

# Publications, Electronic Communication, Website and Social Media



## SECTIONS THE STATE BAR OF CALIFORNIA

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## I. Section Journals

All 16 of the Sections publish journals. Section membership includes an automatic subscription to the journals, which are one of the major member benefits.

Each journal has a page on the website. Tables of contents are posted on the public side of the site. Some back issues are posted in the Members Only Area, and Section members can request copies of past articles.

The journals are:

Antitrust, UCL and Privacy:	<i>Competition</i>
Business Law:	<i>Business Law News</i>
Criminal Law:	<i>Criminal Law News</i>
Environmental Law:	<i>Environmental Law News</i>
Family Law:	<i>Family Law News</i>
Intellectual Property Law:	<i>New Matter</i>
International Law:	<i>California International Law Journal</i>
Labor and Employment Law:	<i>California Labor and Employment Law Review</i>
Law Practice Management and Technology:	<i>The Bottom Line</i>
Litigation:	<i>California Litigation</i>
Public Law:	<i>Public Law Journal</i>
Real Property Law:	<i>California Real Property Journal</i>
Solo and Small Firm:	<i>Big News</i>
Taxation:	<i>California Tax Lawyer</i>
Trusts and Estates:	<i>Trusts and Estates Quarterly</i>
Workers' Compensation:	<i>Workers' Compensation Quarterly</i>

## II. The Sections Bookstore

Many of the Sections publish books, which they offer for sale to members and non-members alike. Copies of some publications are posted in the Section's Members Only Area website. A partial list of publications is below. All publications are available at the [Sections Bookstore](#). Please note: The Antitrust treatise is available at the Lexis Nexis website.

[The State Bar of California with Sections and CYLA Participation](#)  
[Antitrust, UCL and Privacy Section](#)  
[Business Law Section](#)  
[Intellectual Property Section](#)  
[Trusts and Estates Section](#)

### A. The State Bar of California (With Sections and CYLA Participation)



#### The California Guide to Opening and Managing a Law Office

As a sole practitioner or the head of a small firm, you must act as so much more than just CEO; you also must also wear the hats of Chief Financial Officer, Human Resources Director, Chief Technology Officer, and more. The California Guide to Opening and Managing a Law Office is your personal executive team:

- Introduction and Road Map to Using the Book
- The BIG Decision to Open Your Own Law office
- Creating a Business Plan
- Finding Office Space and Location - Facilities Manager
- Law Office Systems and Procedures - Chief Financial Officer
- Finance and Cash Management - Chief Financial Officer
- Technology - Chief Technology Officer
- Solo Practice Management - Human Resources Director
- Business Development - Chief Marketing Officer
- Professional Development - Career Development Manager
- Customer Service - Customer Service Manager
- Quality of Life - Chief Wellness Officer Chapter

## The California Guide to Growing and Managing a Law Office

Growing a law practice can be a lawyer's most rewarding and challenging professional experience. The goal of this book is to make it less challenging and more rewarding. It picks up where *The California Guide to Opening a Law Office* left off, exploring challenges of growing a law practice in detail.

- Introduction and Road Map to Using the Book
- Managing a Law Office
- The Financial Dimension of Growth: Increasing Revenue and Profits
- The Human Dimension of Growth: Increasing the number of lawyers, professionals, and staff
- The Client Dimension of Growth: Increasing the number and type of clients
- The Geographic Dimension of Growth: Marshaling physical resources
- The Technology Dimension of Growth
- Planning for the Unexpected

## B. Antitrust, UCL and Privacy

### California Antitrust and Unfair Competition Law, Revised Edition

*Cheryl Lee Johnson, Editor-in-Chief*

Gain authoritative understanding of California antitrust and unfair competition statutes, policies and issues with one-volume convenience. This treatise brings you up to speed on everything from horizontal combinations and vertical restraints to public enforcement of California antitrust laws and trial considerations.

You get full coverage of The Cartwright Act along with related California consumer and unfair competition laws, and how they apply to the health industry, regulated industries, the labor market, electronic media, the internet and other fields. Additionally, there are chapters covering damages, defenses to liability including exemptions and immunities, injunctive relief, class actions, attorney's fees and costs, insurance issues, and much more.

This publication includes contributions from over 120 highly experienced antitrust practitioners in both the private and government sectors, as well as the executive members of the Antitrust and Unfair Competition Law Section of the California State Bar.

\$260, 1 volume, loose-leaf, updated annually, Pub. #01577, ISBN 9780769856896

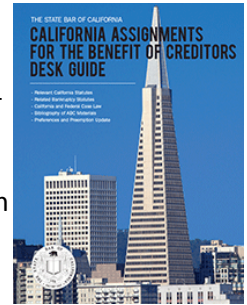
To order, call 800-223-1940 or visit the [LexisNexis Store](#).



## C. Business Law Section

### ABC Desk Guide

The Insolvency Law Standing Committee of the Business Law Section has published its 2014 ABC Desk Guide - the fruits of many years of hard work and dedication on the part of California's finest insolvency law practitioners. This convenient desk reference gathers together and outlines the provisions of each of the relevant statutes affecting the operation of assignments for the benefit of creditors under California law. This is a must-have for California business practitioners.



### Agricultural Law Sourcebook

The Agricultural Law Sourcebook CD, produced by the Agribusiness Committee of the Business Law Section, contains a wide variety of forms in Microsoft Word format (68 in all), including real estate purchase agreements, leases, easements, intellectual property agreements, loan documents, farm labor contracts, crop purchase agreements and crop loss settlements. Every effort has been made to present current and relevant material and the Agricultural Law Sourcebook reflects input from experienced transactional attorneys who practice in the agricultural arena throughout the State of California. Practitioners may find many of the templates to be adaptable to other areas of practice that are not limited to ranching and farming.



### Corporations Committee 2007 Opinions Report

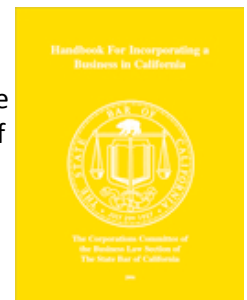
The Corporations Committee of the Business Law Section has published the “2007 Printing – as revised” of its report, Legal Opinions in Business Transactions (Excluding the Remedies Opinion). Modifications to the 2005 Report (and update and expansion of the Committee’s 1989 Report on Legal Opinions in Business Transactions) were made in coordination with publication of the 3rd Edition of the Glazer & FitzGibbon treatise.

Topics addressed in the Report include the definition and purpose of a legal opinion in a business transaction; the legal standards applicable to the preparation of the opinion; the preparation of an opinion letter; certain common opinions and special issues under California law and practice; and related topics.



### The Handbook for Incorporating a Business in California

The Handbook for Incorporating a Business in California is intended to give practitioners the basic tools to form a California corporation and to handle the customary legal necessities of a recently incorporated California corporation. It is aimed at the practitioner who does not practice corporate law full time, corporate attorneys who desire an additional reference, and newly admitted attorneys.



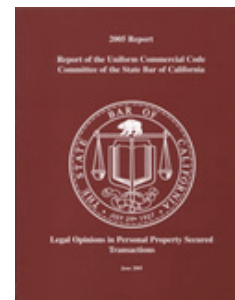
The topics covered by the Handbook include preliminary matters such as choice of entity and conflicts of interest, applicable laws, selection of a corporate name, preparation of articles of incorporation and bylaws, initial actions by the incorporator and board of directors, securities law issues, stock certificates, employment and labor matters, shareholders’ agreements, S corporations, employee equity incentive and benefit plans, and other topics such as business plans, intellectual property issues, and director and officer indemnification.

The Handbook also includes samples of many forms needed to incorporate a business in California, including an initial client interview form, articles of incorporation, bylaws, board of directors meeting minutes and related forms, investment letter, accredited investor questionnaire, stock certificates, employment agreements, shareholders' agreement, stock option plan, and California incorporation memorandum.

