



Research Output Journal of Education 4(3):21-24, 2024

ROJE Publications

PRINT ISSN: 1115-6139

<https://rojournals.org/roj-education/>

ONLINE ISSN: 1115-9324

<https://doi.org/10.59298/ROJE/2024/432124>

Page | 21

The Impact of Social Media on Legal Advocacy

Asiimwe Kyomugisha T.

Faculty of Business, Kampala International University, Uganda

ABSTRACT

Social media has fundamentally transformed the landscape of legal advocacy, offering new opportunities and challenges for legal professionals. This paper investigates how platforms such as Twitter, Facebook, and Instagram have become integral to modern legal practices, extending advocacy beyond courtrooms to digital public spaces. By analyzing the evolution of advocacy in the digital age, the role of social media platforms, and ethical considerations, this study underscores the dual nature of social media as both a tool for democratizing access to justice and a potential ethical minefield. Additionally, successful case studies highlight how social media campaigns have influenced public opinion, mobilized support, and achieved legal and policy outcomes. The findings advocate for a balanced approach to leveraging social media, emphasizing the need for ethical guidelines and innovative strategies to enhance legal advocacy in a digitally connected world.

Keywords: Legal Advocacy, Social Media Platforms, Digital Transformation, Ethical Considerations, Public Opinion.

INTRODUCTION

Social media is changing the way lawyers need to approach advocacy. It is no longer confined to the kids. In 2019, more than 15 million lawsuits were filed globally, and with the rise of social media and the increase in lawsuits, there comes an increased number of potential clients who are watching law firms' every type of engagement. Legal advocacy strategies spread from traditional advertising to include how law firms and legal professionals interact and communicate with society. The strategy for allocating justice in the electronic era requires legal professionals and legal support services to adjust their advocacy strategies to effectively communicate on social media, whether it is Facebook, Twitter, Reddit, Instagram, or any additional media outlets that could be unique. Social media has had a fundamental impact on the practice of American law and the judiciary. This paper will address both the opportunities and challenges of social media in legal advocacy. This paper reframes the focus of legal advocacy more digitally and technologically. We are all digital natives. States have to change their advocacy strategies in order to convey this to the court. Social media began in the early 2000s, and as of June 2019, Facebook has more than 2.4 billion active users per month [1, 2].

The Evolution of Legal Advocacy in The Digital Age

The internet, and especially social media, has drastically altered the conduct of legal advocacy from litigation strategies to marketing. This section will familiarize the reader with how advocacy has undergone its metamorphosis both from experience in the legal field as well as supporting social science data. Before the digital age, legal advocacy took place in courthouses or client meetings, mediated by paper documents and uncertain outcomes. The conduct of legal work is now shaped by interactions online and in digital media, and these have changed both the inputs and outputs of advocacy [3, 4]. The digital age, the period starting in the 1990s with the advent of widespread internet use, has disrupted traditional methods of legal advocacy. Digital technologies have given ordinary people widespread, nearly universal access to legal information, and so the problems lawyers address are different. The democratic nature of digital philosophy gives ordinary people a voice that instantly puts them into competing or direct contact with legal interests. Indeed, over the past generation, how advocacy is conducted has fundamentally

This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited

shifted from reliance on private, direct contacts between professional advocates to a world where legal recourse unfolds in the public realm. While by no means the only cultural change, social media captures and reflects the importance of digital engagement in legal advocacy. Regular use of social media allows advocates both to work in public spaces where potential clients view and consult with advocates, as well as to pursue advocacy in higher-risk, higher-reward cases where local or potential jurors will form opinions on minimal evidence [5, 6].

