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Social Media: Perils and Policies

The legal risks associated with social media use are documented in two comprehensive but entertaining articles by Sensei Enterprises Inc. founders: [The Legal Implications of Social Networking](#) and [Capturing Quicksilver: Records Management for Blobs, Twittering and Social Networks](#). The authors use examples from recent cases and their own computer forensics practice to illustrate the dangers of the social networking "hot zone." Protecting your firm and your clients from the perils is part common sense (the same ethical standards apply to both off and online behaviour) and part risk management (education, policies, insurance, disclaimers).

The [Social Media Governance Policy Database](#) and the [Social Media Policies Database](#) (both mentioned in this [Slaw](#) post) contain links to hundreds of sample policies. They are great resources for anyone tasked with developing policies for the use of social networking sites, blogs, the internet, electronic mail and other online media.

It's Not About the Money

The theme of the February edition of Law Practice Today is Human Resources: Managing Your Most Critical Assets, a topic seldom addressed in practice management literature but vital to a law firm's health. For some pointers on how to motivate employees and keep them happy and productive read the following articles:

[Managing Your Relationships with Your Staff: Pointers for Getting It Right](#)

[Revenge Is a Dish Best Never Served to Employees: Avoiding Retaliation Liability](#)

[Fostering an Entrepreneurial Spirit in Associates](#)

[How Law Firms Can Use an Ombudsman to Resolve Conflicts](#)

Secure Wireless Access

Staying on top of innovations in remote access technology is hard but necessary to ensure secure remote access to client and firm data. Both laptop and smartphone users are at risk, as noted in the articles [Ensuring smartphone security](#) and [Why Lawyers Shouldn't Use The iPhone: A Security Nightmare](#). [Hit the Road Jack: Secure Mobile Computing](#) reviews the protections you must adopt to transfer data securely in a wireless world.

Forecasting the Future

The January/February 2010 edition of [Law Practice](#) magazine focuses on *The Future of Law Practice*. It explores the many ways in which the practice of law is expected to change and suggests strategies for meeting the future head on, including:

[Figuring Out Your Place in the Race](#) by Merrilyn Astin Tarlton

[Tomorrow: A Sneak Preview For These Firms the Future Is Now](#) by Steven T. Taylor

[In Praise of Competitive Advantage: Advice for Firm Leaders in a Revolutionary Time](#) by Ann Lee Gibson

[The Gravity of Market Forces: A Global Firm Leader's Take on the Trends That Will Reshape Law Firms](#) by Harry Trueheart

To Blog or Not to Blog

[Tentative steps into the blogosphere](#), a *Globe and Mail Report on Business* article, examines the benefits and drawbacks of blogging, a marketing tool only recently embraced by law firms. Vancouver's Davis LLP, one of the first firms to develop a niche blog (a video game law blog which has archived entries dating back to 1981), now has a [blog section](#) on its website with eight separate blogs. Local firm [Pitblado LLP](#) officially launched its firm blog [PitbLAWg](#) last December. It focuses on legal issues affecting business and currently has nine contributors.

Online Practice Management CLE: CBA

The Canadian Bar Association is presenting several online programs dealing with practice management topics in the next month:

[Negotiation Skills: A Refresher on Theory behind Practice](#) - April 12, 2010. This program will explore the theory behind negotiation strategies and examine why and how they work.

[Kick it up a Notch: Plain Language Writing for Professionals](#) - April 19, 2010. Learn how to integrate plain language communication in your practice at this two hour webinar.

Upcoming CPD Program: LSM

[Accommodation in the Workplace](#) - This half day program will examine current issues on workplace accommodation from a number of perspectives including workplace safety, human rights and discipline issues. It takes place April 14, 2010 from 1:00-4:00 p.m. at the Law Society classroom.

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