
THE ETHICS OF SOCIAL MEDIA USE

John Browning, Passman & Jones

Hon. Gena Slaughter, 191st District Court, Dallas

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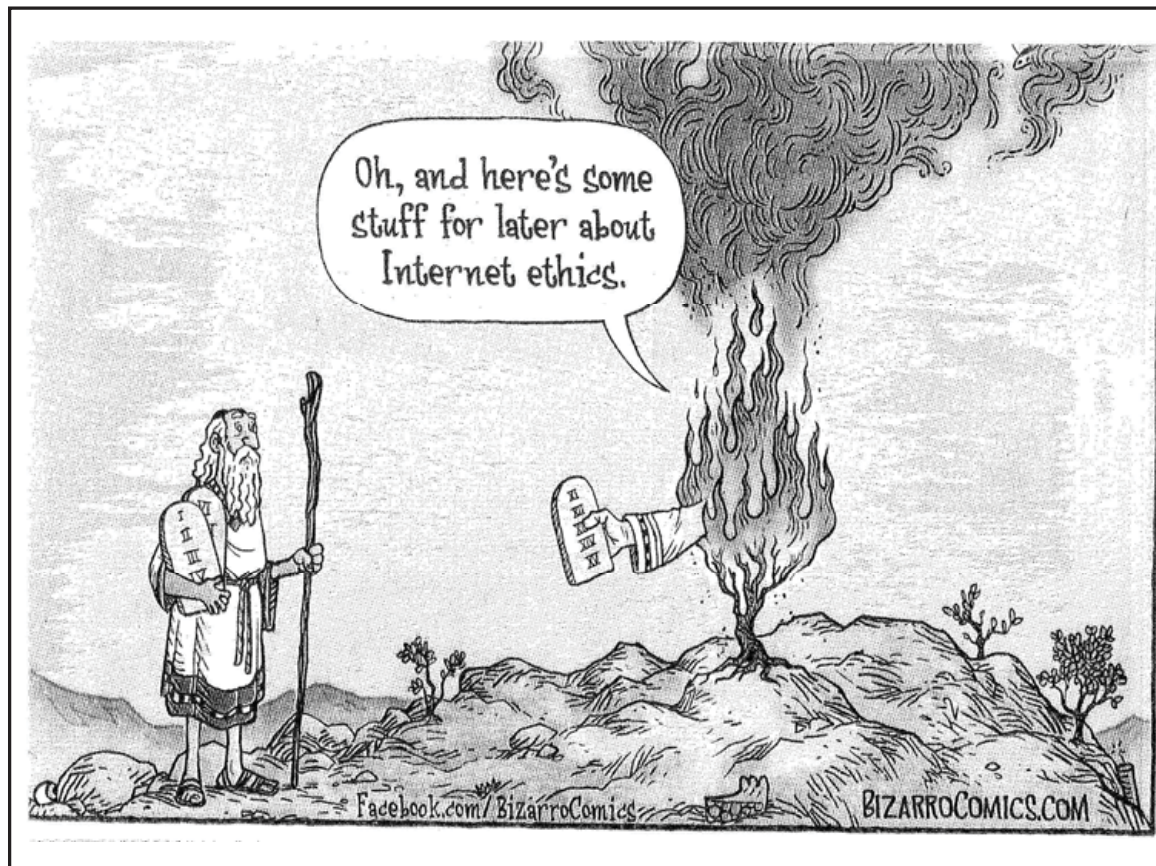
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- John Browning is a shareholder in the Dallas, Texas firm of Passman & Jones, P.C., where he handles civil litigation in state and federal courts, in areas ranging from employment and intellectual property to commercial cases and defense of products liability, professional liability, media law, and general negligence matters. Mr. Browning has extensive trial, arbitration, and summary judgment experience and has represented companies in a wide variety of industries throughout Texas. Mr. Browning received his Bachelor of Arts with general and departmental honors from Rutgers University in 1986, where he was a National Merit Scholar and member of Phi Beta Kappa. He received his Juris Doctor from the University of Texas School of Law in 1989. He is the author of the books *The Lawyer's Guide to Social Networking*, *Understanding Social Media's Impact on the Law*, (West 2010); the *Social Media and Litigation Practice Guide* (West 2014); and two forthcoming books, including a book on legal ethics and social media for the ABA. Mr. Browning is also a contributing author to seven other books, the author of over 30 published law review articles; and the award-winning writer of numerous articles for regional and national legal publications. His work has been cited in over 300 law review articles, practice guides in 11 states, and by courts in Texas, California, Maryland, Tennessee, and Florida. He has been quoted as a leading authority on social media and the law by such publications as *The New York Times*, *The Wall Street Journal*, *USA Today*, the *ABA Journal*, *Law 360*, *Time Magazine*, *The National Law Journal*, *WIRED Magazine* and *Inside Counsel Magazine*, and he is a recurring legal commentator for the NBC, CBS, and FOX news stations in Dallas. He serves as Chair of the Texas Bar Journal Board of Editors, as a member of Professional Ethics Committee of the State Bar of Texas, and is a frequent speaker at CLE seminars and legal symposia all over the country.



WHY IS IT CRITICAL FOR LAWYERS TO BE MINDFUL OF ETHICAL GUIDELINES WHEN USING SOCIAL MEDIA?

- Reason #1: Social media too pervasive to ignore



- Over 1 billion unique users each month; 400 hours of video are uploaded to YouTube each minute



- Over 2.0 billion users worldwide



- Approximately 1 billion registered users (300 million monthly active users)



- Over 433 million users



- Over 400 million active users (over 60 % log in daily)

Fun Facts



- 80% of all adult Americans have at least one social networking presence
- Sixteen minutes of every hour spent online is spent on Facebook
- More Facebook profiles (5) are created every second than there are people born (4.5)
- More than a billion tweets are processed every 48 hours (about 6,000 every second)
- Every 60 seconds, there are over 293,000 status updates posted on Facebook, as well as 510,000 comments and 136,000 photos
- 146 million “likes” generated every hour

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