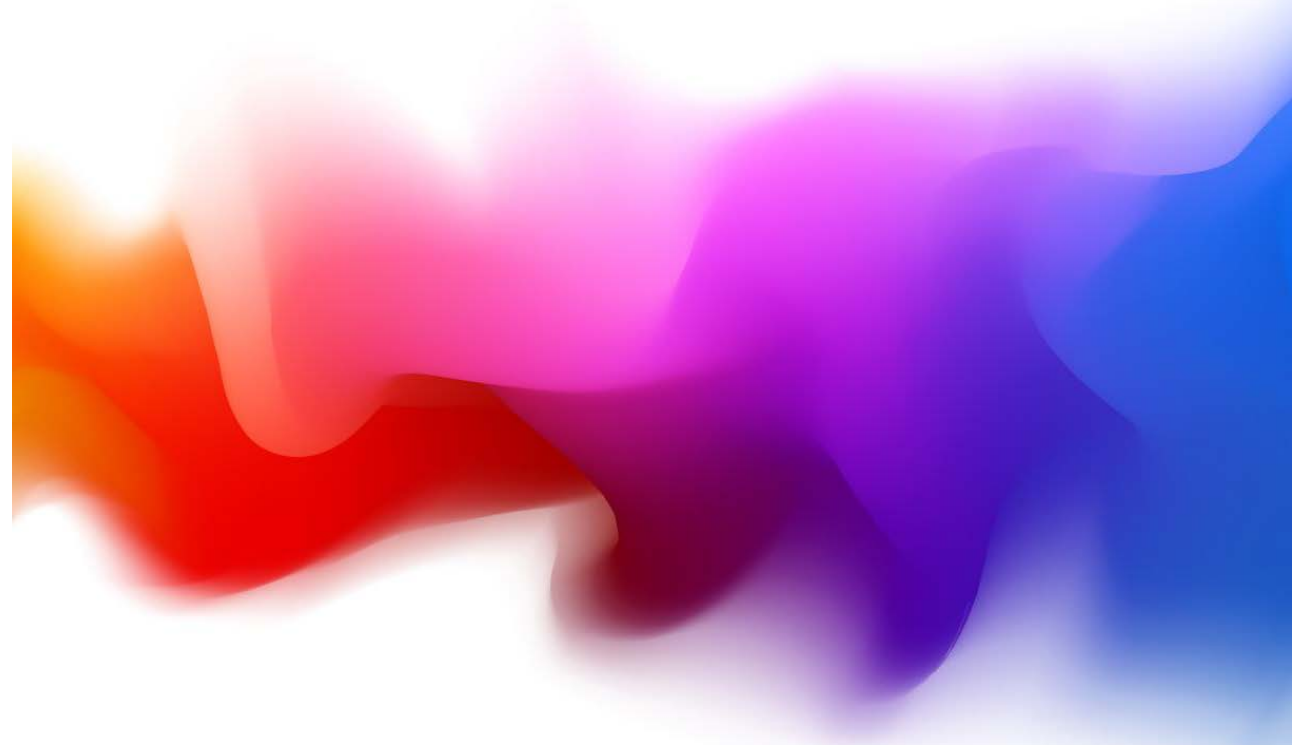


# SOCIAL MEDIA USE FOR LAWYERS

*Professionalism & Civility*





JAELYNN R. JENKINS

*Wharton O'Brien, PLLC*

*Geriatric Millennial*

*(she/her/hers)*



# Geriatric Millennial

An “elder” millennial having been born in the early 1980’s or one who has spent about the same amount of time in both the analogue and digital technology worlds. A microgeneration uniquely suited to bridge communication styles between older and younger generations.

“a geriatric millennial would know to send a Slack message to a Gen Z co-worker instead of calling them out of the blue, which they might find alarming. But they would also know to be mindful of an older co-worker’s video background and help walk them through such technology.”