The Handbook has approximately 215 pages and is published in an 8-1/2 x 11 paperbound format.

### **Uniform Commercial Code Committee 2005 Report**

The Uniform Commercial Code Committee of the Business Law Section has published its report, *Legal Opinions in Personal Property Secured Transactions*. The Report updates, expands and replaces, the Report Regarding Legal Opinions in Personal Property Secured Transactions originally published by the Committee in 1989. The Committee believed it important to replace the 1989 Report in light of the adoption of revised Article 9 of the Uniform Commercial Code by the State of California and changes in customary opinion practice in the intervening years.



The Report discusses security interest opinions generally, explains limitations in the scope of such opinions, and addresses attachment, perfection and priority opinions specifically. Sample formulations of opinions and qualifications are included, as is a sample annotated security interest opinion. Prior to publication, the Report was reviewed by the Section's Opinion Committee and other nationally recognized experts in the area of opinions practice.

### **California Opinions Report 2002**

This comprehensive compendium contains a collection of opinions that are current and highly relevant to California practitioners in the area of business and real property law. Originally published in 1990, it was updated in January 2002 and now includes a wide range of reports of the California State Bar's Business Law Section and Real Property Law Section on third-party legal opinions.



Included in the book are the following: 1989 Report of the Committee on Corporations of the Business Law Section of the State Bar of California Regarding Legal Opinions in Business Transactions (August 1989), Report Regarding Legal Opinions in Personal Property Secured Transactions (December 1988), Report on the Legal Opinion Report of the ABA Section of Business Law (May 1992), Report on Legal Opinions Concerning California Partnerships (February 1998), Report on Legal Opinions Concerning California Limited Liability Companies (February 2000), Statement of the Joint Committee of the Real Property Law Section of the State Bar of California and the Real Property Law Section of the Los Angeles County Bar Association (May 2001), *Legal Opinions in California Real Estate Transactions*, 1995 California Real Property Legal Opinion Report, First Supplement to 1995 California Real Property Legal Opinion Report (1998), Inclusive Real Estate Secured Transaction Opinion in which are Incorporated the Principal Concepts of the ABA Section of Real Property, Probate and Trust Law and the American College of Real Estate Lawyers Report on Adaptation of the Legal Opinion Accord.

## D. Intellectual Property Section

### Trade Secret Litigation and Protection in California Third Edition (2014)

The IP Section proudly announces publication of the Third Edition of its practice guide “Trade Secret Litigation and Protection in California.” This twenty-seven chapter treatise provides a comprehensive review and analysis of California trade secret law. Written by California practitioners, this treatise explains the fundamentals and intricacies of California trade secret law. The treatise is a resource for anyone working with trade secrets in litigation or providing counsel on trade secret issues. The Third Edition includes two new chapters on digital forensics and the pursuit of trade secret claims at the International Trade Commission, as well as a model non-disclosure agreement and protective order. The new edition also provides updates of the recent case developments in the trade secret law since the 2<sup>nd</sup> Edition.



Chapters include

- Trade Secret Protection Programs
- Advising the Corporation
- Injunctions
- Damages
- Criminal Prosecution
- Licensing Trade Secrets
- Digital Forensic

## E. Trusts and Estates Section

### The Guide to the California Rules of Professional Conduct for Estate Planning, Trust and Probate Counsel

The Third Edition of the Guide to the California Rules of Professional Conduct for Estate Planning, Trust and Probate Counsel is now available for purchase. Neither the California Rules of Professional Responsibility nor the ABA Model Rules of Professional Conduct provide adequate guidance to California practicing trusts and estates lawyers. The Third Edition of the Guide to the California Rules of Professional Conduct for Estate Planning, Trust and Probate Counsel is offered by the Executive Committee of the Trusts and Estates Section of the State Bar (TEXCOM) to provide both general and fact-specific guidance to California trusts and estates lawyers facing common and unusual ethical issues and problems, with an emphasis on application of California-specific rules. The Third Edition replaces the Second Edition, which was released in 2007, and has been updated to reflect the current state of the law, including by way of example changes in the Care Custodian area and evolving social media issues. The updated Guide is an essential addition to the library of every California trust and estate lawyer.





### III. E-news and E-mail

#### A. E-Newsletters

All of the Sections have e-newsletters which are sent at intervals to their entire membership via e-mail. Publication schedules vary from twice a month to once a quarter. Work with Sections Internet Coordinator Michael Mullen ([Michael.mullen@calbar.ca.gov](mailto:Michael.mullen@calbar.ca.gov) / 415-538-2584 and Sections Web Administrator Brian Foley ([Brian.Foley@calbar.ca.gov](mailto:Brian.Foley@calbar.ca.gov) / 415-538-2290) on your e-news, unless your Section already has an editorial process in place.

We coordinate e-news publications with website updates and social media postings. Plan your E-News so the items can be used to update your website on a regular basis. Combining these projects can save time and ensure a more newsworthy and interesting website.

Benefits of the E-Newsletters include:

- Rapid, timely communication
- Ability to inform the constituency of important breaking news
- Inexpensive

Some Guidelines for E-Newsletters

- Designate an Editor or Editorial Committee
- Provide Michael Mullen and Brian Foley with a Word document with a draft of the issue
- Include as e-mail attachments any graphics or documents for posting/linking
- Don't include any copyrighted material unless we have explicit permission to use it
- Keep it short and pithy, so the items can be easily added to your home page
- We do not endorse products or legal news services, or link to for-profit companies
- The E-News are ephemeral publications, and are not archived for long on our website.

**Please note:** As a matter of policy, we do not have open e-mail forums for all members of the Section to communicate with each other. All of the E-Newsletters are for one-way communication between the Executive Committee and the general constituency.

You can sign up for the E-publications of any Section of which you're a member by logging in to your State Bar Profile and selecting "Change My E-Mail Preferences." E-mails are sent to your official e-mail address of record with the State Bar, or the private e-mail address you've designated in *My State Bar Profile*.

#### B. E-Mail Groups

The Sections maintain a database of contacts for communication with our members. The database has much information, and is quite flexible for marketing purposes. To an extent, Section members can customize what they receive when they log into *My State Bar Profile*. They can also revise their e-mail address on all lists by changing their e-mail address in *My State Bar Profile*. The Sections all periodically send e-mails to all members to announce upcoming programs or time-sensitive news. We can only e-mail to Section members who are willing to receive e-mails from the Section.

In addition, staff maintains mailing list groups that allow staff to communicate with the entire Executive Committee or other groups.



## IV. Websites of the State Bar Sections

All 16 of the State Bar Sections and CYLA have websites, which are accessible through the Sections home page: [www.calbar.ca.gov/sections](http://www.calbar.ca.gov/sections).

### Sections Website Staff

Michael Mullen  
Sections Internet Coordinator  
[michael.mullen@calbar.ca.gov](mailto:michael.mullen@calbar.ca.gov)  
415-538-2584

Brian Foley  
Sections Web Administrator  
[brian.foley@calbar.ca.gov](mailto:brian.foley@calbar.ca.gov)  
415-538-2290

### How to Revise the Site

The Sections Internet Coordinator, Michael Mullen, and Web Administrator, Brian Foley, work with liaisons identified from each of the Sections to maintain the content of the sites. See IV-B for the role of the Executive Committee-member Web Liaison, and IV-D for tips on keeping your site up-to-date.

### Content

Content of the sites varies, but usually includes:

- news items concerning events and other points of interest to Section members
- general information about the Section
- the roster of the Executive Committee
- educational opportunities from the Section, including online and self-study CLE
- information about the Section's publications
- legislative information
- information about how to join the Section
- Members Only Areas which include various content

Note: Members access the Members Only Area using their My State Bar Profile password. For information, see My State Bar Profile (Section IV-E).

