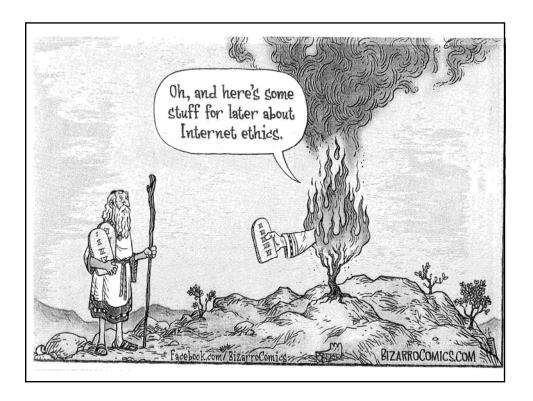
SOCIAL MEDIA AND TAX ETHICS

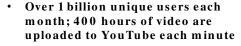
John Browning, Passman & Jones
65th Annual UT Law Taxation Conference
December 13-14, 2017
Austin, TEXAS



WHY IS IT CRITICAL FOR LAWYERS TO BE MINDFUL OF ETHICAL GUIDELINES WHEN USING SOCIAL MEDIA?

Reason #1: Social media too pervasive to ignore







· Over 2 billion users worldwide



 Approximately 1 billion registered users (300 million monthly active users)



Over 433 million users



• Over 400 million active users (over 60% log in daily)

Fun Facts

- 80% of all adult Americans have at least one social networking presence
- Sixteen minutes of every hour spent online is spent on Facebook
- More Facebook profiles (5) are created every second than there are people born (4.5)
- More than a billion tweets are processed every 48 hours (about 6,000 every second)
- Every 60 seconds, there are over 293,000 status updates posted on Facebook, as well as 510,000 comments and 136,000 photos
- 146 million "likes" generated every hour

REASON # 2: A NEW STANDARD OF COMPETENCE

- ABA Ethics 20/20 Commission and new Rule 1.1
 - "To maintain the requisite knowledge and skill, a lawyer should keep abreast of changes in the law and its practice, including the benefits and risks associated with relevant technology."
- Trend in courts nationwide to hold lawyers to a higher standard regarding technology: a "duty to Google"





Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the <u>UT Law CLE eLibrary (utcle.org/elibrary)</u>

Title search: Social Media and Tax Ethics

Also available as part of the eCourse 2017 Taxation eConference

First appeared as part of the conference materials for the 65th Annual Taxation Conference session "Social Media and Tax Ethics"