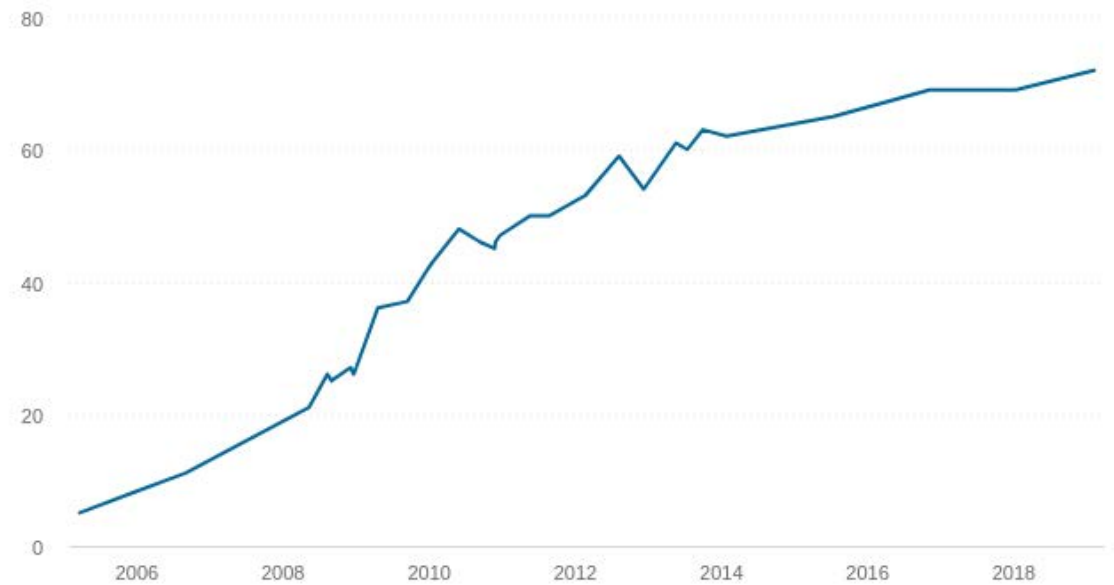
“Are you a geriatric millennial? It depends on how comfortable you are with TikTok, and whether you remember MySpace.”  
Hillary Hoffower published on Insider (September 15, 2021)

# SOCIAL MEDIA

*Why do we care?*

## Social media use

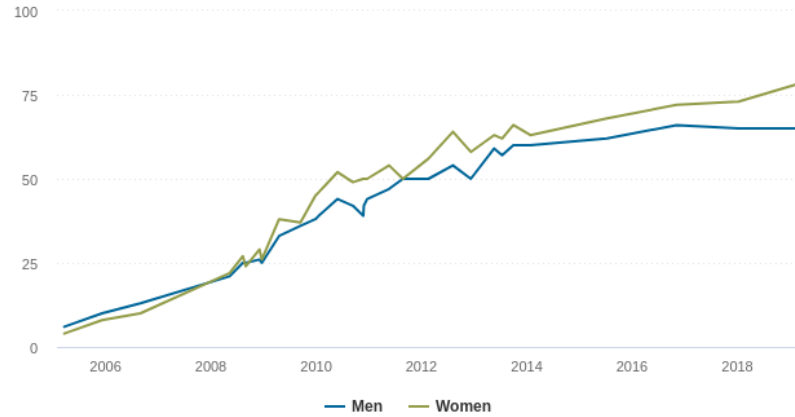
*% of U.S. adults who use at least one social media site*



Source: Surveys conducted 2005-2019.

## Social media use by gender

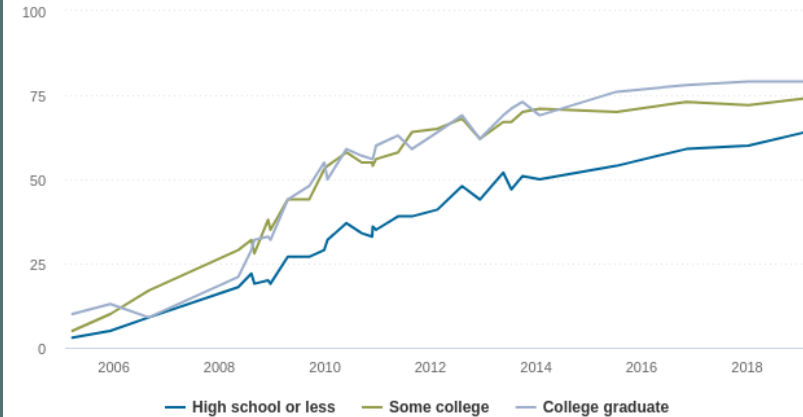
% of U.S. adults who use at least one social media site, by gender



Source: Surveys conducted 2005-2019.

