



# CLE Seminars.com

## April 2016

(\*indicates Legal Ethics Credit)

<http://linkon.in/PA041216>

**April 12**

**Discover Hidden and Undocumented Google Search Secrets**

**1:00 PM ET; 12:00 Noon CT; 11:00 AM MT; 10:00 AM PT; 9:00 AM AKT**

**Presented by Carole Levitt, Esq. & Mark Rosch**

Just about everyone has a computer on their desk and access to the Internet. But if you've never taken a formal class to learn how to search effectively, then this seminar is for you!

In this webinar, you'll begin to discover hidden and undocumented Google search features and shortcuts to speed up your research. You will learn more about some of the less-obvious features of the world's most popular search engine, the ways other lawyers are using them, and why you should be putting them to use in your practice.

Don't be left behind in finding out how Google can reveal a gold mine of information that will assist you in meeting your investigative and legal research obligations.

Come join Carole Levitt and Mark Rosch, internationally recognized Internet trainers and authors of seven American Bar Association Internet research books, who will show you how to be a Cybersleuth to unearth information for FREE (or at low cost!) on the Net. Program materials are excerpted from their book, "The Cybersleuth's Guide to the Internet."

- Do lawyers have a "duty to Google?"
- Improve your results using Boolean and Proximity Connectors
- How search engines work
- Understanding the anatomy of the search results page
- Does word order matter?
- Choosing your search terms
- When capitalization matters
- Learn what's new at Google
- Can "Incognito Searching" improve your search experience?
- Find out how to narrow and filter your search results
- Are you "Feeling Lucky?"
- Begin to uncover the hidden tools of Google's Advanced Search

(MORE)

<http://linkon.in/PA41216>

**\*April 14**

**Clear and Effective Communications With Clients, Colleagues and Staff**

**1:00 PM ET; 12:00 Noon CT; 11:00 AM MT; 10:00 AM PT; 9:00 AM AKT**

**Presented by Irwin Karp, Esq.**

Learn the essential elements of clear communications and tips for assuring clear and effective communications with your clients, colleagues, and staff.

Rule 1.4 of the ABA Model Rules of Professional Conduct directs attorneys to “keep the client reasonably informed” about their matters through clear and timely communications. Lawyers who are busy litigating, deal-making, or otherwise advising clients, however, don't always communicate as well as they should with clients, other lawyers, or their own staff. Their cryptic notes, hurried questions, and unclear instructions can lead to:

- assignments without context
- unfounded assumptions
- failure to provide enough time for clear communications
- hoarding of tasks until the last minute

Attendees will learn how more effective communication can help them avoid:

- wasted time
- rushed jobs
- stress
- frustration
- failure to receive informed consent (as defined by Rule 1.0 of the ABA Model Rules of Professional Conduct) due to last minute communications

<http://linkon.in/PA042616>

**April 26**

**Advanced Google Search for Lawyers**

**1:00 PM ET; 12:00 Noon CT; 11:00 AM MT; 10:00 AM PT; 9:00 AM AKT**

**Presented by Carole Levitt, Esq. & Mark Rosch**

There's so much more to Google than the simple search box on the home page...if you know where to look.

Carole Levitt and Mark Rosch, authors of "Google for Lawyers" and "The Cybersleuth's Guide to the Internet," will take you on a deep dive into the Google Advanced Search menu so you can quickly conduct factual and investigative research for your client matters. You will also explore some of Google's specialty databases and specialized searches to help you locate very specific types of information.

Program materials are excerpted from their book, "The Cybersleuth's Guide to the Internet."

- Exploring Google's Advanced Search menu to create more sophisticated and targeted searches
- Determining credibility of results
  - Searching Google's specialty databases
  - News and News Alerts
- Image and Reverse Image searching
- Coaxing landline, cellular, fax numbers, and other contact information out of the Web
- Using Google as a dictionary
- Translating with Google

**<http://linkon.in/PA042816>**

**\*April 28**

**Ethical Issues and Implications on Lawyers' Use of LinkedIn**

**1:00 PM ET; 12:00 Noon CT; 11:00 AM MT; 10:00 AM PT; 9:00 AM AKT**

**Presented by Allison Shields, Esq.**

(This is a "simulive" rebroadcast of a previously recorded presentation. Presenter Shields will be available during the rebroadcast to answer questions.)

Social media sites such as Facebook, Twitter and LinkedIn have become part of every lawyer's daily life, and they can be helpful tools for expanding your professional presence and marketing your practice, as well as valuable investigative tools. But the same ethical rules that govern lawyers' conduct also apply to their use of social media, and that can raise some concerns for lawyers in their use of these tools.

This webinar will focus on the ethical use of LinkedIn as a marketing and professional development tool, but will also touch on broader ethical pitfalls in lawyers' use of social media in general, both for marketing purposes and as a litigation tool, discussing some of the rules and opinions that apply. Some of these issues are:

- Is your LinkedIn Profile Advertising?
- Staying away from false or misleading statements
- Do you need a disclaimer on your LinkedIn profiles?
- How do the solicitation rules apply to LinkedIn?
- Do the "specialties" and "Skills and Endorsements" sections of LinkedIn raise ethical problems?
- Should I ask for client recommendations on LinkedIn?
- Confidentiality issues - what you can and cannot say about clients and cases on LinkedIn and how to communicate ethically with potential clients
- Unauthorized practice of law and inadvertent attorney-client relationships
- Who lawyers can and should connect to on social media

Discusses: ABA Model Rule 4.1 (Truthfulness in Statements to Others); Model Rule 4.3 (Dealing with Unrepresented Persons); Model Rule 4.4 (Respect for Rights of Third Persons); Model Rule 7.1 (Communications About Lawyers Services); Model Rule 7.4 (Communication of Fields of Practice and Specialization) and Model rule 8.4 (Misconduct).