



## PARALEGAL ASSOCIATION OF SANTA CLARA COUNTY

### **TO ALL ATTORNEYS, PARALEGALS & OTHER LEGAL PROFESSIONALS:**

DATE: December 15, 2016  
TIME: 6:00 pm – 8:00 pm  
TOPIC: Ethics of Social Media  
SPEAKER: Ross Mecham, Esq.  
LOCATION: [Embassy Suites, Delegate Room \(2<sup>nd</sup> Floor\)](#)

Social media offers attorneys and law firms the opportunity to build credibility and trust, highlight expertise, and establish a memorable brand. Law firms, attorneys and support staff must take care to ensure that their online activities adhere to ethical and professional rules of conduct. This presentation offers best practices for successful use of social media, as well as practical guidance regarding situations and activities to avoid.

Ross Mecham is an eDiscovery Consultant with DTI, a global Litigation Process Outsourcing provider, serving the Southwestern United States. Mr. Mecham is an attorney with over a decade of experience across all phases of electronic and paper discovery, his career spans state, federal, and international matters, as well as the development of internal corporate discovery practices. Mr. Mecham has worked in numerous industries for corporate, individual, and public sector clients, prior cases include intellectual property, employment, and business tort actions, data breach and internal investigations, and regulatory requests.

At the University of California, San Diego, Ross captained the men's water polo team, graduating with a B.A. in Philosophy. After earning his J.D. at Santa Clara University, the Silicon Valley native continues to pursue his interest in the technologies shaping modern life and the legal profession.

#### Objectives:

1. Best practices for successful use of social media
2. How to establish a memorable brand while adhering to ethical and professional rules of conduct
3. What situations and activities to avoid on social media

PASCCO Member: \$35.00

PASCCO Student Member: \$33.00

Non-Member: \$45.00

Register online: <https://www.eventbrite.com/e/pasccos-december-15th-ethics-mcle-tickets-19639638688>

PASCCO is partnering with Second Harvest Food Bank of Santa Clara and San Mateo Counties to bring hope, relief and security to our neighbors struggling with hunger. At PASCCO's December General Meeting and Social (15th); PASCCO will be collecting for our Food and Fund Drive that will help the Food Bank meet more of the growing need in our community. Donate online till 12/30 and/or look for the Food Donation Barrel on the 15<sup>th</sup>.

*PASCCO is a California State Bar Association approved MCLE provider and certifies 1.0 MCLE Ethics Credit*

*CLE credit is approved by the National Association of Legal Assistants ("NALA")*