## Social media use by education

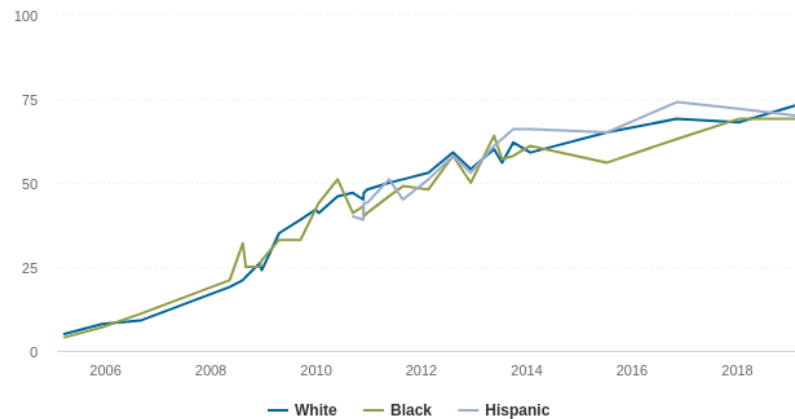
% of U.S. adults who use at least one social media site, by education level



Source: Surveys conducted 2005-2019.

## Social media use by race

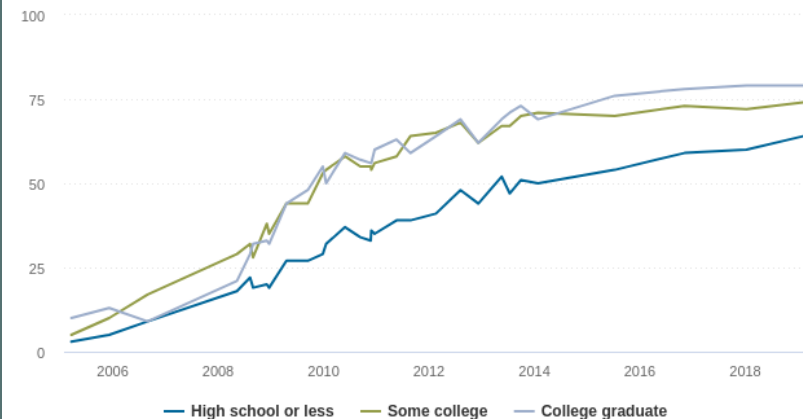
% of U.S. adults who use at least one social media site, by race



Source: Surveys conducted 2005-2019. Data for Hispanics includes only surveys that included Spanish-language interviews

## Social media use by education

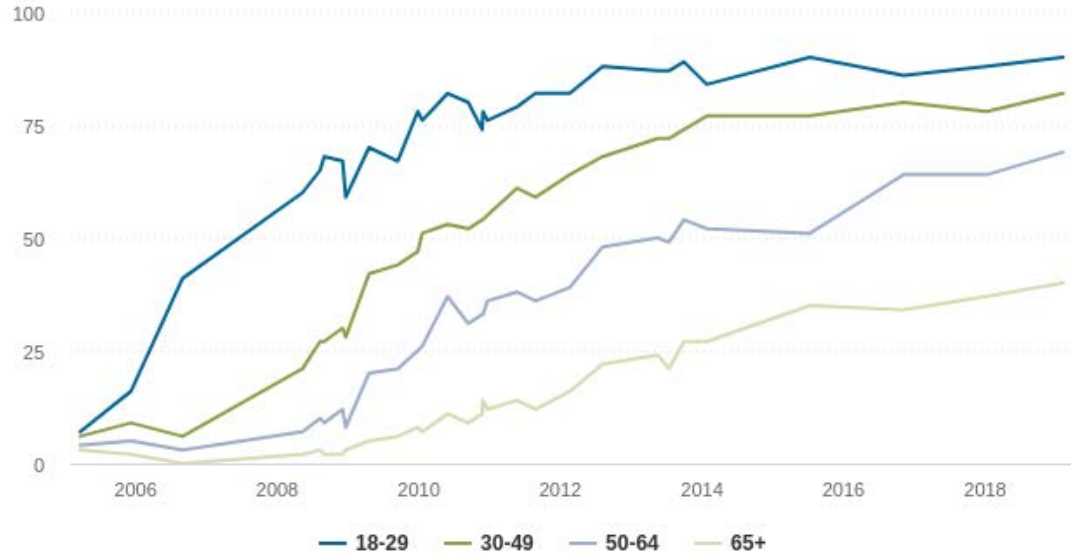
% of U.S. adults who use at least one social media site, by education level



Source: Surveys conducted 2005-2019.

