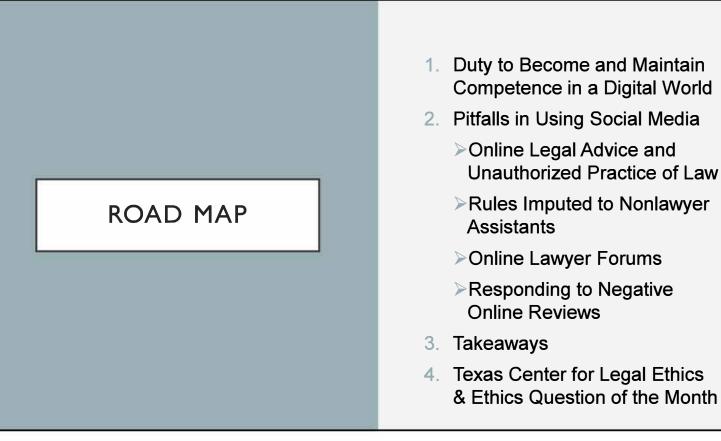


SOCIAL MEDIA, ETHICS AND TMI: WHY YOU WON'T BE ROFL

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COMPETENCE

Rule 1.01 of the Texas Disciplinary Rule of Professional Conduct

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TDRPC RULE 1.01

A lawyer shall not accept or continue employment in a legal matter which the lawyer knows or should know is beyond the lawyer's competence.

TDRPC RULE 1.01, COMMENT 8

A lawyer is responsible for becoming competent and maintaining such competence in the practice of law:

"Because of the vital role of lawyers in the legal process, each lawyer should strive to become and remain proficient and competent in the practice of law, <u>including the benefits</u> <u>and risks associated with relevant technology.</u>"

PITFALLS

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