Social Media Platforms and Their Role in Legal Advocacy

Social media platforms are playing increasingly important roles as a part of legal advocacy strategies. The impact of a hashtag campaign before, during, or after attendance at a demonstration, or a hazard leaflet exchange, on such a poorly resourced area such as access to justice, is difficult to ascertain. However, the publication of advice literature, blogs, campaign materials, and videos on possible platforms seeks to increase the print and broadcast media's intake of my research. This is why my work has not looked into scientific journal research on marketing, broadcast, and print media, and such things as sponsored news reports or native advertising content [7, 8]. The number of legal professionals using Twitter has been increasing in recent years. Twitter is very versatile, being suitable for text, audio, and visual communications. All cases in the 20 chapters of the book can be followed on Twitter when they are labeled with the hashtag. Furthermore, other hashtags being utilized on Twitter include and many others. The reach of 'tweets' is dependent on retweeting and the number of followers someone has signed up to, but the possibility exists of tweets 'going viral' and being picked up by the mainstream media, further extending their reach. There is also the possibility of live streaming or broadcasting a demonstration or event on Twitter's facility. Facebook is a popular social media platform that has been increasingly utilized by lawyers and activists to spread campaign messages to clients and the wider public. A group for the sharing of advice, case studies, and events was established in 2015, which now has nearly 1,500 members. The group is currently considering the establishment of a business page for publicly funded lawyers in Wakefield. Against this increasing function as a platform for live streaming, events became in March 2017. Instagram is often used to complement a Twitter account to share additional visual images; Instagram provides an easy way to share images through Twitter at the same time too [9, 10].

Challenges And Ethical Considerations in Using Social Media for Legal Advocacy

Social media offers many potential advantages for communicating about legal cases. However, it can be challenging to use it ethically and responsibly. Lawyers and the courts have been slow to adopt social media due to negative public perceptions of the medium, concerns about the dissemination of misinformation, and several case examples of attorneys using social media in ways that the courts found to be unethical [11, 12]. There are many potential obstacles to using social media to advocate. First, legal professionals must walk the thin line between effective communication in the public realm and violating legal standards and etiquette. In courtrooms, the burden of proof is meant to protect each party equally, but public opinion can contribute to an impression of fairness. Second, an attorney must avoid creating misleading impressions. Finally, there is a concern about overshooting the target audience and an inadvertent disclosure of confidential information. In their use of social media, legal professionals contend with ethical guidelines from numerous groups. Those who violate ethical standards may face disciplinary board charges, but the liability helm does offer some protection from disciplinary boards that question or investigate a lawyer's online networking pursuits. Like an algorithm, several landmark cases exist guiding lawyers through the perils of professional misconduct. The purpose of this paper is to inform legal practitioners, judicial officials, and advocates about the risks of interacting on social media sites to promote ethical considerations and a well-balanced approach in the real-time practice world [13, 1].

Case Studies and Examples of Successful Legal Advocacy Campaigns on Social Media

Case studies and examples of successful legal advocacy campaigns on social media. Here we can describe everything from very grassroots movements to massive and even high-profile legal battles that have been widely practiced. The paper breaks down how those strategies were implemented, why they were successful, and how they influence the strategies that practitioners can take to organize on their own. By looking at these case studies, we can illustrate examples of how they used social media to shape public opinion, mobilize many people to support their cause, and see legislative and political change while influencing major leaders in politics [14, 15]. We explore some of the ways that counteract misinformation and how they build public support. Later on, we'll look into some case studies of how some of these campaigns have gained significant support through social media. We'll explore some lessons learned from these successful campaigns and how they can influence social media practices in the legal field. It is important to note that when we discuss the use of social media in legal advocacy, we are

referencing social media principles in very broad terms. That includes the use of social media, and all of the examples discussed are not necessarily examples of purely legal advocacy. They're very general, and social media is being used very broadly [16, 17].

CONCLUSION

Social media is reshaping the domain of legal advocacy, offering powerful tools to expand reach, shape public opinion, and democratize access to justice. However, these advantages come with ethical and professional challenges that demand vigilance and adaptability from legal professionals. As case studies demonstrate, strategic use of social media can significantly influence legal and political outcomes, but missteps can undermine professional credibility and public trust. The key lies in embracing the opportunities offered by social media while adhering to ethical standards and leveraging its potential responsibly. By doing so, legal professionals can effectively navigate the digital age, ensuring their advocacy efforts resonate in both the virtual and real-world domains.