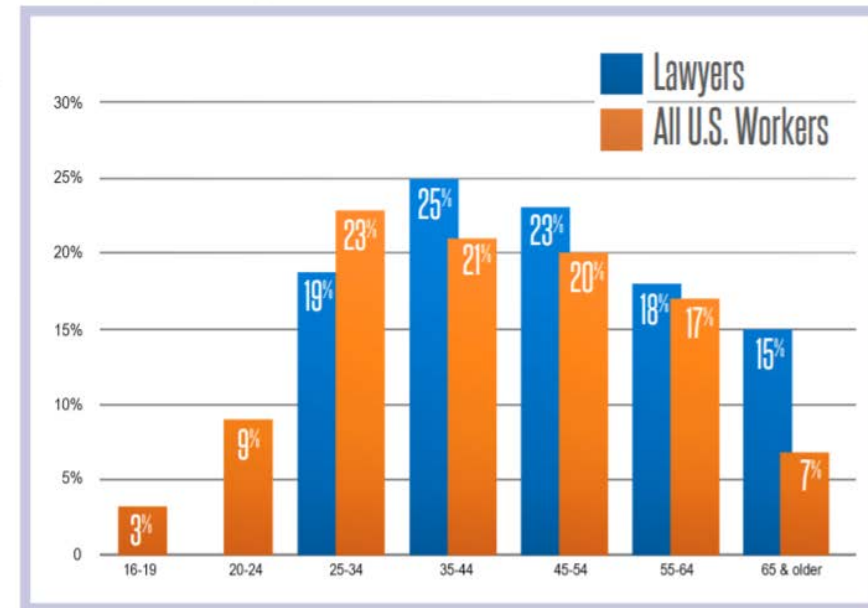
# Social media use by age

% of U.S. adults who use at least one social media site, by age



Source: Surveys conducted 2005-2019.

## Age 2019: Lawyers Compared With All U.S. Workers



Source: U.S. Bureau of Labor Statistics



# Danger Zones:

- Competency
- Confidentiality
- Advertising
- Solicitation
- Reputation of Profession









douglaswray  
CRISP

[View profile](#)

## SOCIAL MEDIA EXPLAINED

**TWITTER** I'M EATING A #DONUT

**FACEBOOK** I LIKE DONUTS

**FOURSQUARE** THIS IS WHERE I EAT DONUTS

**INSTAGRAM** HERE'S A VINTAGE PHOTO OF MY DONUT

**YOUTUBE** HERE I AM EATING A DONUT

**LINKEDIN** MY SKILLS INCLUDE DONUT EATING

**PINTEREST** HERE'S A DONUT RECIPE

**LAST FM** NOW LISTENING TO "DONUTS"

**G+** I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.

[View more on Instagram](#)

## SOCIAL MEDIA EXPLAINED... 2019

**TWITTER** DONUTS MUST IMMEDIATELY STOP TAKING IN PANCAKES FROM IHOP THIS WILL BE THE DESTRUCTION OF DONUTS AS WE KNOW IT! SAD! #DONUTGATE #DUNKHERUP #DUNKTHEWALL

**FACEBOOK** BREAKING - HILLARY ADMITS SHE LIED ABOUT DONUT WALL FUNDING SHUTDOWNGHAZIGATE WHEN WILL DEMS WAKE UP? -BREITBART

**FOURSQUARE** [CRICKETS CHIRPING]

**INSTAGRAM** @WORLD\_RECORD\_DONUT LET'S SET A WORLD RECORD TOGETHER AND GET THE MOST LIKED DONUT ON INSTAGRAM. BEATING THE CURRENT WORLD RECORD HELD BY DONUT JENNER (18 MILLION)! WE GOT THIS #LIKETHEDONUT #DONUTSOLDIERS #DONUTGANG

**YOUTUBE** HEYYYYY GUYYYYYYS, DONUT HEERREEE. THANKS FOR WATCHING AND DON'T FORGET TO SMASH THAT SUBSCRIBE BUTTON TO GET ALL MY LATEST DONUT VIDSSSS THAAAANKSSSSSS!

**LINKEDIN** THERE'S A PARADIGM SHIFT COMING TO THE DONUT INDUSTRY. COMMENT BELOW IF YOU WANT TO HELP PASTRY CONFECTIONS LEVEL UP IN 2019.

**PINTEREST** 1,307 FIRE DONUT RECIPES WITH 297 DECADENT GLAZE VARIETIES WE FILMED IN OUR \$107,999 KITCHEN SET FOR YOU TO TRY IN YOUR OVERPRICED 317 SQUARE FOOT APARTMENT

**LASTFM** ...WHAT ARE YOU EVEN DOING HERE? SPOTIFY IS THAT WAY

**G+** [RIP]



# Competency

A lawyer who ignores social media will fail to provide competent representation.

