

7 Sites that will keep Legal Marketers on their toes and up to speed with social media marketing rules

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Keeping up to date with state, federal and ABA's rules regarding online communication is a challenge!

Online technology gives us the ability to communicate at warp speed, so if you're having some difficulty keeping up, you're certainly not alone.

Recently, an Oregon judge's ruling that e-mail is not protected by the 4th Amendment, is on-point within the limitations designated within the 4th Amendment. However, is yet another example of our legal system needing a "technological sociological update", and quickly.

Bob Ambrogi's article on [Legal Watch](#) reviewed the case.

U.S. District Judge Michael W. Mosman in Oregon addresses the question of whether the government must notify someone when it obtains a search warrant to access the person's Web-based e-mail account. This case appears to have involved Google's Gmail.

Moseman stated, " it created, "strong privacy protection for homes and the items within them in the physical world." But e-mail, he says, resides outside a person's home."

In the midst of antiquated legislation, even commenting on these rulings gets complicated.

In Bob's article, George Washington University Law School professor, Orin Kerr, disagreed with the opinion. However, after re-reading the judge's opinion the next day, Kerr realized he made an error, and published an update on his blog [The Volokh Conspiracy](#).

Judge Mosman does not conclude that e-mails are not protected by the Fourth Amendment. Rather, he assumes for the sake of argument that the e-mails are protected (see bottom of page 12), but then concludes that the third party context negates an argument for Fourth Amendment notice to the subscribers. I missed this because the reasoning closely resembles the argument for saying that the Fourth Amendment doesn't apply at all, and I didn't read the earlier section closely enough. That's obviously a much narrower position, and I apologize for misunderstanding it the first time in the quick skim I gave it. Sorry about that: The fault is entirely mine.



Our Daily Ripa's photostream on Flickr

[You can download the opinion in its entirety here](#)

Fortunately for us, FTC, ABA, state, and Federal rules regarding internet use are constantly changing. Unfortunately, we have to jump on this fast moving train and stay connected for the duration of the ride!

I stay up to date by Using Google Reader, reading the blogs of organizations and media attorneys, committed to keeping legal marketers up to speed.

Here's a list for your reference:

[Law.com](#)

A news and information site that connects legal professionals to national and regional legal publications online, including :*The American Lawyer*, *The National Law Journal*, *New York Law Journal* and *Legal Times*

[ABA Journal — Law News Now](#)

The flagship magazine of the American Bar Association

[Legal Rebels](#)

A project of the ABA Journal, this site features dozens of lawyers nationwide are finding new ways to practice law, represent their clients, adjudicate cases and train the next generation of lawyers. Most are leveraging the power of the Internet to help them work better, faster and different. The Legal Rebels project tells their stories through a variety of social media channels using text, pictures, audio and video, and will be up through the end of November 2009.

[Robert J. Ambrogi, Esq.](#)

Bob is a Massachusetts lawyer, writer and media consultant, writing for the blog [Media Law](#), co-writes [Legal Blog Watch](#), and co-hosts the legal affairs podcast [Lawyer2Lawyer](#). He's also authored the book [The Essential Guide to the Best \(and Worst\) Legal Sites on the Web](#)

[Kevin Houchin , Esq](#)

Kevin's Blog: [Fuel the Spark](#)

Kevin is an attorney, artist, teacher, author, and principal of Houchin & Associates, P.C. , a copyright, trademark, arts & entertainment, business development, and branding firm located in Fort Collins, Colorado.

Kevin also authored a book, [Fuel the Spark: 5 Guiding Values for Success in Law School & Beyond](#)

[Rex Gradeless](#)

[The Social Media Law Student](#)

Rex has been dubbed "Social Media Law Student" for advocating the use of web 2.0 technologies by the legal community, is a leading source of information on the use of blogs and social media for lawyers and law firms from a new lawyer's perspective.

I'd love to hear about your social media legislation "Watch List", so please comment with additions!

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.