



The MSBA exists to support and lead Maryland’s lawyers in our pursuit of justice, professionalism, and service to the public. Therefore, the MSBA uses social media to build relationships with the legal field, the media, and the public as part of our efforts to fulfill the mission.

**Purpose of Social Media:**

- Encourage membership
- Deliver timely and relevant information
- Promote value of section membership and general membership
- Poll members on their needs and insights
- Engage members in entity activities
- Announce meetings and events
- Offer networking opportunities
- Develop communities of interest
- Promote activities, products, and services

**Policy**

This policy provides guidance for MSBA volunteer use of social media to include blogs, message boards, chat rooms, electronic newsletters, online forums, and social networking sites. Expressions of opinions or concerns on topics related to the practice of law or the legal profession are beneficial, as long as they are not repetitive, derogatory, antagonistic, political, or inflammatory in nature, and do not contradict MSBA policies.

## Procedures:

The following principles apply to professional use of social media on behalf of the MSBA.

- Administrators need to know and adhere to MSBA (*Bylaws or Policy Manual*) when using social media in reference to the MSBA. *Note: administrators include both MSBA volunteer leaders and MSBA staff.*
- Nothing is private on the web. Facts must be checked before being posted, and sourced content must include proper citations and links (when possible). Any errors must be corrected quickly and visibly.
- Administrators should not post confidential or proprietary information and will be held liable for any content deemed proprietary, copyrighted, defamatory, libelous, or obscene.
- Social media dialogue must be thoughtful and respectful, and content about controversial topics not relevant to the MSBA brand or community is strictly prohibited. Irrelevant or vulgar posts by MSBA's audience must be monitored and deleted.
- Administrators should be aware that MSBA staff may observe content and information made available by volunteers through social media.
- MSBA will create and monitor social media accounts (Facebook, Instagram, LinkedIn, Twitter, etc.) for each section/committee. MSBA volunteer leadership will receive login information from MSBA staff prior to posting on various section platforms.