



SOCIAL MEDIA 101

If you are just now joining the conversation, welcome. It might seem intimidating at first—it can be difficult to follow the deluge of rapid-fire 140-character messages interspersed with #hashtags and @handles—but after a tweet or two hundred, it will seem normal. Trust us.

If you have been a follower for a while, then you already know how Twitter and other social media platforms such as Facebook, LinkedIn, and Instagram are so integral to our lives—personal and professional. We post photographs while on vacation, send co-workers a link to a story we've found useful, and share videos we've made with family. Social media is a wonderfully simple way to stay in touch with friends, follow trends, find former colleagues, and get up-to-the-second breaking news. For lawyers, social media has become a tool, not only for researching and networking, but also for educating and promoting. The ability to track down information about a client or to reach hundreds of millions of users at a time is powerful—yet potentially dangerous. There is an ethical fine line, and a keyboard tap or a friend request without much thought could conceivably become a liability.

In this issue, we spotlight the new Texas Young Lawyers Association initiative *TYLA Pocket Guide: Social Media 101*, which provides resources on everything from advertising on the web to setting up a Facebook page. We examine the do's and don'ts of blogging and look at recent cases in which social media positively or negatively affected the outcome of trials. We also present some strategies for navigating this brave new world.

If you don't already, you just might even like it.