### Education

All 16 of the Sections and CYLA offer live educational programs and/or online education for participatory CLE through streaming video and audio, as well as links to self-study tapes of past programs. Michael and Brian work directly with the Section Coordinators and Event and Meeting Administrators to promote upcoming educational programs on the website, and to set up links for online registration. Our online CLE catalog is at [www.calbar.org/online-cle](http://www.calbar.org/online-cle). Our calendar of upcoming events is at [www.calbar.org/calendar](http://www.calbar.org/calendar).

## A. The Role of the Executive Committee Web Liaison

The Executive Committee should appoint one or more members to work directly with Michael Mullen, the State Bar Staff Internet Coordinator and Brian Foley, the Sections Web Administrator.

The Web Liaison is the person who monitors the site for the Executive Committee, and instructs Michael and Brian on what needs to be changed on the site.

In addition, the liaison is the person Michael or Brian can contact if he has questions about the site.

Please note that many changes on the site happen automatically, and require no instructions from the Web Liaison. For example, Michael will post new publications, update the roster for the new committee year, and add educational programs to the site without being asked.

The Web Liaison doesn't need to worry about these housekeeping aspects of the site, but can provide invaluable input about stale news items, how things should be described on the site, and what should be most heavily promoted. Ideally, the content of the Section's e-Newsletter, if the Section has one, will help generate the content for the Section's site.

## B. Useful Web Addresses for the State Bar Sections

State Bar of California:	<a href="http://calbar.ca.gov">http://calbar.ca.gov</a>
Sections of the State Bar:	<a href="http://sections.calbar.ca.gov">http://sections.calbar.ca.gov</a>
State Bar Annual Meeting:	<a href="http://www.calbar.ca.gov/annualmeeting">www.calbar.ca.gov/annualmeeting</a>
<i>My State Bar Profile</i> Log-in	<a href="http://www.calbar.ca.gov/members">www.calbar.ca.gov/members</a>
Online CLE	<a href="http://www.calbar.org/online-cle">www.calbar.org/online-cle</a>
Sections Bookstore	<a href="http://www.calbar.org/sections/bookstore">www.calbar.org/sections/bookstore</a>
Join a Section	<a href="http://www.calbar.org/join-a-section">www.calbar.org/join-a-section</a>
Individual Sections:	
Antitrust, UCL and Privacy:	<a href="http://antitrust.calbar.ca.gov">http://antitrust.calbar.ca.gov</a>
Business Law:	<a href="http://businesslaw.calbar.ca.gov">http://businesslaw.calbar.ca.gov</a>
Criminal Law:	<a href="http://criminallaw.calbar.ca.gov">http://criminallaw.calbar.ca.gov</a>
Environmental Law:	<a href="http://environmental.calbar.ca.gov">http://environmental.calbar.ca.gov</a>
Family Law:	<a href="http://familylaw.calbar.ca.gov">http://familylaw.calbar.ca.gov</a>
Intellectual Property Law:	<a href="http://ipsection.calbar.ca.gov">http://ipsection.calbar.ca.gov</a>
International Law:	<a href="http://international.calbar.ca.gov">http://international.calbar.ca.gov</a>
Labor and Employment Law:	<a href="http://laborlaw.calbar.ca.gov">http://laborlaw.calbar.ca.gov</a>
Law Practice Management and Technology:	<a href="http://lpmt.calbar.ca.gov">http://lpmt.calbar.ca.gov</a>
Litigation:	<a href="http://litigation.calbar.ca.gov">http://litigation.calbar.ca.gov</a>
Public Law:	<a href="http://publiclaw.calbar.ca.gov">http://publiclaw.calbar.ca.gov</a>
Real Property Law:	<a href="http://realpropertylaw.calbar.ca.gov">http://realpropertylaw.calbar.ca.gov</a>
Solo and Small Firm:	<a href="http://solo.calbar.ca.gov">http://solo.calbar.ca.gov</a>
Taxation:	<a href="http://taxation.calbar.ca.gov">http://taxation.calbar.ca.gov</a>
Trusts and Estates:	<a href="http://trustslaw.calbar.ca.gov">http://trustslaw.calbar.ca.gov</a>
Workers' Compensation:	<a href="http://workerscomp.calbar.ca.gov">http://workerscomp.calbar.ca.gov</a>

## C. Tips for Keeping Your Site Accurate and Informative

Michael Mullen  
Sections Internet Coordinator  
[michael.mullen@calbar.ca.gov](mailto:michael.mullen@calbar.ca.gov)  
415-538-2584

### KEEPING AN EYE ON IT:

Brian and Michael regularly visit each of the sites and ask themselves the questions listed below. However, they're not on the Executive Committees or subcommittees, and so don't always have the latest information. What is most effective is if the designated liaison from the Committee and other members visit the site regularly and ask these questions:

**Educational Programs:** Are upcoming programs listed, and old ones removed?

**Publications:** Are all the current publications listed? Are sales prices and editorial information still accurate?

**Timeliness:** Is that legislative update old? That "of interest" article stale?

**Organization:** Is the site organized sensibly, or is it getting unwieldy? How best can we present the business of the Section?

**New Materials:** Are there news items or materials from a program or even photographs of an event that would be worthwhile to post?

Send comments, revisions, substitutions, eliminations, etc. to [michael.mullen@calbar.ca.gov](mailto:michael.mullen@calbar.ca.gov) and [brian.foley@calbar.ca.gov](mailto:brian.foley@calbar.ca.gov).

### SUBMITTING MATERIALS:

**Simple Changes:** Typo detected? Easily described change to be made? Just send an e-mail to [michael.mullen@calbar.ca.gov](mailto:michael.mullen@calbar.ca.gov) and [brian.foley@calbar.ca.gov](mailto:brian.foley@calbar.ca.gov).

**Adding Documents:** Do you have a Word, WordPerfect, PDF, PowerPoint presentation or graphic to post on the site? Send it "as is" in an attachment to an e-mail. **Please don't convert to html.** In the body of the e-mail, let me know where on the site it should be posted (e.g., "put it in the members only area") and include any special instructions and descriptions.

**Revising a Posted Document:** If you're making substantial revisions to a document that's posted, you can print it out, mark it up and fax it to Michael and Brian at 415-538-2368. OR, you can just call Michael at 415-538-2584 and talk him through it.

**Complete Reorganization:** Please communicate with Michael via e-mail or phone.

### THINGS TO AVOID

**HTML:** Please don't create your own web pages. Even if what you've created looks great, it might prove impossible to post in our web environment, or very difficult to revise later on. In some cases, I've had to start over.

**"Under Construction":** Don't ask for a link for a new page unless the content of the new page is ready to roll.

Feel free to contact Michael with any questions or projects via e-mail or at 415-538-2584.

## D. Accessibility: Tips for Creating Documents

The State Bar of California is committed to having a fully accessible website. In other words, all documents need to be set up so they can be as easily navigated by a blind or partially blind person using a Reader software such as JAWS as they can be by a sighted person.

As a result of this commitment to accessibility, some publications that had previously been posted on the website have now been removed. We have re-posted many important documents to our site in an accessible format, and work to innovate new ways of publishing accessibly.

Until June 1, 2012, we posted back issues of Section journals in each Section's members only area. Those journals are no longer on the site. However, many recent journals are now posted in an accessible format. We also post the tables of contents of recent issues on the public side of every Section's site, and Section members can request copies of individual articles in the members only area.

Are you preparing a document that you intend to post on the website, or link to from an e-bulletin or social media news item? If so, you need to be aware that we cannot simply convert Word documents into pdfs and post them without further ado. All documents must be checked for accessibility, and revised to be made accessible if necessary.

If this is a major publication, you should consult with your liaison. **The posting of major publications, such as books, should be planned well in advance.** Any publication of substantial length that includes many different sections and subsections or lots of graphics, tables or footnotes would fall into this category.

