**De-Mystifying the Media: Do’s and Don’ts of Social Media, Press Releases, and Media Requests**

Class Notes:

**Questions:**

1. Do you use electronic social media?
2. Do you use electronic social media for personal purposes?
3. Do you use electronic social media for professional purposes? Website? Facebook?
4. Have you had recent media request for a comment?

**Electronic Social Media Background:**

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**Electronic Social Media Statistics:**

* 2.7 Billion monthly active users (MAU)
* 500,000 new per day or 5 new per second
* 2.1 billion log on daily
* 70% of Americans
* 28 minutes per sign on
* 5 times a day times 28 minutes per sign-on
* 96% access via Mobile
* 75% users rely on ESM for news

**Electronic Social Media Purposes:**

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**Ethical Issues and the Media:**

1. Codes of Judicial Conduct
2. Ethics Advisory Opinions
3. Case Law
4. Disciplinary Actions

**“Friends” on Social Media:**

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**Lindke v. Freed – Peter Parker or Spider Man?**

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**Disciplinary Action Danger Zones:**

1. Ex Parte Issues

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1. Independent investigations

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1. Using Prestige of Office

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1. Impartiality

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1. Public Comments

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1. Order and decorum

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