REFERENCES

1. Farsi D. Social media and health care, part I: literature review of social media use by health care providers. *Journal of medical internet research*. 2021 Apr 5;23(4):e23205.
2. Dwivedi YK, Hughes L, Baabdullah AM, Ribeiro-Navarrete S, Giannakis M, Al-Debei MM, Dennehy D, Metri B, Buhalis D, Cheung CM, Conboy K. Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International journal of information management*. 2022 Oct 1;66:102542. [sciencedirect.com](https://www.sciencedirect.com)
3. Ibarra FP, Mehrad M, Mauro MD, Godoy MF, Cruz EG, Nilforoushzadeh MA, Russo GI. Impact of the COVID-19 pandemic on the sexual behavior of the population. The vision of the east and the west. *International braz j urol*. 2020 Jul 27;46(Suppl 1):104-12. [scielo.br](https://www.scielo.br)
4. Emodi-Perlman A, Eli I. One year into the COVID-19 pandemic—temporomandibular disorders and bruxism: what we have learned and what we can do to improve our manner of treatment. *Dental and Medical Problems*. 2021;58(2):215-8.
5. Davies AR, Honeyman M, Gann B. Addressing the digital inverse care law in the time of COVID-19: potential for digital technology to exacerbate or mitigate health inequalities. *Journal of Medical Internet Research*. 2021 Apr 7;23(4):e21726.
6. Laamanen M, Ladonlahti T, Puupponen H, Kärkkäinen T. Does the law matter? An empirical study on the accessibility of Finnish higher education institutions' web pages. *Universal access in the information society*. 2024 Mar;23(1):475-91. [springer.com](https://www.springer.com)
7. Caled D, Silva MJ. Digital media and misinformation: An outlook on multidisciplinary strategies against manipulation. *Journal of Computational Social Science*. 2022 May;5(1):123-59.
8. Sander B. Democratic disruption in the age of social media: Between marketized and structural conceptions of human rights law. *European Journal of International Law*. 2021 Feb 1;32(1):159-93.
9. Xue J, Chen J, Chen C, Hu R, Zhu T. The hidden pandemic of family violence during COVID-19: unsupervised learning of tweets. *Journal of medical Internet research*. 2020 Nov 6;22(11):e24361.
10. Bonnevie E, Gallegos-Jeffrey A, Goldberg J, Byrd B, Smyser J. Quantifying the rise of vaccine opposition on Twitter during the COVID-19 pandemic. *Journal of communication in healthcare*. 2021 Jan 2;14(1):12-9. [\[HTML\]](#)
11. Epstein MM. Fiduciary Duty as a Shield for Social Media User Privacy and Platform Policing of Political Misinformation and Disinformation. *FIU L. Rev.*. 2023;17:287.
12. Rosenbloom L, Fleischman W. Social Media and the Rise of the Propaganda-Industrial Complex. In *Moving technology ethics at the forefront of society, organisations and governments 2021* (pp. 503-510). Universidad de La Rioja.
13. Masters K. Ethical use of artificial intelligence in health professions education: AMEE Guide No. 158. *Medical Teacher*. 2023 Jun 3;45(6):574-84.
14. Helberger N. The political power of platforms: How current attempts to regulate misinformation amplify opinion power. *Digital Journalism*. 2020 Jul 2;8(6):842-54.
15. Hudders L, De Jans S, De Veirman M. The commercialization of social media stars: a literature review and conceptual framework on the strategic use of social media influencers. *Social media influencers in strategic communication*. 2021 Dec 21:24-67. [\[HTML\]](#)
16. Lacy-Nichols J, Marten R, Crosbie E, Moodie R. The public health playbook: ideas for challenging the corporate playbook. *The Lancet Global Health*. 2022 Jul 1;10(7):e1067-72. [thelancet.com](https://www.thelancet.com)

17. Dubin JM, Aguiar JA, Lin JS, Greenberg DR, Keeter MK, Fantus RJ, Pham MN, Hudnall MT, Bennett NE, Brannigan RE, Halpern JA. The broad reach and inaccuracy of men's health information on social media: analysis of TikTok and Instagram. *International Journal of Impotence Research*. 2024 May;36(3):256-60. [nature.com](https://doi.org/10.1007/s12115-024-01214-4)

CITE AS: Asimwe Kyomugisha T. (2024). The Impact of Social Media on Legal Advocacy. *Research Output Journal of Education* 4(3):21-24. <https://doi.org/10.59298/ROJE/2024/432124>