

[In-person] Litigation in the Age of Social Media: Balancing Legal Strategy with Public Perception



30 July 2024, Tuesday
10.00am – 5.30pm



To be Confirmed



No. of Public
CPD Points:
6.0

Practice Area:
**Civil
Procedure**

Training Level:
General

About the Programme

Litigation no longer takes place in a legal vacuum, given the pervasiveness of social media and the internet. In this digital age, parties involved in legal disputes increasingly turn to social media platforms to voice their perspectives, share documents, or rally public support. It does not take a high-profile client or dispute for this to happen; even content shared by little-known individuals can go viral. This blurs the line between legal proceedings and public discourse. Legal professionals must now adapt their litigation strategies to take into account their client's reputation and image in the public eye.

This innovative workshop is designed for today's litigators. It combines legal practice with strategic digital public relations; participants will explore how to draft PR-conscious legal documents, manage media narratives, draft apologies and media statements that provide legal protection yet withstand public scrutiny, and align litigation strategy with PR and communication needs.

If you represent clients in high-stakes situations, are involved in cases that attract public attention, or simply wish to be proactive in managing potential reputational risks, this workshop is tailored for you. It is designed to be highly interactive, and will focus on "learning by doing." Participants will engage in practical exercises with real-time feedback from facilitators. This hands-on approach ensures that attendees not only understand the conceptual underpinnings, but also gain practical skills that can be applied to their practice.

Learning Objectives

- Analyse real-world examples to understand how legal disputes can extend beyond courtrooms into the public domain of social media.
- Understand how litigation affects a party's public reputation, and learn to manage legal proceedings in a way that minimises reputational damage.
- Develop strategies to draft legally-sound documents that are sensitive to public and media exposure, including building PR-friendly language into legal documents and communications.
- Acquire communication tactics for litigation crises, including storytelling, media narrative control, strategic silence, and timing of disclosures.
- Employ additional tactics like media monitoring and reverse SEO to proactively manage and repair reputation.
- Learn protective measures to deal with situations where the public attacks a lawyer as well as ways to reduce the impact of negative online discussions on professional reputation.

Admin Note to Singapore Practitioners and s36B Foreign Lawyers in relation to the Mandatory CPD Scheme:

No of Public CPD Points: 6.0
Practice Area: Civil Procedure
Training Level: General

Participants who wish to obtain CPD Points are reminded that they must comply strictly with the Attendance Policy set out in the CPD Guidelines. For this activity, this includes signing in on arrival and signing out at the conclusion of the activity in the manner required by the organiser, and not being absent from the entire activity for more than 15 minutes. Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points for attending the activity. Please refer to <http://www.sileCPDcentre.sg> for more information.

Note: In the course of the event, photographs/videos/interviews of participants could be taken/conducted by the Law Society or parties appointed by the Law Society for the purpose of post event publicity, either in the Law Society's official publication/website, social media platforms or any third party's publication/website/social media platforms approved by the Law Society.

Programme Outline

Time	Programme
9.30am – 10.00am	Registration
10.00am – 10.30am	<p>Part 1: The Convergence of Law and Communications in the Digital Age</p> <p>Learn how legal fights are now public on social media and how to handle them while mitigating damage to your client's reputations.</p> <p>Fong Wei Li – Managing Director, Forward Legal LLC</p>
10.30am – 10.45am	Tea Break
10.45pm – 12.45pm	<p>Part 2: The Communications-Savvy Lawyer</p> <p>Learn strategies and tools to craft legal documents that advance your client's legal rights and interest, yet hold up under public scrutiny.</p> <p>Fong Wei Li – Managing Director, Forward Legal LLC</p>
12.45pm – 1.45pm	Lunch
1.45pm – 3.45pm	<p>Part 3: Building A Basic Communications Toolkit</p> <p>Learn to use storytelling, manage media narratives, balance confidentiality, and decide when to speak or stay silent in legal crises.</p> <p>Yang Hui Wen – Managing Director, RutoSocial Pte Ltd</p>
3.45pm – 4.00pm	Tea Break
4.00pm – 4.30pm	<p>Part 4: Bracing For Potential Impact</p> <p>Learn how lawyers can be attacked online for their work and get tips to reduce the impact of these attacks on their reputation.</p> <p>Yang Hui Wen – Managing Director, RutoSocial Pte Ltd</p>
4.30pm – 5.30pm	Review of Exercises and Feedback from Trainers
5.30pm	End

