# Resources for Food & Agricultural Attorneys to Effectively Use Social Media & the Press

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## **Statistics:**

 Nicole Black, Lawyers and Social Media in 2015 [Infographic] (Feb. 3, 2015), <a href="http://www.mycase.com/blog/2015/02/lawyers-social-media-2015-infographic/">http://www.mycase.com/blog/2015/02/lawyers-social-media-2015-infographic/</a> (last visited Oct. 8, 2015).

# **Ethical Guides for Lawyers**

- Christina Vassiliou Harvey, Mac R. McCoy, Brook Sneath, 10 Tips for Avoiding Ethical Lapses When Using Social Media, AMERICAN BAR ASSOCIATION, Jan. 2014, http://www.americanbar.org/publications/blt/2014/01/03 harvey.html (last visited Oct. 8, 2015).
- James W. Wick, Mark A. Berman, Ignatius A. Grande, *Social Media Ethics Guidelines*, NEW YORK STATE BAR ASSOCIATION, June 9, 2015, <a href="http://www.nysba.org/socialmediaguidelines/">http://www.nysba.org/socialmediaguidelines/</a> (last visited Oct. 8, 2015).

# **Articles and Blogs**

- Aaron George, 10 Quick Blogging Tips for Lawyers, Lexicata (Sept. 9, 2014), <a href="http://blog.lexicata.com/10-blogging-tips-for-lawyers/">http://blog.lexicata.com/10-blogging-tips-for-lawyers/</a> (last visited Oct. 8, 2015).
- Ann Macaulay, *A Lawyer's Guide to Dealing with the Media*, THE CANADIAN BAR ASSOCIATION, http://www.cba.org/cba/practicelink/mt/media.aspx (last visited Oct. 8, 2015).

- Attorney at Work, Connected: A Lawyer's Guide to Social Media Marketing (Jan. 28, 2015), <a href="http://www.attorneyatwork.com/connected-lawyers-guide-social-media-marketing/">http://www.attorneyatwork.com/connected-lawyers-guide-social-media-marketing/</a> (last visited Oct. 8, 2015).
- Alex Kantrowitz, An Adult's Guide To Snapchat (August 7, 2015), <a href="http://www.buzzfeed.com/alexkantrowitz/an-adults-guide-to-snapchat#.oc6O68lnl">http://www.buzzfeed.com/alexkantrowitz/an-adults-guide-to-snapchat#.oc6O68lnl</a> (last visited October 11, 2015).
- Bill Jawitz, *How to Manage Your Social Media Time Effectively*, NEW YORK STATE BAR ASSOCIATION <u>available at http://www.nysba.org/workarea/DownloadAsset.aspx?id=46877</u> (last visited October 11, 2015).
- Daniel Cherrin, *Media Tips for Lawyers, Representing Clients in the Public Eye* (Mar. 15, 2013), <a href="http://www.northcoaststrategies.com/blog/media-tips-for-lawyers-representing-clients-in-the-public-eye">http://www.northcoaststrategies.com/blog/media-tips-for-lawyers-representing-clients-in-the-public-eye</a> (last visited Oct. 8, 2015).
- Gia Norris, Social Media Tips for Lawyers Using LinkedIn (May 2, 2014), <a href="https://www.linkedin.com/pulse/20140502194001-26479991-top-social-media-tips-for-lawyers-using-linkedin">https://www.linkedin.com/pulse/20140502194001-26479991-top-social-media-tips-for-lawyers-using-linkedin</a> (last visited Oct. 8, 2015).
- Stephanie Kantor Holtzman, 5 Tips to Nail Your Next Media Interview, Feb. 5, 2014, http://www.jaffepr.com/blog/5-tips-nail-your-next-media-interview (last visited Oct. 8, 2015).

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## **Books**

- ERNIE SVENSON, BLOGGING IN ONE HOUR FOR LAWYERS (2012) <u>available at http://shop.americanbar.org/eBus/Store/ProductDetails.aspx?productId=214240</u> (last visited October 11, 2015).
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- ALLISON C. SHIELDS AND DENNIS KENNEDY, FACEBOOK IN ONE HOUR FOR LAWYERS <u>available</u> <u>at http://shop.americanbar.org/eBus/Store/ProductDetails.aspx?productId=214241</u> (last visited October 11, 2015).
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CAROLYN ELEFANT AND NICOLE BLACK, SOCIAL MEDIA FOR LAWYERS <u>available at http://shop.americanbar.org/eBus/Store/ProductDetails.aspx?productId=214213</u> (last visited October 11, 2015).

## Webinars

American Bar Association, Social Medial Webinar
 <a href="http://www.americanbar.org/groups/departments">http://www.americanbar.org/groups/departments</a> offices/legal\_technology\_resources/resources/s</a> ocial\_media.html (last visited October 11, 2015).

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