The web committee of the Executive Committee should have time to consult with Sections Internet Coordinator Michael Mullen long before such a document is presented for posting. In some cases, the best method of publication may be in html web pages rather than by posting a pdf or Word version of the document.

Here are some guidelines for creating Word documents (or PowerPoint presentations) that will make them much easier for staff to turn into accessible pdfs or accessible web pages. Keeping these considerations in mind will speed up the process of getting your information posted, and in some cases may influence how you present your information.

### Heading Styles

**Use heading styles in word in a coherent hierarchical order**, such as I've done in this document. In other words, make the title of the document *Heading 1*, the next level of subheads *Heading 2*, and any subheads below that *Heading 3* or *Heading 4*, as appropriate. (In this document, the title is *Heading 1*, "IV. Website" is *Heading 2*, "IV-D. Accessibility" is *Heading 3* and "Heading Styles" is *Heading 4*.) Using headers in the correct order will allow somebody who can't see the page to navigate from one section to another using Reader software. If you create a new section by merely changing the size of the font, a blind person won't be able to see that and will simply have to move consecutively from page 1 to page infinity with no option of skipping to the next section.

## Readability

**Avoid color combinations that are potentially hard to read for somebody who is color blind**, such as white text on a light blue background or super light gray. Pay particular attention when designing PowerPoint presentations or graphics or brochures.

## Tables

**Any tables should be created using the tables function, and not by tabbing over.** The top row should be marked as the header row. A blind person hearing a table like this read aloud will understand which dollar amount pertains to which registration deadline. If you create a table by merely tabbing over, or without indicating the headers, the table will be read out loud from left to right consecutively and will make no sense.

Fees	Register By March 1	Register After March 1	Register On Site
Fee for Section Members	\$60	\$80	\$100
Fee for Non-Members	\$80	\$100	\$110

## Images

**Any images should be labeled with alternate text**, e.g., “Photo of Attorney Doe with the Chief Justice”. For an example, right click on the image at right, select “Format Picture” and look at “Alt Text” for an example.

Likewise, any graphics that convey information, such as charts, should be summarized in a caption, described thoroughly in the text, or labeled with alternate text so that someone who can’t see the graphic isn’t missing what it conveys.



## Scanned Documents

If you’re scanning a document, be aware that some scanning processes produce a giant image of the document. Such a scanned document can’t be made accessible to a blind person except by retyping the entire document and putting it into the alternate description of the image.

Be sure the process you’re using recognizes text. **The test is whether you can cut and paste text from the scanned document.**

## Forms

In order for a form to be accessible to blind people, it first has to be organized in a very straightforward manner. It must include form fields that somebody can fill in online, and each form field must have a “tool tip” that helps describe exactly what kind of content is being asked for in a field or in a multiple series of choices. Creating such a document is very time-consuming for staff. **Please consider carefully whether you absolutely need to include a form for people to fill out**, because it’s going to add to the time to get the document posted. If you can instead ask somebody to send an email with the pertinent information, clearly described, it will be much simpler to create an accessible version of the document.

## Video

In order to post any video on the website or on social media, it must be closed-captioned and we must also post a transcript of the video. This is nothing that can be done on-the-fly, so please consult with Michael.

Likewise, imbedding a video into a PowerPoint presentation you're using as written materials for a program can make that document not accessible. Whether you're using the video in your actual presentation or not, it shouldn't be part of the written materials unless it has been closed-captioned and a transcript is available.



## E. My State Bar Profile

*My State Bar Profile* – [www.calbar.ca.gov/members](http://www.calbar.ca.gov/members) -- allows attorneys to create their own account on the State Bar of California's website.

Benefits for all attorneys of accessing their Profile include:

- **Update your membership record**  
Now you can change your contact information (address, phone number, e-mail) directly on the State Bar's website.
- **Pay your fees online**  
Calculate your membership fees online and pay by credit card, electronic debit or check.
- **Receive bar information via e-mail**  
Sign-up to receive e-mail communications from the State Bar.
- **Update your promotional mail list preference**  
Sign up (or opt out) to receive promotional information from bar-approved entities.
- **Track Your MCLE**  
See all of the in-person MCLE courses you have taken from The State Bar of California

### Benefits for Section Members

For Section members, including affiliate (non-attorney) members of Section, My State Bar Profile also allows you to:

- **Access Section Members Only Areas**  
Access the Members Only Areas of all Sections of which you're a member
- **Sign up for Section E-mail groups**  
Sign up for e-mail groups specific to your Section, and update your e-mail address when appropriate.

### Creating Your Profile

**Attorney Members:** If you haven't yet created your profile, you can do so at [www.calbar.ca.gov/members](http://www.calbar.ca.gov/members). You will need your personalized access code to create your profile. The access code appears on the State Bar dues statement of attorneys who haven't yet created their profiles. Or you can send a request for your access code to [billing@calbar.ca.gov](mailto:billing@calbar.ca.gov). For security purposes, the access code will be e-mailed to your e-mail address of record with the State Bar, or mailed to you.

**Non-attorney members:** Contact Derek Canas at [derek.canas@calbar.ca.gov](mailto:derek.canas@calbar.ca.gov) to receive your unique access code.

## V. Section Committee Workrooms

The State Bar has provided a password-protected collaboration website (referred to as “Committee Workrooms”) for the private and exclusive use of Section leadership.

Sections that are currently actively using the Workroom are experiencing up to \$15,000 per year in savings (formerly spent on copying and printing). In addition to cost savings, the Workrooms provide the following:

- A central repository for all current and archived Section material (minutes, agendas, legislative proposals, project materials, etc.) and,
- Easy access for Section leaders on a 24/7 basis to important resource material such as travel reimbursement forms, calendars, rosters, conference call numbers, etc.

Your Section Coordinator can also provide easy-access online training for your Committee members on using the functions available in the Workrooms which include:

- -storage “folders” for current and archived materials
- Data resource storage folders for State Bar materials
- An automated calendaring system
- Private discussion boards
- A check-out/check-in feature for collaboration on document revision
- A message system (unique to the Workroom for internal use on the collaboration site)
- An internal roster (automatically created via individuals’ Workroom Profiles)
- An audit trail which tracks all activity within the Workrooms

Although you can “tailor” your Section’s Workroom to your Committee’s very specific needs, materials below are typically found in all of the Workrooms:

- This Orientation Manual (in electronic form)
- Your Section bylaws and letterhead
- Information on the State Bar’s Legislative Program
- Useful links to various sites of interest to your Section
- Travel Reimbursement policies and forms
- Your Executive Committee roster and meeting calendar,
- Information (brochures, attendance reports, etc.) for past and upcoming CLE programs
- Sub-Committee work areas
- An archive of minutes and agenda materials from previous year’s meetings

It is the Bar’s eventual goal to eliminate hard-copy mailings of materials, which will result in tremendous savings in cost and resources for the Sections.