# Confidentiality

“Patent trial is finally over! We won on summary judgment!”

# Advertising & Solicitation

“Another great victory in court today!”

A decorative horizontal band with a color gradient from red to blue, located at the bottom of the slide.


# Advertising & Solicitation

“Another great victory in court today!  
My client is delighted.”



# Advertising & Solicitation

“Another great victory in court today! My client is delighted. Who wants to be next?”

A decorative horizontal band at the bottom of the slide, featuring a color gradient from red on the left to blue on the right, with a purple/pinkish hue in the center. The band has a soft, wavy, ethereal appearance.

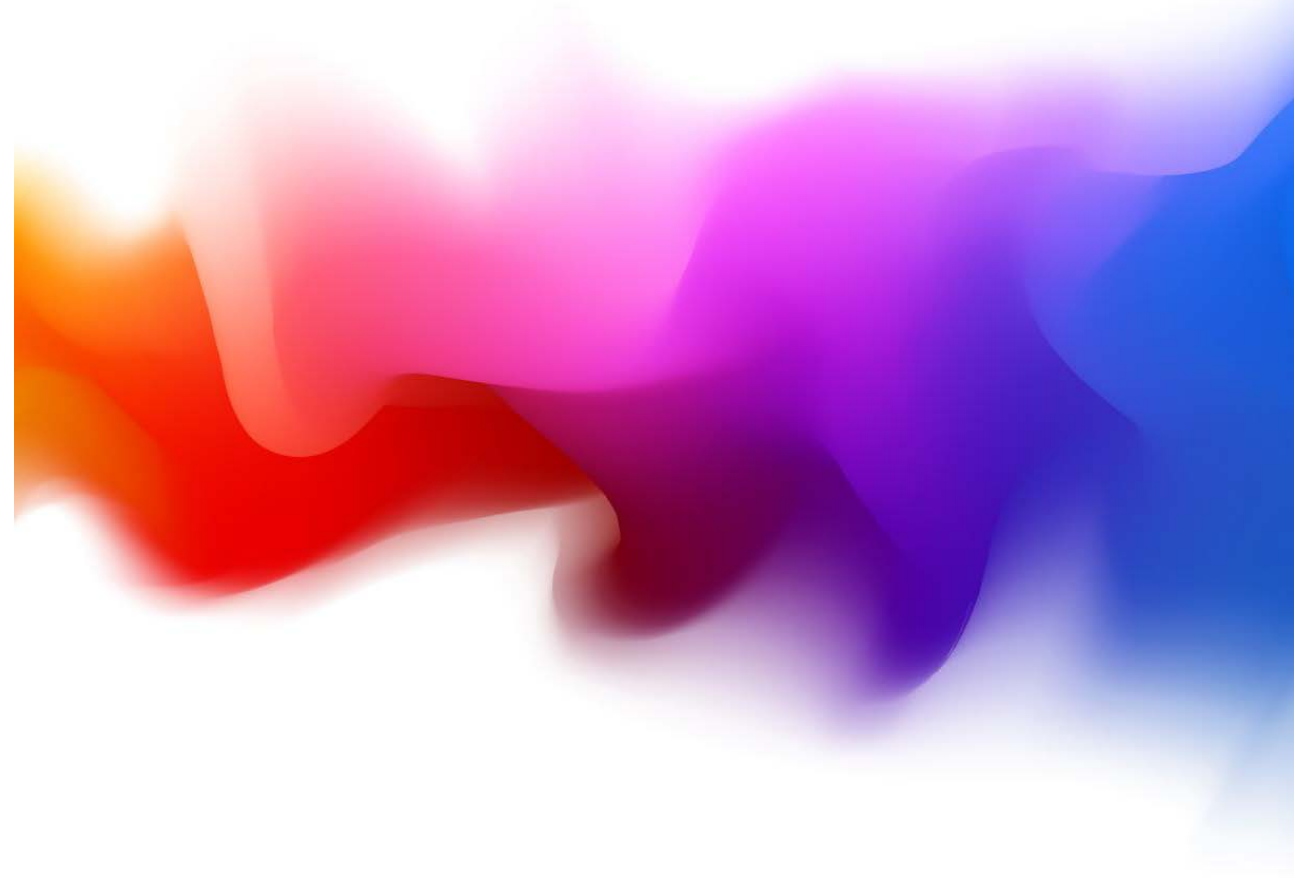


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LET'S KILL ALL THE LAWYERS.



TIPS  
AND  
TRICKS



#fallforum