

Social Media Savvy: Protecting Your Reputation with Professionalism

Livestream: February 19, 2025, 3:00 – 4:00 PM ET (*available on-demand afterwards!*)

Description:

I will develop my practice with dignity and will be mindful in my communications with the public that what is constitutionally permissible may not be professionally appropriate. -The American Inns of Court Professional Creed

In an era where social media dominates communication, how can legal professionals maintain the dignity and professionalism the field demands?

This webinar explores the critical role of civility in the legal profession, highlighting the long-term impact of online conduct on career and reputation. Attendees will gain an overview of professional conduct standards, including state bar expectations and American Inns of Court guidelines, as well as practical strategies for creating professional and engaging content. Learn how to effectively advertise, build your personal brand, and connect with the public—all while keeping your digital presence aligned with the highest standards of professionalism.

Leave this program with:

- An understanding of the importance of civility in the legal profession, but specifically why civility and professionalism online matter.
- Insight into the consequences of online incivility on careers and reputations.
- An overview of different professional conduct standards which can act as guideposts for online behavior.
- Suggestions on managing online content for professional advancement such as: advertising, promotion of self and firm, building a brand and engagement with the public.

Outline:

- **Welcome and introduction of the topic**
 - Why civility and professionalism in the digital space matter in the legal profession.
- **The Standards of Professional Conduct**
 - State Bar Expectations
 - American Inns of Court Guidelines
- **A Professional Digital Presence**
 - Advertising Effectively
 - Personal Branding for Lawyers
 - Connecting with the Public
- **Practical Strategies for Professional Social Media Use**
 - Developing a content strategy aligned with your professional goals.
 - Guidelines for tone, language, and frequency of posts.
 - Avoiding potential pitfalls.

- **Long-Term Impact of Online Conduct**

- Career Implications
- Reputation Management

- **Q&A and Closing Remarks**

Presenters:

- **Carree Nahama**, Founder and Owner, Nahama Law
- **Wendy L. Patrick, J.D., M.Div. Ph.D.**: President and Founder, Black Swan Verdicts and Former Chair, California State Bar Ethics Committee

Bios:

Carree Nahama (*moderator*) is the founder and owner of Nahama Law, celebrating its 10th anniversary of dedicated service to injured children and their families. With a reputation for compassion, diligence, and exceptional results, Carree leads her legal team to make a meaningful impact on clients' lives. An award-winning trial attorney, she was honored with the prestigious “Streetfighter” award by Consumer Attorneys of San Diego (CASD) in 2023.

Throughout her career, Carree has exemplified the highest standards of civility and professionalism, setting a benchmark for others in the legal field. She is a Benchler and team leader for the Louis M. Welsh Inn of Court, where she fosters mentorship, ethical advocacy, and professional growth among peers. As co-chair of the Women’s Caucus for CASD, Carree champions initiatives that empower attorneys and promote inclusivity within the legal community.

Guided by the Latin phrase “bona fide,” Carree embodies authenticity, integrity, and passion. A committed volunteer and gifted connector, she is known for her advocacy of intergenerational collaboration and her ability to unite professionals across various specializations and firm sizes.

Wendy L. Patrick is a career prosecutor, presented by the Chief Justice of the California Supreme Court with the California Public Lawyer of the Year award from the State Bar’s Public Law Section, named as one of the 2024 Top Professional Responsibility Lawyers by the State Bar of California, and honored with the 2023 Instructor of the Year Award by the California District Attorneys Association.

She was also recognized by her peers as one of the Top Ten criminal attorneys in San Diego by the *San Diego Daily Transcript*. Dr. Patrick has completed over 165 trials ranging from hate crimes to domestic violence to first-degree murder. Before becoming a prosecutor, she was a trial attorney and team leader in the San Diego Public Defender’s office. She is the owner and founder of [Black Swan Verdicts](#). Wendy is also a longtime member of the Louis M. Welsh American Inn of Court in San Diego, California.