

AIPLA Social Networking GUIDELINES

These guidelines provide helpful, practical advice—and protect both the Social Networking contributors and the AIPLA.

1. Read the AIPLA website Terms of Service and the Social Networking Terms of Service and check them from time to time for updates. They contain details not included here.
2. You are personally responsible for the content you publish on the AIPLA Social Networking Sites. What you publish will be public for a long time.
3. Protect your privacy and the privacy of others.
4. Remember that everything you contribute to the Social Networking Site can be used by others but you may not necessarily be able to use everything on the Social Networking Site yourself. Always check.
5. Identify yourself when you contribute to the Social Networking Site. Be who you are! Nothing gains you more notice in the online environment than dishonesty. If you have a vested interest in something you are discussing, point it out yourself before others do. This is important in the establishment of your credibility and the credibility of the Social Networking Site.
6. Write in the first person. You should make it clear that you are speaking for yourself and not an employer or client, unless you are speaking on someone else's behalf.
7. Respect copyright, and other IP rights of others. You should never quote more than short excerpts of someone else's work and when you do provide a proper reference and/or attribution. This guideline can be relaxed if you have the written permission of the copyright owner and also for unprotected works such as statutes and opinions of courts (but case citations—with links to the case if available online—are preferred. Providing an entire decision in the Social Networking Site is generally unwieldy).
8. It is good general practice to link to others' work but only when permitted by the terms of use of the linked to site. Always check the terms of use of the linked site before providing the link.
9. Don't provide confidential or other proprietary information. If you are unsure about the confidential status of any information you post, ask the person who provided the information to you.
10. Don't cite or reference clients or employers without their approval. When you do make a reference, link back to the source whenever possible.
11. Respect your audience; be polite. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the normal business environment. You should conduct yourself with at least the same decorum that you would exercise in a face-to-face conversation.
12. Show proper consideration for topics that may be considered objectionable or inflammatory—such as religion. Avoid topics irrelevant to the Social Networking Site.
13. Don't pick fights. While the legal world is accustomed to argument please do so respectfully and stick to the known and confirmable facts.
14. Be the first to correct your own mistakes.

15. Add value. Provide worthwhile information and perspective. Don't contribute just for the sake of contributing. Your goal should be to teach others-not to impress them.
16. The use of any information contained in the Social Networking Site is entirely your own responsibility. Exercise you own judgment before doing so.
17. Use common sense and good judgment. If your contribution makes you even the slightest bit uncomfortable, ask yourself why.