

 FRASCO® training

FROM POSTS TO PROOF

Ethical Social Media Strategies for Legal Professionals



APPROVED BY:
CEU Institute



FRASCO®
integrated research



- Consulting and investigative solutions division
- Serving legal, business, and financial communities
- Highly customized strategic consulting and investigative services
- Integration of various practice areas for case-specific solutions
- Strong commitment to integrity in research
- Reliable and accurate findings

ATTORNEY VIDEO:

The Difference Between Ethics and Laws

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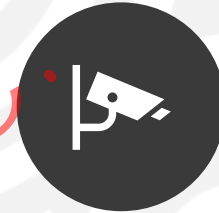
**Video interview only available
during live session.**



Why Social Media Investigations Matter



Reducing
Surveillance Costs



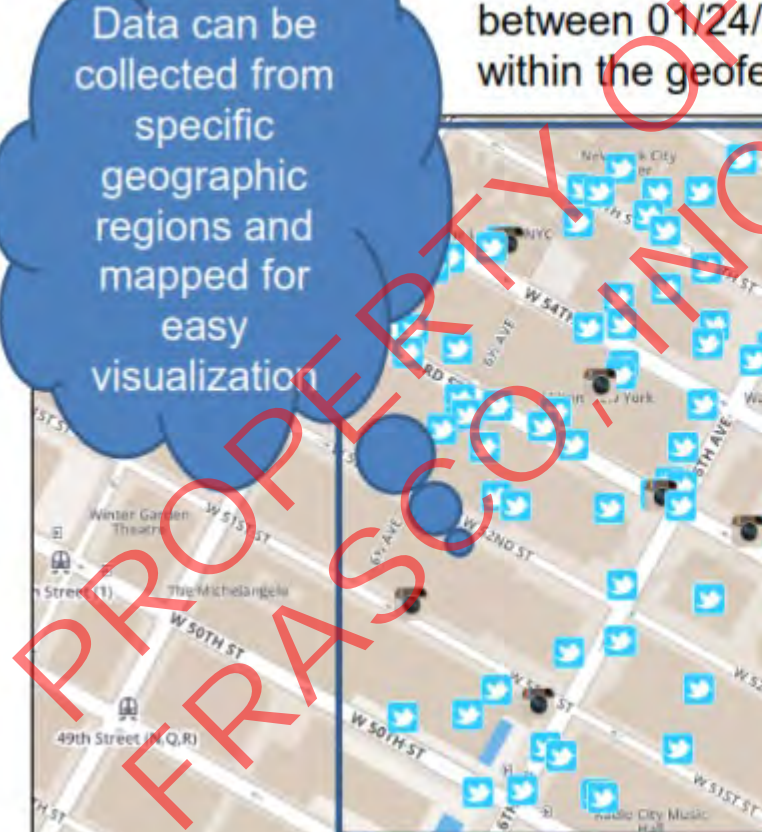
Developing
Surveillance
Strategies



Supplementing
Other Investigative
Actions



Identifying
Potential Witnesses



EXPERT VIDEO:

Social Media Investigations Explained

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Pinpointing Prior Activity



Identifying Future Anticipated Activity



Identifying Conflicting Information



Securing Evidence



**Why Social
Media
Investigations
Matter**

- a) Anderson v. TikTok, Inc. (2024)
- b) State of Connecticut vs. Eleck (2021)
- c) René v. State of Texas (2020)
- d) Moroccanoil v. Marc Anthony Cosmetics (2014)
- e) Fair Housing Council of San Fernando Valley v. Roomates.com (2012)

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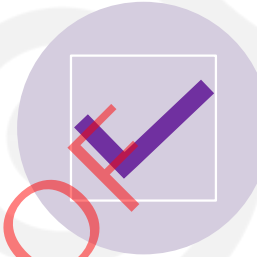
Case Law Examples



The Role of Social Media in Legal Actions



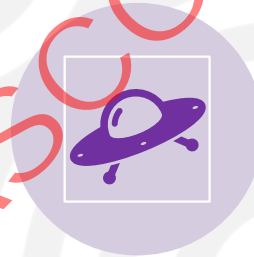
Real-Time Insights



Admissions and Declarations



Character Assessment



Corroboration of Testimonies



Contextual Understanding



Digital
Footprints



Influence on
Jury Selection



Discovery of
New Evidence



Monitoring
Compliance

The Role of Social Media in Legal Actions



Hiring Trained Social Media Investigators

- Specialized Expertise in Navigating Social Platforms
- Efficiency in Gathering Evidence
- Comprehensive Analysis and Accuracy
- Ensuring Legal Compliance
- Offering an Objective Perspective

