

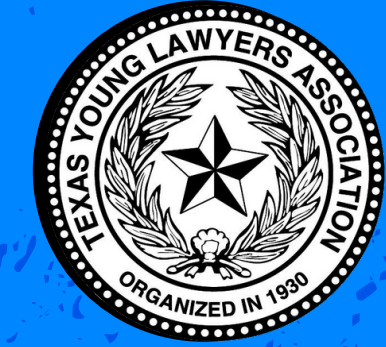


State Bar of Texas
Women and the Law Section
Law Symposium and Attorney Wellness Retreat
March 29, 2025

Effective Self Promotion as a New Attorney: Young Lawyers Edition

Presented By: Laura Pratt & Alyson Martinez

Alyson Martinez

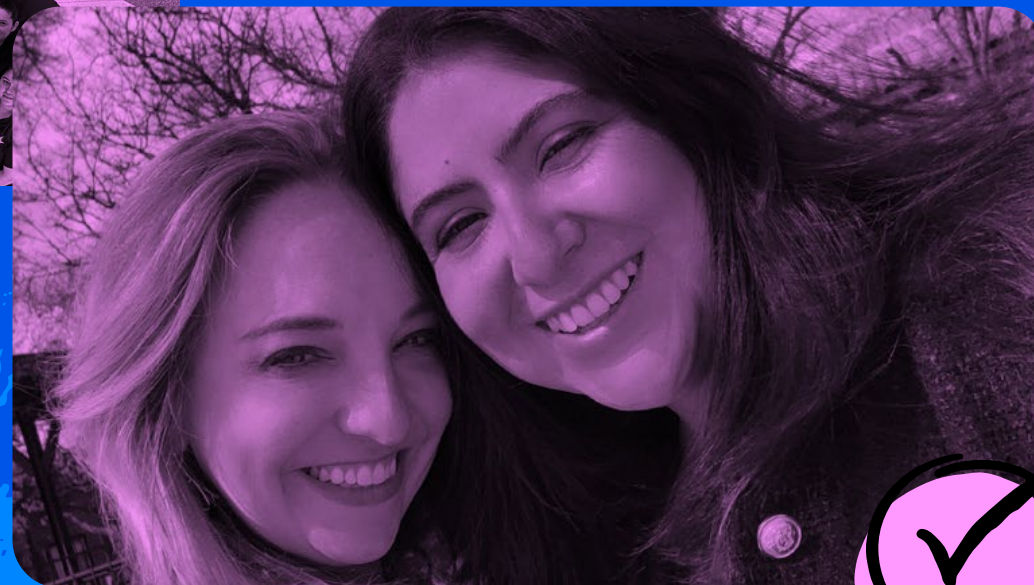


Public Service Attorney

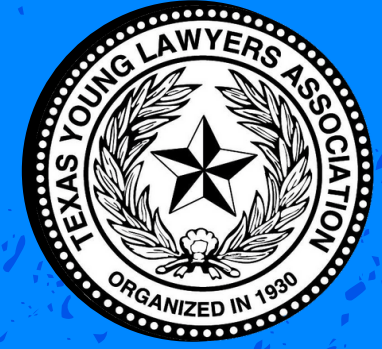
- Webb County Public Defender's Office, 2015-2021
- Webb & Zapata County CSCD, 2021-Present

Bar Service

- Laredo-Webb County Bar Association President, 2019-2020
- Leadership SBOT, 2019-2020
- TYLA District 18 Director, 2022-Present
- TYLA President, 2025-2026



Laura Pratt



Generalist Litigator

- Member, Sprouse Shrader Smith, PLLC

Bar Service

- Lubbock Area Bar Association
- TYLA Director
- TYLA President, 2023-2024
- SBOT Director
- Recently appointed to Texas Bar Foundation Board of Trustees





Non - Representation Disclaimer

This presentation is made for educational purposes only.

- The information contained in this presentation is not intended to be legal advice for any viewer.
- Observing this presentation does not create an attorney - client relationship. Viewers are encouraged to see a licensed attorney to discuss their legal needs. The information provided in this presentation is based upon laws of the United States of America and the [Great] State of Texas.



