

# CPM21: Social Media and Client Confidentiality

## A 3 CPD Hour Course



**Social Media is EVERYWHERE – not just online, everyone is talking about it and saying ‘it’s a good idea’!**

It is a good idea – but for legal firms a few extra thoughts are needed or it could lead to regulatory breaches that are best avoided.

With issues around privacy, confidentiality & reputation legal firms are being encouraged to look at the bigger picture before engaging on an active social media strategy

This 3 hour CPD workshop explores the factors you need to consider before implementing a Social Media campaign (or if already started, a few things that need to be reviewed).

### Course Objectives

- Understand how & why firms should use Social Media? (Strategy)
- Understand how Social Media can be used for legal firms without compromising confidentiality, privacy and reputation
- The Do’s and Don’ts of engagement (Policy – in compliance with quality standards such as Lexcel, and the SRA Outcomes Focused Regulation)
- Setting it right – How to adjust online settings for ensuring client confidentiality
- Consistency – Getting it right for a legal practice

### Who is it for?

- Legal firms who are considering using Social Media as a marketing & communications tool.
- This 3 hour seminar will provide a basic overview on how to get it right to start or for those who have started elements that need to be reviewed in relation to Outcome Focused Regulation and the Lexcel Quality Standard.

### Want to book?

Complete the ‘Booking Form’ overleaf or email: [book@cpm21.co.uk](mailto:book@cpm21.co.uk)



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# Course Booking Form

Please reserve

place(s) on the above course

**Social Media and Client Confidentiality**

on \_\_\_\_\_ (date)

at \_\_\_\_\_ (location).

Course Code: SM1

### CPD Course Booking Terms & Conditions:

1. Course fees must be paid on or before the date of the course. If you fail to attend after booking the course then you remain liable for the fee subject to clause 7 below.
2. Confirmation of booking and details of venue will be sent by email only to the email address provided.
3. A receipted VAT invoice will normally be issued to the delegate/organisation within 14 days of the conclusion of the course
4. Course documentation will be distributed at the event
5. Prices may be subject to change and may vary depending on location of the course (to allow for varying venue costs etc.)
6. We are an SRA approved external CPD course provider and provide CPD hours for those subject to that scheme. It is a condition of the allocation of hours that you attend for the duration of the course and personally complete and sign the CPD register to confirm that you have done so. The relevant CPD reference will be provided by the tutor on the day and will be shown on the CPD register. You should make a note of this and the hours awarded for your own CPD records.
7. We reserve the right to vary, cancel or postpone a course at short notice where necessary. Cpm21 accept no liability if the course does not take place. Refunds will be made as appropriate if the course is cancelled by us.
8. You may cancel/postpone your attendance up to 14 days before the event provided you email such confirmation to [support@cpm21.co.uk](mailto:support@cpm21.co.uk). We cannot accept telephone, letter or faxed cancellations.
9. You may send a substitute delegate without notifying us in advance but the change must be made clear on the signed CPD register.
10. Data Protection – we may periodically contact you with updates, information and details of courses and services. If you do not wish to receive such updates or information then please email [support@cpm21.co.uk](mailto:support@cpm21.co.uk)
11. The presentations, materials and notes for our courses are prepared solely for the benefit of the delegates attending that course. They are intended to be an integral part of the course presentation and do not necessarily stand on their own outside that context. They must not be used for giving advice in a specific situation. Neither cpm21 nor any of its consultants or tutors shall have any responsibility or liability for losses (including consequential loss) occurring because a person acts upon or fails to act based on any statement made by the consultant or tutor or contained in the course materials, notes or presentations. Our tutors are not authorised to provide practice management, legal or other advice relating to any specific situation or issue as part of our training courses and you should seek appropriate professional, financial or legal advice before making any decisions or taking any actions based on what you have heard, learned or read about on the course.

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Business Name

Contact Name

Contact email

Contact telephone

Special requirements

Course Cost

£

See website listing for current cost

Cheques should be made payable to **CPM21 Ltd**, and sent with this booking form to:

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Venture House,  
Navigation Park.  
Abercynon CF45 4SN

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