Below is an example of a Section Resource Room being used by the Labor & Employment Law Section:

Hummingbird Collaboration - Microsoft Internet Explorer provided by The State Bar of California

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit Discuss Research

Address <https://collab.calbar.ca.gov/hc;JSESSIONID=172.16.2.101e28b9:1120d1e5ab2-7257?&xx=830785> Go Links

Orloff, Susan | SEMS My Options | Log Off | Help | Search

**The State Bar of California** Messages | Projects | Project Templates | Organizations | Calendar

**Folder Contents** New Folder New Document Permissions Data Room Details Send Message Actions View

Projects > **Labor and Employment Law Section Resource Room**

Delete Move... Copy... Check Out

<input type="checkbox"/>	Name	Status	Actions
<input type="checkbox"/>	2006-2007 CURRENT Executive Committee ROSTER and Meeting CALENDAR		
<input type="checkbox"/>	2007-2008 Draft ROSTER and Meeting CALENDAR		
<input type="checkbox"/>	Archive of Past Programs, Writing Competitions, Rosters, Agendas and Minutes		
<input type="checkbox"/>	Conference Call Information for All Working Groups		
<input type="checkbox"/>	Historical Financial Information		
<input type="checkbox"/>	Operation Procedures for Programs and Publications		
<input type="checkbox"/>	2007 Travel Expense Report Form.xls		
<input type="checkbox"/>	How to Remove Pop-Up Blockers on your PC to Access Workroom Windows.doc		
<input type="checkbox"/>	Labor and Employment Section BYLAWS.pdf		
<input type="checkbox"/>	Labor Law Section Letterhead.wpd.doc		
<input type="checkbox"/>	Link to Information on Diversity Bars in California		

New Discussion... There are no discussions

Done Internet

## VI. Sections Wish List for New Technology

### Sections' Priorities for Website Development

The Sections maintain a list of desired new or improved technology. We use the list for clarifying our goals and having a clear set of objectives that we can work on with the State Bar's IT Department and the Web Editor.

Generally speaking, new items don't get on the wish list unless they have been named as a priority by more than one Section. Our goal is to work on technological advances that will forward the goals of the most groups possible, and be of benefit of all. The wish list doesn't reflect the technological goals of individual volunteers or single groups.

Michael Mullen reports on the wish list periodically to the Council of State Bar Sections. Knowing that the Council supports these aims gives us a clear direction, and confidence that we are accomplishing the most useful goals for the Sections as a whole.

If you think that something should be on the list that currently is not, please pass those requests on to Michael Mullen through the Section's designated Internet Liaison.

## VII. Social Media - Facebook and Twitter & LinkedIn

As of January 1, 2015, all 16 Sections and CYLA have a presence on social media.

### A. Current Status

#### Facebook

Sections and CYLA (Group Page for the Sections and CYLA): [www.facebook.com/calbarsections](http://www.facebook.com/calbarsections)

California Young Lawyers Association (CYLA): [www.facebook.com/calbarcyla](http://www.facebook.com/calbarcyla)

Antitrust and Unfair Competition Law Section: [www.facebook.com/calbarantitrust](http://www.facebook.com/calbarantitrust)

Business Law Section: [www.facebook.com/calbarbuslaw](http://www.facebook.com/calbarbuslaw)

Criminal Law Section: [www.facebook.com/calbarcrimlaw](http://www.facebook.com/calbarcrimlaw)

Environmental Law Section: [www.facebook.com/calbarenviro](http://www.facebook.com/calbarenviro)

Family Law Section: [www.facebook.com/calbarfamily](http://www.facebook.com/calbarfamily)

Intellectual Property Law Section: [www.facebook.com/calbaripsection](http://www.facebook.com/calbaripsection)

International Law Section: [www.facebook.com/calbarILS](http://www.facebook.com/calbarILS)

Labor and Employment Law Section: [www.facebook.com/calbarlabor](http://www.facebook.com/calbarlabor)

Law Practice Management and Technology Section: [www.facebook.com/calbarLPMT](http://www.facebook.com/calbarLPMT)

Litigation Section: [www.facebook.com/calbarlitigation](http://www.facebook.com/calbarlitigation)

Public Law Section: [www.facebook.com/calbarpubliclaw](http://www.facebook.com/calbarpubliclaw)

Solo and Small Firm Section: [www.facebook.com/calbarsolo](http://www.facebook.com/calbarsolo)

Taxation Section: [www.facebook.com/calbartax](http://www.facebook.com/calbartax)

Trusts and Estates Section: [www.facebook.com/calbartrusts](http://www.facebook.com/calbartrusts)

Workers' Compensation Section: [www.facebook.com/calbarwc](http://www.facebook.com/calbarwc)

#### Twitter

Sections and CYLA: [www.twitter.com/calbarsections](http://www.twitter.com/calbarsections)

California Young Lawyers Association: [www.twitter.com/calbarcyla](http://www.twitter.com/calbarcyla)

Antitrust and Unfair Competition Law Section: [www.twitter.com/calbarantitrust](http://www.twitter.com/calbarantitrust)

Business Law Section: [www.twitter.com/calbarbuslaw](http://www.twitter.com/calbarbuslaw)

Criminal Law Section: [www.twitter.com/calbarcrimlaw](http://www.twitter.com/calbarcrimlaw)

Environmental Law Section: [www.twitter.com/calbarenviro](http://www.twitter.com/calbarenviro)

Family Law Section: [www.twitter.com/calbarfamily](http://www.twitter.com/calbarfamily)

Intellectual Property Law Section: [www.twitter.com/calbaripsection](http://www.twitter.com/calbaripsection)

International Law Section: [www.twitter.com/calbarILS](http://www.twitter.com/calbarILS)

Labor and Employment Law Section: [www.twitter.com/calbarlabor](http://www.twitter.com/calbarlabor)

Law Practice Management and Technology Section: [www.twitter.com/calbarLPMT](http://www.twitter.com/calbarLPMT)

Litigation Section: [www.twitter.com/calbarlit](http://www.twitter.com/calbarlit)

Public Law Section: [www.twitter.com/calbarpubliclaw](http://www.twitter.com/calbarpubliclaw)

Solo and Small Firm Section: [www.twitter.com/calbarsolo](http://www.twitter.com/calbarsolo)

Taxation Section: [www.twitter.com/calbartax](http://www.twitter.com/calbartax)

Trusts and Estates Section: [www.twitter.com/calbartrusts](http://www.twitter.com/calbartrusts)

Workers' Compensation Section: [www.twitter.com/calbarwc](http://www.twitter.com/calbarwc)

## LinkedIn

[Sections and CYLA](#)

[Business Law Section](#)

[International Law Section](#)

[Intellectual Property Section](#)

[Law Practice Management and Technology Section](#)

Please note: We will be gradually adding new LinkedIn pages, possibly as closed groups for the members of an individual Section.

Per the State Bar's General Counsel, only people empowered to post according to our Social Media Policy may post new items to social media. However, anyone can comment on our Facebook or LinkedIn posts, or respond to or retweet our tweets.

And of course, we encourage you as individuals to "like us" on Facebook and "follow us" on Twitter, if you use those social media. This is a great way to spread the word among your wider communities about what your group is doing, to promote educational programs in which you are participating, and to generate interest in your group!

Submissions should go to [Michael Mullen](#) or [Brian Foley](#).

## B. Social Media Action Plan for your Group

We encourage all groups to make use of Facebook and Twitter by submitting news items. We therefore encourage each group to **designate a SOCIAL MEDIA LIAISON** who will provide news items to Michael Mullen and Kristina Robledo.

**One important consideration:** Social media is the ideal way to communicate with *non-members* or *potential members* of your group, and will not replace the other means you have in place to communicate with current members.

When providing items, you need to **provide the actual post**, and not just the instruction to make a posting. In other words, you should send us items that are ready to put online with very little revision. It's understood that we'll have to work with graphics and links, but the posts should be of appropriate (and different) length for Facebook and Twitter.

For the long-term success of this project, we ask that you form a working committee so this does not become the burden or "pet project" of one person who will eventually cycle off the board. Some elements of a strategic plan are outlined below.

Social Media Action Plan:

1) **Designate a Social Media Liaison/Working Group.** The social media working group should be knowledgeable about Facebook and Twitter, or willing to become familiar with them, so they have a good idea of what kinds of content may be suitable, and what formats are workable. The liaisons will work with Michael Mullen, Kristina Robledo, and the Section Coordinator to make postings.