Speakers' Profiles



Fong Wei Li – Managing Director, Forward Legal LLC Singapore

Wei Li manages Forward Legal LLC – a boutique practice specializing in Internet, social-media, and technology law.

The contentious part of his practice involves representing clients in matters concerning defamation, harassment, and reputation management. Wei Li has successfully obtained and enforced court orders against major web platforms, search engines, and content hosts for the takedown of undesirable and defamatory publications.

On the advisory front, Wei Li supports brands and businesses in the digitisation of their operations by providing strategic counsel in internet marketing, online selling, social-media engagement, and data privacy. Besides practising law, Wei Li teaches as an adjunct faculty member at the Singapore Management University Yong Pung How School of Law.

As a certified adult educator, he also conducts professional and continuing education in business law, crisis communication, and reputation management for fellow lawyers and working professionals at SMU Academy - the university's adult-education arm.



Yang Hui Wen – Managing Director, RutoSocial Pte Ltd

Yang Hui Wen is the Managing Director of RutoSocial, a social media agency. She has over 15 years of experience in the social media industry. She was one of the founding members of Asia-Pacific blogging community that pioneered the influencer industry in Asia-Pacific by offering and managing professional contracts with influencers. In the course of doing so, she has managed the online persona, social reputation and crisis strategy of influencers around the world.

At RutoSocial, Hui Wen brings social media strategy and campaign management to brands such as Hada Labo, Sunplay etc. She's helped businesses develop social media playbooks, craft their social media image and run engaging social media campaigns. Complementary to her brand work at RutoSocial, Hui Wen also offers consultation on social media crises and strategies to mitigate online reputation risks.

Registration Fees

Membership Category	Fees (Inclusive of 9% GST and course materials)
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Law Society Member / Employee from mid or large law firm (i.e. 6 or more lawyers)	\$260.00
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SCCA Member	\$450.00
Non-Member	\$500.00

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- 1.2 The registration fee is due and payable upon registration and must be received prior to the programme.
- 1.3 Payment must be made by the closing date stated. Registration will only be confirmed upon receipt of full payment. An email confirming your registration will be sent to the email address provided in your registration, and/or a message confirming your registration will be displayed on the Website. If you do not receive confirmation of your registration within twenty-four (24) hours of your registration, please contact the Law Society L&D team at Ind@lawsoc.org.sg.
- 1.4 The Law Society reserves the right to refuse to register or admit any participant, and to cancel or postpone the programme.
- 1.5 If you are unable to attend, a substitute delegate is welcomed, provided that the Law Society is notified in writing of the name and particulars of the substitute delegate at least 3 working days before the programme.

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- 2.2 Participant who cancels their registration before the commencement date shall be liable to pay the percentage of the registration fee set out as follows:
 - i. 20 calendar days before commencement date: 25% of registration fee.
 - ii. 8 to 19 calendar days before commencement date: 50% of registration fee.
 - iii. 7 calendar days or less before commencement date: 100% of registration fee.
- 2.3 Participants who cancel their registration without prior payment made shall also be liable to the cancellation fee set out in 2.2. In the event that the payment for cancellation fee is not received

despite multiple chasers, a tax invoice will be issued and mailed to your law practice/organisation.

- 2.4 Participant who is unable to attend the programme due to medical exigencies will be subject to a cancellation fee of 50% of registration fee. Supporting document(s) has to be submitted to The Law Society of Singapore within 3 working days after the commencement of the programme.

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- 4.3 You agree that any personal information you submit as part of your registration for the programme is accurate and that you have all necessary permissions to submit such personal information.