



Social Media Policy

Using Social Media

Social media easily and inexpensively allows an association to interact with its members and the public and can facilitate member-to-member dialog. Social media include, but are not limited to, social networking sites (including Twitter, Facebook, LinkedIn and Instagram), blogs and interactive multimedia sites like YouTube.

The New York City Bar Association (City Bar) supports the use of social media to increase member engagement, build community and improve access to information, resulting in greater value to our members and the public. These tools are another method to communicate with a variety of audiences, but may not be appropriate in all instances or for all kinds of outreach.

At this time, City Bar committees are not permitted to create or maintain a social media presence that identifies itself as being sponsored by, administered by or affiliated with the City Bar or a City Bar committee. That's because committee-member turnover too often results in dormant accounts and initiatives, and there is no viable way to ensure continuity.

However, we encourage City Bar members and City Bar committee members to promote and engage on the City Bar's work on social media in their individual capacities. Members may identify themselves in their social media bios as members of X Committee or Subcommittee, or as City Bar members, as long as they include a disclaimer that opinions are their own. And we encourage members to message or email us (ecohen@nycbar.org) if they'd like us to consider re-sharing or otherwise amplifying their posts on the City Bar's accounts.

Guidelines for Social Networking

Abide by the social network's rules. By joining a particular social network, you agree to abide by the community's terms of use.

Exercise good judgment. Remember that what you post online will live online forever and can be seen and commented upon by anyone.

Be quick to correct an error. If an error is made, acknowledge it and quickly provide the correct information. As a general rule, do not edit the original post; rather, post a separate correction.

Avoid anonymity. Use your real name. Anonymity cannot be assumed or maintained indefinitely on the Web.

Be responsible. Individuals are responsible for the material they post. When appropriate, e.g., if your bio identifies you as a member of X Committee, reiterate that you are speaking

for yourself and not on the City Bar's behalf if it could be misconstrued. Do not post private or proprietary information.

Be ethical. When posting content to any social network, adhere to and comply with all statutory prescriptions, legal restrictions and obligations governing professional conduct, including those regulating communication, advertising and the privacy of individuals, and confidential information of clients.

Keep it relevant/add value. Information adds value if it contributes to the legal community's knowledge or skills, improves the legal system or public understanding of the legal system, directly relates to City Bar activities, or builds a sense of community.

Follow copyright and fair use laws. Always give proper credit. It is standard practice to quote a couple or a few sentences along with a link to others' work, along with attribution. Be mindful of more extensive use of others' work. In no circumstances should others' work be reproduced in its entirety. When in doubt as to the proprietary nature of the material, do not use it. Recognize the potential professional and legal consequences of any failure to follow applicable laws governing the use of others' materials.

Do not violate antitrust laws. Antitrust laws prohibit postings that encourage or facilitate agreements between City Bar members concerning the following, as they pertain to legal services: prices, discounts or terms/conditions of sales, salaries, profits, profit margins or cost data, market shares, sales territories or markets, allocation of customers or suppliers or any other term or condition related to competition.