2) **Provide Us Content That We Don't Know About.** Staff will be working to keep your social media accounts active, but we will be relying on you to provide the content that only you know about or that really reflects

your expertise as attorneys. To elaborate: We will automatically promote your educational programs, but we may not know what is especially interesting to your intended audience about a specific speaker or specific topic. Help us out by sharing your expertise with us! Likewise, you will be attending Section events that we won't. Take a photo and send it on for posting! Is there a breaking case or piece of legislation that people should know about right away? Send us your announcements formatted for social media (including the appropriate hashtag for Twitter if you know it).

We'll do our best to keep your accounts active, but will rely on your thoughtful contributions to make them timely and pertinent.

**3) Add Social Media to your Meeting Agendas.** Commit to making "Social Media input" a regular item on your Executive Committee agenda, so that news items can be brainstormed and calendared.

**4) Monitor Other Sites and Participate in a Larger Discussion.** Your liaison should be willing to monitor what State Bar and other pertinent groups are doing, as a way of generating ideas for content, and may be asked to participate in a cross-Sections/CYLA Social Media group, if that seems like a good idea in the future.

### C. Social Media "Trusted Poster"

Once your Section has demonstrated that they know how to provide social media news items, they can elect to have a member of the Executive Committee designated as a "trusted poster". This person is given the log-ins to the Section's social media accounts, and is empowered to post on behalf of the Section.

In addition to having a proven record of providing suitable posts for social media, the trusted poster must receive training from the Sections Internet Coordinator

This function was only made possible by implementation of the Bar's social media policy in July 2014. As such, it's still new, and still functioning as a pilot project. Your Section may already have a "trusted poster". However, there is no obligation that any Section have someone in this role. If your Section doesn't have a "trusted poster", Sections staff will continue to make postings.

For more information about the "trusted poster" role, contact [Michael Mullen](#).



## D. Guidelines for Posting on Facebook and Twitter

Prepared by Michael Mullen, Sections Internet Coordinator, [michael.mullen@calbar.ca.gov](mailto:michael.mullen@calbar.ca.gov), 415-538-2584

### Sample Submissions

Below is a sample of a request for social media postings. Note how the Twitter announcement is the appropriate number of characters, including link, whereas the Facebook post is more expanded and includes just enough useful information to be readable at a glance, but not overpowering. The Facebook posts is tantalizing rather than exhaustive.

Michael,  
Could you please post by Wednesday evening? Thanks!

Facebook: *REMINDER! Registration deadline is November 4 for the 36th Annual IP Institute, Nov. 10-12 in Dana Point. Program will include "nuts and bolts" as well as advanced CLE sessions, presentations by the new Register of Copyrights and the USPTO Deputy Director, a keynote from eBay's Dan Dougherty and our 3rd Annual Vanguard Awards lunch. Plus, many fun networking opportunities, including a chili contest on Friday night. Don't miss it! <http://bit.ly/pyfMfw>*

Twitter: *Registration deadline is Nov. 4 for the 36th Annual Intellectual Property Institute, Nov. 10-12, Dana Point. <http://bit.ly/nopeww>*

Below is more information about creating posts for both Facebook and Twitter.

### Facebook

**Goal of Posting / Who's the Audience?** Some of the people who follow us on Facebook and Twitter are Section members, but others are not. So the over-arching goal of posting in these media is to spread the word about our exciting activities, to promote our programs, and to alert potential members to the benefits they could enjoy for signing up. Social media provides a unique way to promote our work to people who aren't members, and to encourage new memberships from attorneys who self-select as being interested in our activities.

**Like It! Share It!** If you have your own Facebook account, please "like" our posts, say something pertinent about them, and share them on your own Facebook pages if you think they will be of interest to some portion of the people you know. This is especially helpful if you're getting the word out about a program.

**Look of the Page:** There's not much I can do to tweak the look of a Facebook page, or add new features to it. Facebook controls most aspects of the template, and makes unannounced changes to the way things look on a fairly regular basis. So changes to the look of the page may be completely out of my ability to produce.

**Posts and Comments:** While only designated person can initiate new posts on our social media sites, anybody can comment. We've very occasionally removed comments that clearly violated our posted comments policy, but we leave up the very occasional comment from people who are just being stupid (one attorney is fond of posting inane things right around midnight on Saturday night). Usually the best strategy for when somebody says something stupid is just to post something new so it moves down the page and into obscurity. The basis for deleting a comment is laid out clearly in the comments policy, which is posted in the "Notes" section of each Section's Facebook page.

**Length of Posts:** Facebook has expanded how long a post can be, so there are no longer hard character limitations. I think that for most people, however, Facebook is a place where they want their info pithy. If it's something longer, it should redirect someplace else, most likely to the State Bar's website. **Facebook posts should not be used INSTEAD of providing content for the State Bar's website.** And just to say it very bluntly:

We can't post long documents here as a way of avoiding the need to post ADA-compliant, accessible documents on the State Bar's website. The State Bar needs to be 100% ADA-compliant, and our Social Media Policy makes explicit that this includes our presence in social media.

**Links from Posts:** The same linking policy applies here as applies to the website and to our eNews publications. We can link to our own site; to governmental agencies, the courts, the legislature, and schools; to dot-org's that really are nonprofit and are not overtly ideological, and; to dot-com's with which we are in contract for the delivery of services (e.g., hotels at which we're having events, online CLE, online registration, our bookstore). **Important:** Don't send us links directly into the online catalog (InReach) for upcoming teleseminars and webinars. Let us create those links. It's possible to send people inadvertently into your own account, and we want to avoid that!!! Also, if you're providing text with a link, **please note that there are no embedded links on Facebook at this time.** In other words, you can't write "Find the information HERE" and have HERE be a hyperlink. We have to add the actual link somewhere into the news item.

**Photos:** We encourage people to provide us with photos for the site. Some good examples: The Executive Committee at work, a group shot, the speakers at a program in action, awards being given out, the chili cook-off or networking mixer, the hike at an Environmental Yosemite conference, cows for the Agribusiness cattle tour, etc.

**Photos – Submitting:** We appreciate it **VERY MUCH** if you send all of the photos you wish to be posted at once, rather than in dribs and drabs over several days. Adding a photo album takes time, and putting new photos in an existing album really adds to the time involved. So please pick out the photos you want used, send only those, and send them all at once if possible. **Please provide captions or at the very least tell us who is in the photo!** This is actually an accessibility issue: We can't post photos with no explanation of what they depict.

**Photos – Use Your Discretion, Please:** Does somebody really want a photo of them posted that shows them with their eyes crossed, dancing the fandango, or with a shot glass in their hands? Even if they do, is this what we want to represent on the site? We want to illustrate the hard work of the Sections and the collegiality of volunteering your time with these vibrant groups. So: Convivial? Yes! Raucous? Probably somebody will regret you posting that... Probably we'll refuse to post it before that can happen.

**Photos – Tagging:** We don't tag photos, but we've set the Facebook pages up so that you can tag your own photos. People can be super-sensitive about photos of themselves, so probably the best strategy is just to tag photos of yourself unless you have permission to tag your colleagues. We can take down any photos not liked, and people can untag themselves as well.

**Events Pages:** We can create an event page for something you have coming up. I do this automatically for major in-person CLE programs. It takes time to create an event page, and is therefore not productive to do for a short program or committee meeting. The best strategy is to focus on the major programs, set up the page well in advance and ask the people on your committee to indicate that they're going and share it on their own Facebook pages.

Samples of Great Posts:

**1. Hot off the Press! It's pithy! It's timely!** Note the attribution to the group providing the post (Corporations Committee). It links appropriately to the primary source of information, in this case the chaptered bill. Awesome!

[Business Law Section of The State Bar of California](#)

From the Corporations Committee: On January 1, Senate Bill No. 201 and Assembly Bill No. 361 took effect, creating two

new classes of corporations in California: the flexible purpose corporation and the benefit corporation (<http://1.usa.gov/AeY75i> & <http://1.usa.gov/yjLiNk>).