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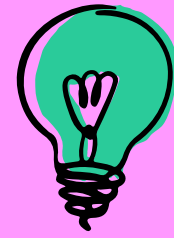
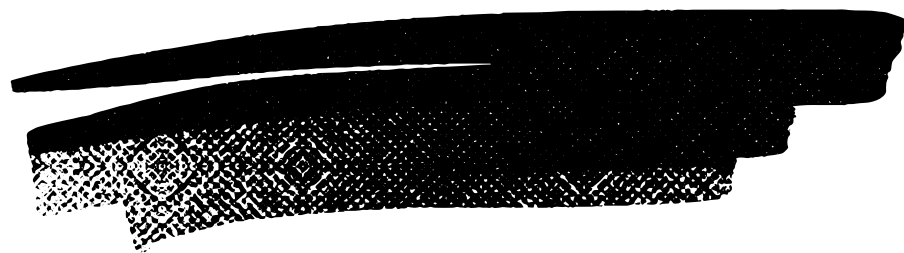
Agenda



1	What is TYLA?
2	Tips for Advertisements
3	How to Get Your Attorney Advertisements Approved through the State Bar of Texas
4	<u>How Lawyers Can Create Branding Materials (with Canva)</u>
5	<u>How to Create Social Media Posts for Lawyers (using Canva)</u>
6	Useful Resources



What is TYLA?



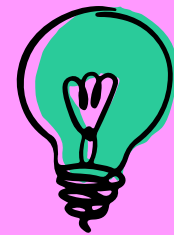
Am I a part of TYLA?

Automatic Membership for first 12 year of practice. Included in State Bar of Texas Membership.



Purpose

TYLA is a division of the State Bar of Texas, known as the public service arm.

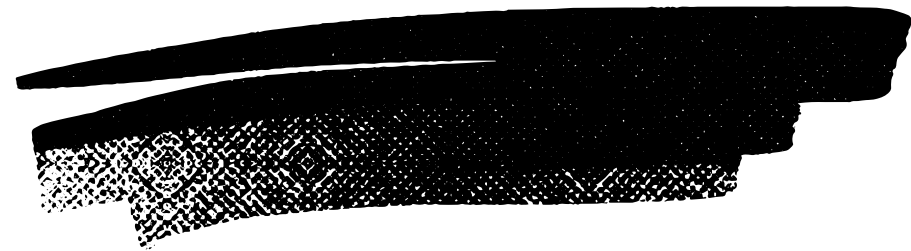


Board of Directors

TYLA is governed by its Board of Directors, who are elected by districts or appointed by the board.



What is TYLA?



Projects

Most available on for free on our website at www.tyla.org.



A TYLA EXCLUSIVE
TYLA
BY AN UNCOMMON LEADER

THE YOUNG GUNNERS Podcast

CUTTING THROUGH THE NOISE AND DISCUSSING PRACTICAL TIPS AND CHALLENGES FACING NEW ATTORNEYS IN TEXAS

THIS SEASON—"PATHWAYS TO SUCCESS": INTERVIEWS AND CONVERSATIONS WITH SUCCESSFUL ATTORNEYS ABOUT HOW THEY FORGED THEIR PATHWAY TO SUCCESS IN THEIR RESPECTIVE CAREERS

Episode 1: Small City Attorneys

ALLISON LACEY
CITY OF VICTORIA, CITY ATTORNEY



MATT MANNING
PARTNER, WEBB, CASON & MANNING PC



AVAILABLE ANYWHERE YOU LISTEN TO PODCASTS AND AT TYLA.ORG





Tips for Advertisements



Tips for Advertisements

Is all speech regulated?

Texas Disciplinary Rules of Professional Conduct, Rule 7.07 regulates Commercial Speech.

Commercial Speech is defined as speech “related solely to the economic interests of the speaker and its audience.”

TDRPC does apply when attorneys use social media to market themselves.



Tips for Advertisements

Advertising Review Committee (ARC)

- Attorneys must file solicitations and advertisements with the State Bar of Texas ARC.
- Rule 7.07 generally requires that, unless exempted, a lawyer must file:
 - Solicitation communications
 - Advertisements in the public media
 - A copy of the lawyer's website



Tips for Advertisements

When in doubt... **FILE** anything
that can be construed as
advertising with the ARC.

Websites must generally be filed with the ARC. Rule 7.07(c) requires a lawyer's website to be filed unless it meets the exceptions set forth in 7.07(e). Rules 7.04 sets forth what must be included in your website.

Advertising emails must meet specific requirements (Rule 7.05) and must state that the email is an **ADVERTISEMENT**.



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Unless you are board certified by the Texas Board of Legal Specialization, you cannot say that you have a "specialty or specialize in a particular area of law." Be careful of being designated an "expert" on professional networking websites.



