



The Ethics Playbook *for Law Firms*

A short, honest guide to posting without getting yourself in front of the bar.

Not a CLE. Not a scare tactic. The entire doc is in gray areas, and workflows we use to keep the firms we work with compliant, active, and unbothered. Distilled into the next ten pages.

If you've ever drafted a post and second-guessed hitting publish, this is the doc to fix that. Read it in 12 minutes. Send page 6 to whoever reviews your firm's content. Use the frameworks.



SIGNED

The Team at Social Lawyers

Content & growth, for attorneys who would rather litigate than argue with Rule 7.2.

Six chapters. Zero filler.

- 01 What the bar actually restricts.** P . 05
Disclaimers, jurisdiction, confidentiality, claims, and solicitation rules explained plainly.
- 02 What counts as advertising.** P . 05
Video, comments, testimonials, and paid promotion, all under the same rules.
- 03 Client stories, done right.** P . 05
Consent, anonymizing, and approval, so a good story never becomes a claim.
- 04 DMs, comments, and gray zones.** P . 05
The parts of social nobody wrote rules for, and how firms handle them anyway.
- 05 The quick reference.** P . 05
One page to keep open while you post.
- 06 Working with us.** P . 05
What compliant, consistent content looks like when someone else runs it.