

Social Media and Advertising Rules

Gene Major
Attorney Compliance Division Director
State Bar of Texas

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Advertising Rules

- Protect the public from false, misleading and deceptive communications
- Advertising Rules specify conduct for attorneys who promote their services to the public
 - Part VII of the TDRPC (7.01 – 7.07)
 - Violations subject lawyers to the grievance process

Advertising Review Committee (ARC)

- Quarterly meeting to review submissions
- Interpretive Comments are drafted by the Committee
- Committee is comprised of 12 Members
 - Committee members appointed by the SBOT President
 - 9 Attorneys 3 Public Members

How to File an Advertisement

- ARC has specific time frames to review submissions
 - 25 days for pre-approval
 - 40 days for filings (concurrent review)
- Fee is \$100.000
- Application is online
www.texasbar.com/adreview

The Ad That Started It All...



Texas Advertising Rules

- The Number One Rule:
 - ARC does not nor can it be blamed for regulating taste issues.

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Title search: Social Media and Advertising Rules

Also available as part of the eCourse

[Ethics Three-Pack: Legal Malpractice, Client Confidentiality in the Digital Era, and Ethical and Effective Appellate Marketing](#)

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"Ethics Three-Pack: Legal Malpractice, Client Confidentiality in the Digital Era, and Ethical and Effective Appellate Marketing"