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| **Course title:** | Lawyers in social media |
| **Semester:** | 1 |
| **Language:** | angielski  |
| **ECTS credit allocation:**  | Contact hours:- lecture: 15hECTS credits 0.5student's own work:- current preparation for classes 15h- preparing for the completion of the subject 20hECTS credits 1.5total number of hours 100htotal number of ECTS points: 4. |
| **Verification method of learning outcomes:** | Passing grade - written test conducted on the UMCS Virtual Campus or Microsoft Teams platform. Consists of single-choice test questions. A score of 1 point is available for each single-choice test question. Credit from min. 50% of positive answers - all effects. |
| **Description:** | The purpose of the course is for students to acquire basic knowledge of the principles of publishing content on social media with a particular focus on industry netiquette and the correct selection of content formats for the platform. |
| **Bibliography:** | Basic:Khedher, Manel, A Brand for Everyone: Guidelines for Personal Brand Managing, **Journal of Global BusinessIssues; Burbank** Tom 9, Issue 1,  (Spring/Summer 2015): 19-27.Lackey, Michael E. Jr. and Minta, Joseph P. (2012) "Lawyers and Social Media: The Legal Ethics of Tweeting, Facebooking and Blogging," Touro Law Review: Vol. 28: No. 1, Article 7. Additional:1. Prawnik 4.0, The modern advisor in the age of (r) digital evolution, ed. by M. Nowakowski, ebook
2. Smith, Katherine & Smith, Murphy. (2019). Social Media Usage by Law Firms: Correlation to Revenue, Reputation, and Practice Areas. Services Marketing Quarterly. 40. 1-16. 10.1080/15332969.2019.1587867.
 |
| **Learning outcomes:** | Knowledge:1. Student knows the basic concepts of social media and netiquette and understands the need for their use in the work of a lawyer K\_W01, K\_W05, K\_W08, K\_W102. Student knows and understands the basic mechanisms of social media and selection of content for personas and publication formats relevant to the work of a lawyer K\_W08,K\_W10 Skills1. Student is able to apply the principles of selection of personas and publication content formats in social media useful in the professional activity of a lawyer K\_U01, K\_U03, K\_U05 Competencies 1 Student is ready to create a professional profile of a lawyer in social media that can be applied to the work of a lawyer K\_K01, K\_K022 Student is ready to improve the acquired knowledge of the basics of social media content creation and improve the skills in this area and to apply them in the work of a lawyer K\_K01, K\_K02. |

Wykład

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| Verification method of learning outcomes: | Written test. |
| Bibliography:  | As in the general section |
| Learning outcomes:  | As in the general section |
| Topics: | 1. Topics:
2. Ethics of the profession and social media presence.
3. Personal brand of the lawyer - benefits for the law firm.
4. Choosing a publishing platform - dividing profiles into personal and professional.
5. How, what and when to publish?
6. What should a good post, roll, report contain?
7. Netiquette of professional social media profiles.
8. Applications necessary for creating attractive content.
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| Didactic methods: | Conversation lecture, discussion, case study |
| Methods and evaluation criteria: | Written test conducted on the UMCS Virtual Campus or Microsoft Teams platform. Consists of single-choice test questions. A score of 1 point is available for each single-choice test question. Credit from min. 50% of positive answers. |