**2. We work, we have fun, we care!** CYLA sends board members to swearing in ceremonies. Somebody had the foresight to take a photo and send it on, with a caption. Adds life to the page, shows CYLA in action. Great! [California Young Lawyers Association](#)

14 new admittees get sworn in as attorneys in Ventura County, California. We welcome all of the new admittees to membership in CYLA!



**3. Promote yourselves by passing on information from your eNews.** Something like the item below gives some useful information and also alerts potential members that such a thing as the Family Law eNews exists.

[The State Bar of California Sections and CYLA](#)

From the latest Family Law Section eNews: The Administrative Office of the Courts, Center for Families, Children & the Courts, is in the process of developing a new statewide mediation/child custody recommending counseling orientation video. The video will consist of "real" parents and (now adult) children who have been through the process sharing about their experience. They are conducting an active search for potential volunteers for this video. Read more: <http://familylaw.calbar.ca.gov/#aoc>



[Family Law](#)

### Twitter

**Character Limit:** You can only tweet 140 *characters*. Not words, characters. This is not much room to say what you have to say. The easiest way to check your character limit is to try it out in your own Twitter account. When you start typing, it tells you how many characters you have left, or how many you are over. It's better to come in UNDER the character link rather than right at it, because it's then easier for people to quote your tweet and pass it on with their own commentary.

**Links:** The characters in the link are part of the character count. We can shorten links by running them through [tinyurl.com](http://tinyurl.com), but that still leaves 25-27 out of the 140 that you have to dedicate to your link. As in Facebook, you can't embed the link and simply say "click HERE". The link must be spelled out somewhere.

**Content:** You want your tweet to:

- 1) Include attribution, if possible. (What Section? What Committee?)
- 2) Give the vital info, and make it interesting if possible
- 3) Leave room for the link

**Hashtags and Ampersands:** You can use hashtags (#) in your tweets to indicate a topic of discussion. For example, the IP Section sent out this tweet:

The 36th IP Institute starts tomorrow! Twitter hashtag is [#calbaripsection](#). See you there! <http://bit.ly/nopeew>

Publicizing the hashtag #calbaripsection allowed attendees to tweet about the Institute as it was happening, and easily find related tweets by searching this hashtag in Twitter.

See photos of the Environmental Law Section being presented the @FPOC 2014 Diversity Award. Grateful for the honor!

[https://www.facebook.com/media/set/?set=a.740665775992258.1073741829.101435356581973&type=1 ...](https://www.facebook.com/media/set/?set=a.740665775992258.1073741829.101435356581973&type=1...)

Using @FPOC alerts For People of Color, Inc. that you're discussing them or talking to them in your tweet. This makes them more likely to retweet to their own followers.

Some samples of great tweets:

[calbarCYLA](#) CA Young Lawyers Asn

Do you want to shape the future of your profession? Apply to serve on the CYLA Board. Deadline to apply is 2/1/12. <http://cc.calbar.ca.gov/>

[calbarsections](#) Sections & CYLA

The Real Property Law Section invites you to join us for some holiday cheer with two simultaneous events in SF and LA <http://tinyurl.com/78t9v8k>

[calbarIPsection](#) Calbar IP Section

Reminder! Tuesday 3/8 8:30am, free Trademark Committee teleconference on UDRP Practice. 800-304-8043; Passcode: 346923# <http://bit.ly/dEzTkw>

## E. Screenshots of our Pages

The screenshot shows the Facebook profile page for the Workers' Compensation Section of The State Bar of California. The page header includes the Facebook logo, the page name, a search icon, and user information for Michael (Home 18, Find Friends). Navigation tabs for Page, Notifications (87), Insights, and Publishing Tools are visible. The main banner features the State Bar of California seal and the text: "THE STATE BAR OF CALIFORNIA Workers' Compensation Section of The State Bar of California @calbarwc". Below the banner are buttons for Sign Up, Like, Share, and a menu icon. A secondary navigation bar includes Home, About, Services, Photos, and More. The left sidebar contains: "Legal/Law · San Francisco, California 4.6 ★★★★★", a search bar, "103 likes 0 this week" (Tricia Lynch Horan and 7 other friends), "7 were here 0 this week", "See Pages Feed" (Posts from Pages you've liked as your Page), "Invite friends to like this Page", "10 post reach this week", and a promotion: "More Reach. Less Money. Reach 370,000 people near Workers' Compensation Section of The State Bar of California. Get started for \$20.00." The right sidebar shows "2 Scheduled Posts" (Next post scheduled for Monday at 5:00pm) and a post by Brian Foley from 8 hours ago: "Workers' Compensation: Advanced Litigation Skills Boot Camp. Tomorrow in LA! Earn 6 Hours MCLE Credit and Legal Specialization! Go here for all the details on speakers and registration info: http://tinyurl.com/jsfwccd". The post image shows red and yellow tulips under a bright sun.

Home Moments Notifications Messages Search Twitter Tweet

**THE STATE BAR OF CALIFORNIA**  
**Labor & Employment Section**

TWEETS 294 FOLLOWING 338 FOLLOWERS 264 LIVES 4 Edit profile

**Labor & Emp. Section**  
 @calbarlabor  
 The Labor and Employment Law Section of The State Bar of California. Retweets not endorsements.  
 San Francisco  
 laborlaw.calbar.ca.gov/LaborLaw  
 Joined November 2014

**Tweets** Tweets & replies Media

**Labor & Emp. Section** @calbarlabor · 6h  
 Martin v Yasuda (9th Cir. 15-55696 7/21/16) Arbitration  
 cdn.ca.uscourts.gov/datastore/opin...

**Labor & Emp. Section** @calbarlabor · Jul 21  
 Today in L.A.! We are excited for the 6th annual Advanced Wage & Hour Conference. Come on by! 6.5 Hours MCLE  
 Credit: [tinyurl.com/jx6rbx4](http://tinyurl.com/jx6rbx4)

Who to follow · Refresh · View all

- Mark Mellor** @mellorlawfirm · Followed by calbartax and oth...  
Follow Promoted
- CWA UNION** @CWAUnion · Follow
- Teamsters** @Teamsters · Follow

Find trends

in Search for people, jobs, companies, and more... Advanced 14 2

Home Profile My Network Jobs Interests Business Services Try Premium for free

My Groups Discover Search Settings

**International Law Section of The State Bar of California**  
 497 members [Manage](#)

Start a conversation with your group

Enter a conversation title...

[Conversations](#) [Jobs](#)

**FEATURED** 1y

**Jeffery Daar**  
 International Lawyer at Daar & Newman

**Request for Nominations for the Annual Warren M. Christopher International Lawyer of the Year Award 2015**

The International Law Section annually recognizes and honors a California lawyer for distinguished service in the promotion of the rule of law internationally or for significant achievement in the practice of international law. The winner of the fir... [Show more](#)

[Like](#) [Comment](#) | 2

Reply to this conversation...

**ABOUT THIS GROUP**

The International Law Section of The State Bar of California was founded in 1987 to serve California lawyers handling international legal matters in a wide variety of areas, including corporate and business transactions, litigation and arbitration, t... [Show more](#)

[Group rules](#)

**MEMBERS** 497 members

[Invite others](#)

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 Earn an online MLS in 1-year from WashU, no GRE/LSAT required. Apply!
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 Written By Renowned Office 365 MVP. Download Your New Free Guide Today!



## F. State Bar Social Media Policy

After much deliberation by a working group that included representation from Sections and CYLA, the State Bar's Social Media was issued in July 2014. The policy is not limited to the Sections and CYLA, but applies to all groups at the State Bar that currently engage in social media or may wish to in the future.

Anyone who is working on social media on behalf of their group should familiarize themselves with this policy. It clearly lays out what our institutional goals are, and what we should avoid.

It also makes very explicit that our concerns with accessibility extend to social media.

The policy opens up the possibility of designating a few Executive Committee members to post directly on social media, provided they have received adequate training on accessibility and policy from State Bar staff.

