSearch Enter Search Terms **Search**

Justia > Blawg Search

Categories (2,415 Blawgs in 72 subcategories)

Administrative Law (25)	Employment Law (196)	Legal Information (106)
Admiralty Law (13)	Energy Law (22)	Legal Marketing (97)
Advertising Law (12)	Entertainment and Sports Law (36)	Legal Theory (20)
Agricultural Law (15)	Environmental Law (74)	Media and Communications (55)
Alternative Dispute Resolution (53)	Estate Planning (140)	Medical Malpractice (75)
Animal and Dog Law (16)	Family Law (212)	Military Law (13)
Antitrust (11)	Foreclosure Law (9)	Native American Law (6)
Art Law (11)	Government Law (45)	Nonprofit Law (15)
Aviation Law (14)	Health Care Law (50)	Online Dispute Resolution (3)
Banking and Finance Law (43)	Human Rights (13)	Paralegal (12)
Bankruptcy (124)	Immigration Law (82)	Process (76)
Business Formation (25)	Injury and Accident Law (573)	Privacy Law (28)
Business Law (254)	Insurance (72)	Probate (45)

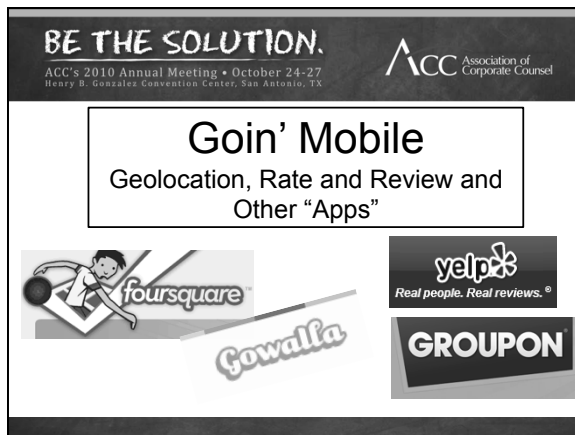
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Video and Photo Sharing

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Check This Out

**SOCIAL MEDIA FOR NOVICES
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Your Panelists

Paula Barrett
Partner
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Extras from ACC

We are providing you with an index of all our InfoPAKs, Leading Practices Profiles, QuickCounsels and Top Tens, by substantive areas. We have also indexed for you those resources that are applicable to Canada and Europe.

Click on the link to index above or visit <http://www.acc.com/annualmeetingextras>.

The resources listed are just the tip of the iceberg! We have many more, including ACC Docket articles, sample forms and policies, and webcasts at <http://www.acc.com/LegalResources>.