Tips for Advertisements

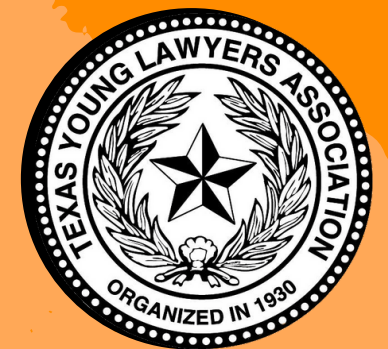
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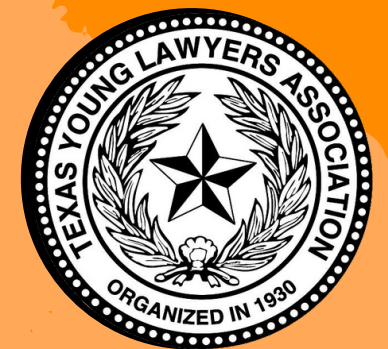
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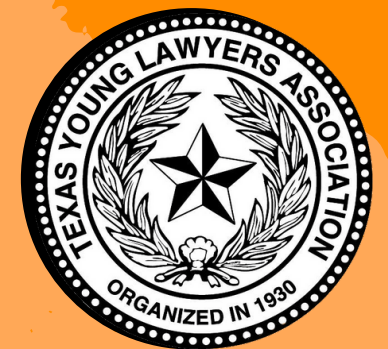
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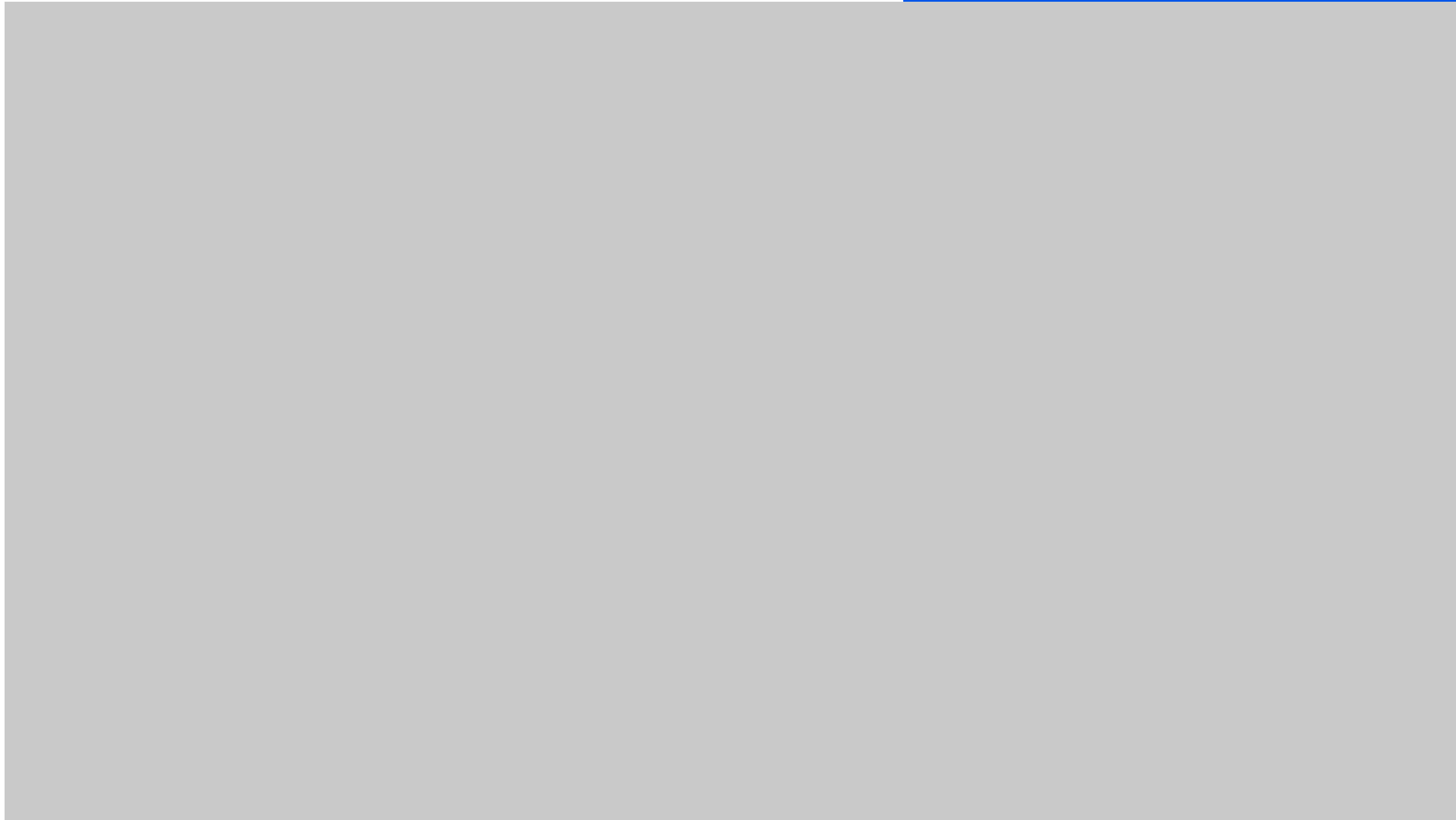
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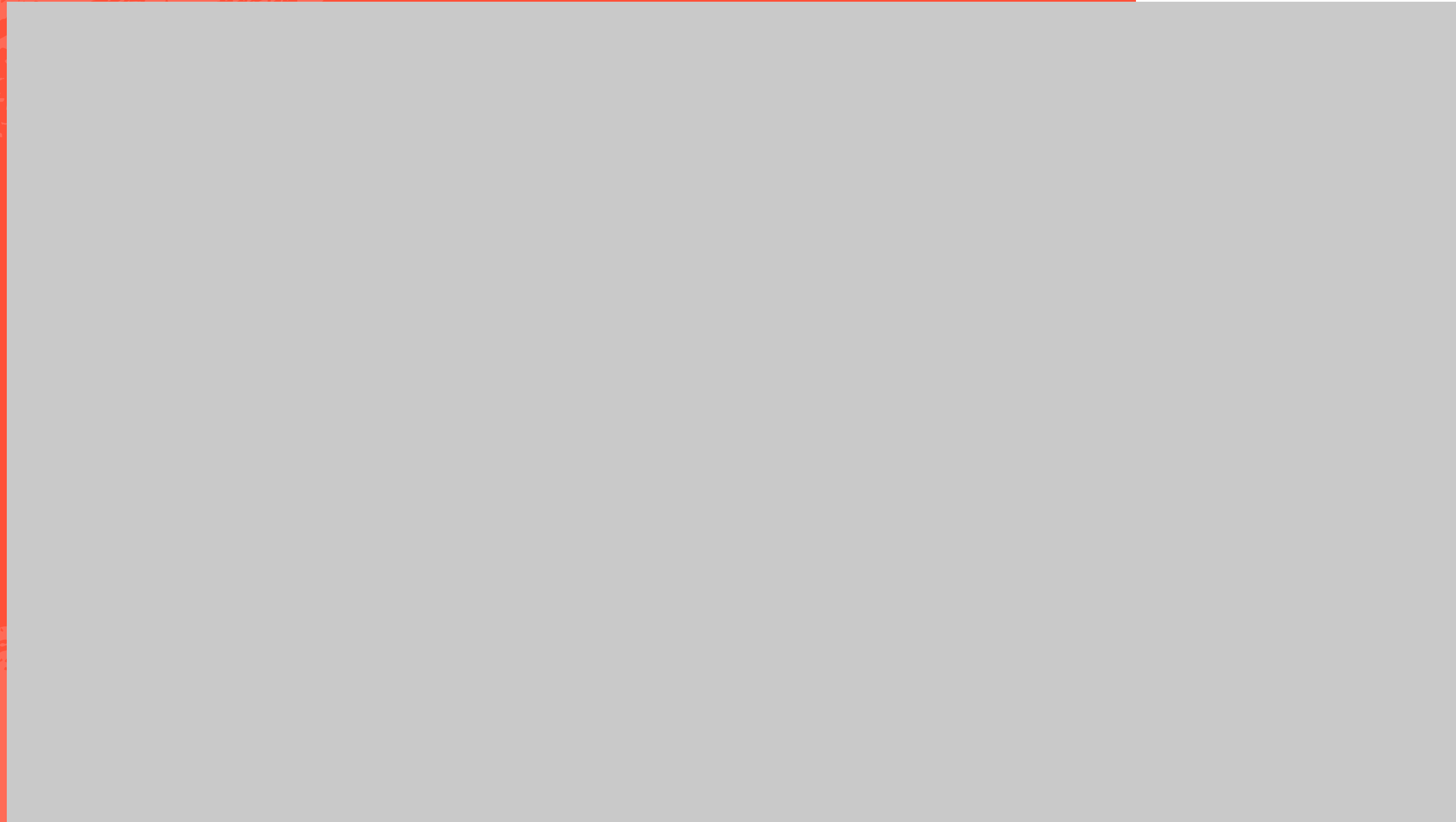
