

## **Effective Self-Promotion as a New Attorney Texas Young Lawyers Edition**

### **1. Title Slide & Bio (5 minutes)**

- a. Introduction
- b. Your Legal Background
- c. Your Journey in State Bar Leadership

### **2. Non-Representation Disclaimer**

### **3. Fair-Use Notice / Disclaimer**

### **4. Agenda**

- a. What is TYLA?
- b. Tips for Advertisements
- c. How to Get Your Attorney Advertisements Approved through the State Bar of Texas
- d. What Works for Me
- e. How Lawyers Can Create Branding Materials (with Canva)
- f. How Lawyers Can Create Social Media Posts (with Canva)

### **5. What is TYLA? How can it help you? (5 minutes)**

- a. What is TYLA?
  - i. Division of the State Bar of Texas
  - ii. Founded in 1930 as the Junior Bar of Texas
  - iii. Public Service Arm of the State Bar of Texas
    - 1. 100% of its efforts and funding is focused on serving Texas communities to enrich and improve lives.
    - 2. Offers helpful legal information to members of the general public on a variety of topics
    - 3. Assists Texas lawyers in developing and maintaining their legal practices
  - iv. Membership
    - 1. Automatic/no-charge membership for first 12-years of practice
    - 2. Not yet, but soon will be (Still can be a law student member of State Bar of Texas)

3. TYLA is one of the largest young lawyer affiliates in the country with Over 30,000 Members

## **6. TYLA Projects**

**(5 minutes)**

- a. Most available on for free on our website at [www.tyla.org](http://www.tyla.org)
- b. Attorney Wellness HUB: Videos and information on promoting wellness in our profession. Includes information on: Achieving wellness, Warning Signs for suicide and mental health issues, Creating a culture of wellness, Finding help, etc.
- c. Practice Areas 101 Podcasts: How many of you know exactly what area of law you are going to practice? Our podcast features young lawyers from across the state discussing their particular practice area (Family Law, Entertainment Law, Criminal (defense v Prosecution), Clerkships, Maritime Law, Clerkships)
- d. This presentation focuses on the material covered in the TYLA Pocket Guide: Social Media 101

## **7. Effective Self-Promotion as a New Attorney**

**(20 minutes)**

- a. Tips for Advertisements
  - i. Is all Speech regulated?
    1. Texas Disciplinary Rules of Professional Conduct
    2. TDRPC Rule 7.07 regulates Commercial Speech
    3. Commercial Speech is defined as speech “related solely to the economic interests of the speaker and its audience.”
    4. TDRPC does apply when attorneys use social media to market themselves.
  - ii. Advertising Review Committee (ARC)
    1. Attorneys must file solicitations and advertisements with the State Bar of Texas ARC.
    2. Rule 7.07 generally requires that, unless exempted, a lawyer must file 1. Solicitation communications 2. Advertisements in the public media and 3. A copy of the lawyer’s website
  - iii. TYLA Pocket Guide: Social Media 101: Top Ten Tips for Advertisements<sup>1</sup>

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<sup>1</sup> [Social Media Guide 101](#)

1. When in doubt... FILE anything that can be construed as advertising with the ARC.
2. Websites must generally be filed with the ARC. Rule 7.07(c) requires a lawyer's website to be filed unless it meets the exceptions set forth in 7.07(e). Rules 7.04 sets forth what must be included in your website.
3. Advertising emails must meet specific requirements (Rule 7.05) and must state that the email is an "ADVERTISEMENT."
4. Banner ads and pop up ads are advertisements that may have to be filed.
5. Unless you are board certified by the Texas Board of Legal Specialization, you cannot say that you have a "specialty or specialize in a particular area of law." Be careful of being designated an "expert" on professional networking websites.
6. It is prudent to include a disclaimer that your website or social media profile or other activity is intended solely for residents of Texas or persons seeking representation in Texas.
7. Status updates or blog posts do not need to be filed so as long as they are solely educational or informational in nature.
8. A lawyer is prohibited from initiating contact with a prospective client (who has not sought the lawyer's legal advice) through any live interactive manner online. TDRPC 7.03.
9. Be careful of friend requests accompanied by a message that could be considered a request for legal services.
10. Though not required explicitly by the TDRPC, it is also wise to include a clear statement that the attorney does not intend to form a lawyer-client relationship when interacting with others on the internet and in social media outlets.

**b. How to Get Your Attorney Advertisements Approved through the State Bar of Texas (7 minute video)**

**c. What Works for Me. (10 minutes)**

- i. Discuss what you have learned in your experiences of creating advertisements for your firm.
  - 1. What do you use to create advertisements?
  - 2. How often do you advertise?
- ii. Effective self-promotion is a skill that requires thoughtful and consistent practice.
- iii. Effective self-promotion is about communicating your value and worth as a lawyer to the people around you.

**d. How Lawyers Can Create Branding Materials (with Canva) (7 minute video)**

**e. How to Create Social Media Posts for Lawyers (with Canva) (9 minute video)**

**f. Useful Resources**

- i. Texas Disciplinary Rules of Professional Conduct
- ii. The Texas Rules of Disciplinary Procedure
- iii. Ethics Hotline 1-800-532-3947
- iv. State Bar of Texas
- v. Opinions from the State Bar of Texas Professional Ethics Committee
- vi. Texas Center for Legal Ethics
- vii. ABA Model Rules of Professional Conduct