ATTORNEY VIDEO:

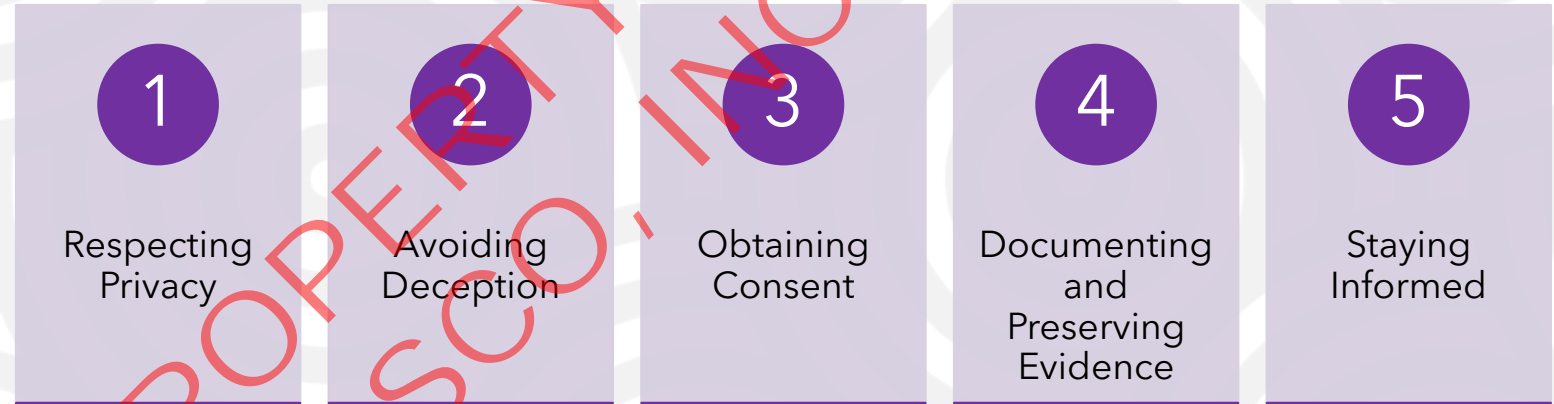
The Importance of Ethical Conduct In Social Media Investigations

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Ethical Conduct in Investigations





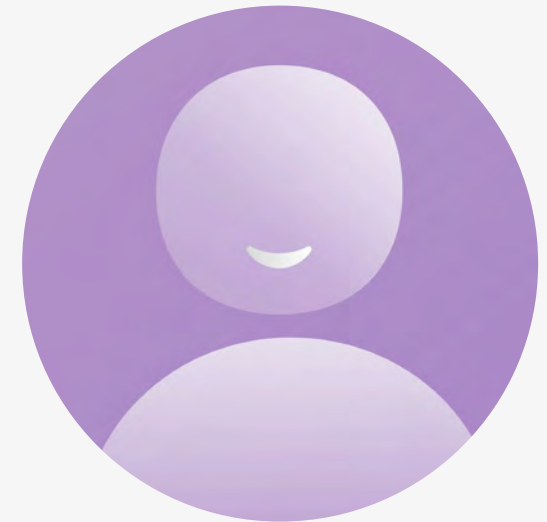
Practical Tips for Legal Professionals

- Utilizing Social Media Evidence Effectively
- Collaborating with Investigators for Comprehensive Case Support
- Ensuring Evidence Meets Admissibility Standards

**Video interview only available
during live session.**

Ethical Considerations and Best Practices

- Conducting Investigations Ethically
- Avoiding Unnecessary and Profit-Driven Investigations
- Ensuring Confidentiality and Privacy
- Managing Conflicts of Interest
- Adhering to Anti-stalking Laws and Respecting Privacy



ATTORNEY VIDEO:

ABA Model Rules for Professional Conduct

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Specific Guidance: Practice Areas



Automotive



Business



General Liability



Workers' Compensation



How to Triage Information with Other Investigations

Backgrounds

Surveillance

Interviews



Pre-Social Media Investigation

- Background Checks
- Desktop and Field Record Research
- Monitoring Public Posts
- Analyzing Interactions



Post-Social Media Investigation

- Evidence Corroboration
- Legal and Regulatory Compliance
- Resource Allocation - Surveillance
- Authentication and Admissibility
- Jury Selection