For the Sections and CYLA, the new policy actually expands what we can do on social media, and we welcomed this aid in defining our role.





ADMINISTRATIVE ADVISORY NO. 14-08

DATE: July 21, 2014

TO: All State Bar Staff

FROM: Robert Hawley, Deputy Executive Director/CEO

SUBJECT: ADMINISTRATIVE ADVISORY NO. 14-08 SOCIAL MEDIA POLICY

The State Bar of California engages in community outreach to promote the protection of the public and to encourage lawyers to uphold the high standards of the profession. Accordingly, the State Bar recognizes that social media platforms, such as Facebook, Twitter, LinkedIn and YouTube, are valuable tools to facilitate the engagement of these two constituencies and to disseminate information.

The use of social media, however, must be guided by the constraints of the State Bar being a governmental agency and the responsibilities commensurate with that position. To that end, the State Bar, and its offices and departments must use the following guidelines to govern its presence on any social media platforms.

Accounts:

The State Bar's Office of Communications creates, maintains and administers the primary State Bar account on any social media platform to avoid confusion over other State Bar accounts.

Other State Bar offices, departments or divisions may maintain their own social media presence. However, their accounts should expressly identify what division they represent to distinguish them from the primary State Bar presence.

Only authorized State Bar employees, or others they designate, can create, maintain, or administer any official State Bar social media accounts. Only State Bar employees, or others they designate, who have been trained to meet the appropriate electronic information and technology accessibility guidelines are eligible to have this responsibility.

The Office of Communications staff will create an advisory board to oversee all social media platforms. When advisory board members confront difficult issues not clearly covered in the Social Media Policy, they will consult with the Office of General Counsel. The advisory board will create and maintain a master list of all social media platforms authorized by the State Bar. State Bar-related platforms that are not on the list and are run by State Bar employees will be required to shut down.

Generally Applicable Parameters:

Social media must be used only to disseminate to lawyers and the public news and information about the State Bar, its mission, and its programs and policies, and other similar programs and policies. Content cannot promote political, religious or social issues.

Anyone must be allowed to become a follower or fan of the State Bar's social media accounts. This does not apply to closed LinkedIn groups created for the membership of a particular Section.

Comments on social media platforms must not:

- be abusive or attack people personally
- be defamatory
- be repetitive
- be off topic
- promote a business or commercial interest
- promote an unlawfully discriminatory position.

Comments that fail to meet these standards are subject to removal. This policy should be clearly identified on State Bar-related social media platforms.

State Bar content must conform to proprietary and other intellectual property law. Proper credit and attribution must be given to the content's original author. To that end, external content that is identified on State Bar social media presence should be referenced by hyperlinking to the external Internet page in lieu of cutting and pasting material into the State Bar content. A general description of the external content, or a minor quote from the content, is permissible, as long as it is in accessible format, and the content's origin is given proper attribution, along with proper hyperlinking.

State Bar content must conform to professional and ethical rules. To that end, no confidential or privileged information should be posted.

State Bar content must conform to privacy and financial disclosure laws. To that end, no personal or private information should be posted.

Facebook-Specific Directives:

The purpose of Facebook pages created and run by State Bar staff is to disseminate to California attorneys and the public news and information about the State Bar, its mission, and its programs and policies, and other similar programs and policies.

Comments on Facebook pages must not:

- be abusive or attack people personally
- be defamatory
- be repetitive
- be off topic

- promote a business or commercial interest
- promote an unlawfully discriminatory position.

Comments that fail to meet these standards are subject to removal. This policy should be clearly identified on State Bar-related Facebook pages.

Per Facebook Government Terms, all official State Bar content must contain the following content in a prominent location that references the State Bar office, department or divisions official web pages: "If you are looking for more information about [Government Entity], please visit [website URL]."

Posting Ability: Deselect both boxes to ensure that only authorized State Bar employees or their designees have power to post content, add photos and add video.

Post Visibility: Select "Hide posts by other people on my Page timeline" and deselect the "Highlight recent posts by other people" box.

Messages: Deselect box that allows people to contact a page privately. Country Restrictions: none  
Age Restrictions: none

Twitter-Specific Directives:

The purpose of the @StateBarCA Twitter feed and others run by State Bar staff is to disseminate to lawyers and the public news and information about the State Bar, its mission, and its programs and policies, and other similar programs and policies.

As is consistent with Twitter practice, the State Bar will follow other Twitter feeds to encourage them to reciprocate. Among the general categories of Twitter feeds the State Bar follows are law schools, law-related groups, bar associations, law firms and lawyers, government and regulatory agencies, and mainstream and legal affairs news media and reporters.

Anyone can become a follower of State Bar Twitter feeds. The State Bar Twitter feed @StateBarCA and other State Bar Twitter feeds may retweet the tweets of other organizations and individuals only if doing so is consistent with the State Bar's mission of public protection and the better education of California attorneys. Retweets are not endorsements, as Twitter profiles should clearly state.

In Account Setting > Security and Privacy > Privacy > Discoverability: Deselect the box marked "Let others find me by email address" in order to prevent unwanted inbound communications.

State Bar departments should contact the Office of Communications if they would like to tweet something on @StateBarCA. Also, Communications must approve the creation of any new Twitter handles for other departments.

LinkedIn-Specific Directives:

The purpose of LinkedIn groups created and run by State Bar staff is to disseminate to lawyers and the public news and information about the bar, its mission, and its programs and policies, and other similar programs and policies.

Comments on LinkedIn must not:

- be abusive or attack people personally
- be defamatory
- be repetitive
- be off topic
- promote a business or commercial interest.
- promote an unlawfully discriminatory position.

Comments that fail to meet these standards are subject to removal. This policy should be clearly identified in the Group Rules of State Bar-related LinkedIn Groups.

YouTube-Specific Directives:

All postings on YouTube should be remediated to comply with standards set by the Americans with Disabilities Act, as follows.

1. Channel Settings:
  - a. Monetization is shut off.
  - b. Superimposed Advertisements are turned off.<sup>1</sup>
  - c. Channel recommendations are shut down, so that the State Bar's channel will not appear in other channel's recommendations.
2. Video Upload Default Settings:
  - a. Privacy – when a video is uploaded, it is set to “unlisted” until properly prepared.
  - b. Category – set to “Non-profits & Activism”
  - c. License – Standard YouTube License, and not Creative Commons (per OGC's recommendation)
  - d. Comments are turned off. e. Ratings are turned off.
3. Accessibility:

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<sup>1</sup> Pre-content Advertisements are not controlled by a channel, rather by the website. So it is possible a visitor will encounter an advertisement prior to viewing bar videos on Youtube.com. By no means is pre-content ads a certainty when viewing bar videos.

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a. Captions – All videos must be captioned, including text indications of accents, voice inflection, whispering, laughter, inaudible content, music and sound effects, introduction, of announcers and speakers. There is an area/control to configure captions for each video. YouTube.com provides automatic captions in several languages. The software is relatively new, and imperfect, and results in multiple errors. All captioning must be proofread to correct any errors. This same interface allows the upload of a proper caption file. Captions, whether uploaded or generated with the must also be synchronized with the video content.

b. Audio Descriptive Track – If any nonverbal or otherwise unspoken activity occurs on the screen, a second video must be provided with an enhanced audio track called an audio descriptive track that contains narration describing the nonverbal activity occurring in the video.

c. Transcript – A transcript must be provided that includes audible content as well as a detailed description of the on screen action/nonverbal activity, descriptions of any screen shots, photographs, meaningful facial expressions, unusual costumes, use of irony, music, and scenery at the appropriate point in the transcript.

d. Meta Data – All meta data, including title, description, and tags/key words must be manually entered by the individual uploading a video.

Please contact the Office of Communications for any questions regarding these guidelines or the State Bar's use of social media in general.