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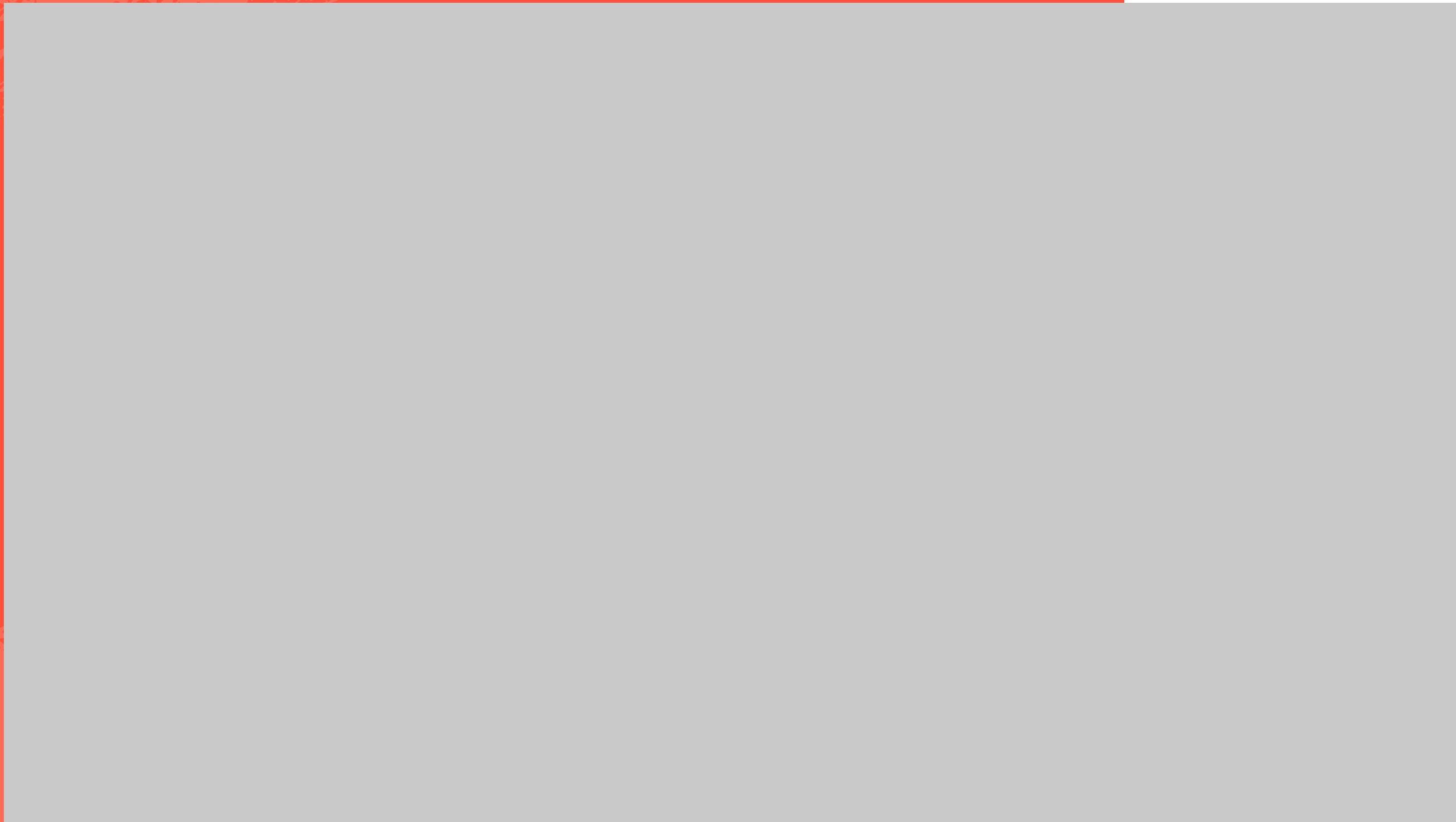
How to Get Your Attorney Advertisement Approved through the State Bar of Texas



How Lawyers Can Create Branding Materials (with Canva)



How to Create Social Media Posts for Lawyers (using Canva)



Useful Resources

Texas Disciplinary Rules of Professional Conduct

The Texas Rules of Disciplinary Procedure

Ethics Helpline for Lawyers, 1-800-532-3947

State Bar of Texas

Opinions from the State Bar of Texas Professional Ethics Committee

Texas Center for Legal Ethics

ABA Model Rules of Professional Conduct



Texas Center for
LEGAL ETHICS
Professionalism in Practice™



Reach out to us for any questions.



Email

laura.pratt@sprouselaw.com



Social Media

[@reallygreatsite](#)



Call us

806.349.4709 (Laura)