

Shawndra Jones Quoted in “How Associates Can Navigate Risks of Social Media”

Law360 Pulse

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Shawndra G. Jones, Member of the Firm in the Employment, Labor & Workforce Management practice, in the firm’s New York office, was quoted in *Law360 Pulse*, in “How Associates Can Navigate Risks of Social Media,” by Anna Sanders. (*Read the full version – subscription required.*)

Following is an excerpt:

Social media is a powerful marketing tool for attorneys and law practices to disseminate information and connect with potential clients, according to experts. But associates should use social media with extreme caution, weighing any benefits against the effect that their online presence may have on their law firms, practice, clients and future employment.

While all attorneys should carefully consider the content and reach of their social media, experts said this particularly applies to younger associates as they begin to navigate the legal job market where everything they post can be taken out of context. ...

No Surprises

Experts said associates can avoid employment and legal issues by understanding the implications of their social media and following certain ground rules before posting anything online.

"Using social media can provide numerous benefits for attorneys, but such use can also present challenges,"

People



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Shawndra Jones, a New York employment partner at Epstein Becker & Green PC, said in an email. "Online comments, for example, have been considered when reviewing bar admission applications." ...

Topics To Avoid

Experts said young lawyers should also avoid posting anything that could be perceived as rude or lead to intense discussion, particularly topics that can get acrimonious. ...

Associates and other workers should also consider how any post will be seen in several years "without all of the background and context, or on the cover of a magazine or newspaper," according to Jones. She said a good rule of thumb is asking themselves whether they would post the same statement, photo or video if they knew loved ones would see it or if a friend was going to "screenshot" the content.

"Employees might still post the content, but they will have first considered potential implications outside of the digital world," Jones said. ...

Evolving Ethics Guidance

There are also ethics opinions and court standing orders concerning lawyers' use of certain social media features, according to Jones.