

Effective Date: April 19, 2011

Social Media Policy

Purpose

The Social Media Policy describes the guidelines adopted by Baker & Daniels and B&D Consulting, a division of Baker & Daniels (Baker & Daniels and B&D Consulting shall be referred to individually or collectively as "B&D"), respecting the personal conduct by B&D Personnel while engaging in online conversations as representatives of the firm.

This Social Media Policy applies to all offices of B&D and to all B&D Personnel.

Definitions

B&D Personnel means all partners, principals, attorneys, professionals, paralegals, staff members, interns and temporary employees of B&D.

Policy

As a law firm, Baker & Daniels is held to a different standard when it comes to its online communications. Certain ethical rules must be followed by all B&D Personnel participating in social media to keep Baker & Daniels from violating these rules.

Most conversations on social media platforms are held in an informal manner, so strict application of the B&D writing style is not required for social media communications, however, professional discourse is expected. The main focus of this Social Media Policy is avoidance of the unique pitfalls online communication holds for legal professionals. In view of these facts, below are suggested guidelines and a list of things to avoid when communicating with the public via any social media outlet.

All social media accounts, blogs, Web pages and related content carrying the B&D brand identity are and will be owned and licensed by B&D as appropriate. Personal accounts, blogs, Web pages and related content that do not carry the B&D brand identity can be owned, licensed and operated by any B&D Personnel. However, any and all use of B&D's name, logo and/or related marks requires prior, express, written consent of B&D. If B&D is referenced in any media, all social media guidelines apply.

Scope

Generally, these guidelines set forth in this Social Media Policy should be applied to any online medium where information may reflect back on the image of B&D, any B&D Personnel and clients. This Social Media Policy applies to all forms of social media including, but not limited to: blogs, Facebook, MySpace, Wikipedia or other wikis, Twitter and LinkedIn. These guidelines also apply to any comments B&D Personnel may leave on others' blogs or Facebook/MySpace pages, edits to wikis, responses to tweets, postings on message boards/forums, opinions on online polls or any product/services B&D Personnel might author.

Guidelines

- 1. The Internet is not anonymous, nor does it forget.**
Everything written on the Web can be traced back to its author one way or another and very easily. Information is backed up often and repeatedly, and posts in one forum are usually replicated in others through trackbacks and reposts or references.
- 2. There is no clear line between your work life and your personal life. Always be honest and respectful in both capacities.**
With the ease of tracing authors back from their posts and the amount of information online, finding the actual identity of a poster from a few posts and a screen name is not impossible. This creates an avenue for outside parties to link your personal writings to those you've done in a professional capacity. Always write as if everyone knows you. Never write anything you wouldn't say out loud to all parties involved.

- 3. Avoid hazardous materials.**
Do not post or link to any materials that are defamatory, harassing or indecent.
- 4. Don't promote other brands with our brand.**
Do not promote personal projects or endorse brands, causes or opinions when posting from a B&D account. Be sure to respect third party copyrights. If a personal opinion must be posted, clearly state to all readers that it does not represent the opinions of B&D.
- 5. Maintain confidentiality.**
Do not post any confidential or proprietary information in regards to B&D or its clients (e.g., client confidences, insider information, B&D's financial information). This also means that the personal information of the employees and other individuals associated with the services that we are delivering to our clients (e.g., patients, litigants) and our own B&D Personnel should not be shared on or disclosed through social media.
- 6. Don't pad your own stats.**
Do not create anonymous or pseudonym online profiles to pad link or page view stats. Also, do not comment on your own or another's posts to create a false sense of support.
- 7. Always trackback.**
When reposting or referencing a post on one of B&D's online sites, provide a link to the original post or story.
- 8. Identify yourself.**
When relevant, identify your affiliation with B&D and your area of concentration. This will add credibility to your profile and B&D's profile/communications and will increase the visibility of B&D and you personally.
- 9. Do not pat yourself on the back.**
Do not post self-laudatory statements regarding your work or the work of B&D.
- 10. Do not qualify your work.**
Do not post statements regarding the quality of your work or the quality of the work of B&D.
- 11. Do not approve recommendations or testimonials.**
Recommendations and testimonials violate the ethics rules under which Baker & Daniels operates. We do not need to discourage others from posting promotional materials about B&D, however, we cannot link to them or have them posted on our sites.
- 12. Do not promote successes.**
Don't report B&D's results or outcomes or use words like "successfully," "favorably," "won" or "prevailed" in describing the firm's representations. Unfortunately, the promotion of successes is prohibited for law firms. The same guidelines and ethics rules apply to B&D Consulting.
- 13. Do not return fire.**
If a negative post or comment is found online about B&D or yourself, do not counter with another negative post. Instead, publicly offer to remedy the situation through positive action. Seek help from the Client Services Department in defusing these types of situations.
- 14. Do not offer or appear to offer legal advice.**
We should not give legal advice or otherwise form attorney-client relationships in using social media. Formation of these relationships must be done only through our regular procedures to avoid conflicts and other ethical problems.