


**Social Media
and the
Ethical Court Employee**

NACM Annual Conference
July, 2011
Presented by Norman Meyer and Karl Thoennes

Overview of Session 

- o Builds on article in the Court Manager journal
- o We will cover:
 - o What are social media?
 - o Codes of Conduct
 - o Possible ethical issues
 - o Discuss scenarios
 - o What you can and should do to avoid problems

Why are we here? 

Although relatively rare (so far), ethical problems involving the use of social media by court employees do happen!

- > The blogging courtroom deputy
- > The water-skiing deputy clerk

What are Social Media?

- o Internet-based tools that enhance the sharing of information
- o Goal is to maximize user accessibility and self-publication
- o A blending of technology and social interaction for the co-creation of value
- o Examples include Facebook, LinkedIn, Twitter, Wikipedia, Digg, and YouTube

Social Media Landscape 2011






Social Media Revolution (revised)
<http://youtu.be/QUeq5AK8A-4>

Based on the book Socialnomics by Erik Qualman.
Music by Fat Boy Slim "Right Here, Right Now"

Ethics and Codes of Conduct


- What do we mean by ethics and ethical behavior in the courts (see handout)?
- There are many codes of conduct in the federal, state, and local courts
- NACM Model Code of Conduct (a copy is in the handouts)






What ethical issues and problems might occur when court employees use social media?

The Continuum of Work Performance and Ethical Behavior



Scenarios for Discussion



- o A giddy law clerk tweets and posts about a special lunch meeting with the judges
- o An unhappy employee posts about work, her manager starts to monitor her social media sites, and the sparks fly

What Can & Should You Do?

- o Have an employee Code of Conduct
 - o Include a mechanism for staff to get ethical questions answered
- o Enact a Social Media Use Policy
- o Orientation and Training
- o Hire ethical staff, appropriately monitor behaviors (performance management)
- o Follow through on substantiated violations
- o Enact appropriate I.T. controls
- o Have a media relations plan

Social Media Use Policy Tips

- o What is the scope?
- o Address responsibility (what is OK or not)
- o Require that intellectual property laws be followed
- o Disclose any I.T. controls
- o Disclose whether the court will monitor social media use
- o Emphasize court security and confidentiality



Summary

- o Be knowledgeable regarding social media
- o Have a Code of Conduct
- o Enact and implement a Social Media Policy
- o Enforce your policy

ff

The slide features a central title 'Summary' flanked by two images: a cluster of social media icons on the left and a green signpost with the word 'Ethics' on the right. Below the title is a bulleted list of four items. A small signature 'ff' is in the bottom right corner.



Thank You!

A summary of resources is in your handouts

Contact information:
Norman_Meyer@nmcourt.fed.us, 505-348-2449
Karl.Thoennes@UJS.STATE.SD.US, 605-367-5925

The slide has a simple layout with the title 'Thank You!' in bold, followed by a line of italicized text. Below that is the heading 'Contact information:' and two lines of contact details with email addresses and phone numbers.
