

Perrin Conferences National Construction Defect Conference



The Social Media Impact

Moderator



Kelly Behrens, CRIS
Vela Insurance Services
Omaha, NE



Jorge L. Cruz, P.E., Esq.
Daniels Rodriguez Berkeley
Daniels & Cruz, PA
Denver, CO



Russell M. Pfeifer, Esq.
MG+M The Law Firm
Miami, FL



Jannea S. Rogers, Esq.
Adams and Reese LLP
Mobile, AL



Vadim Veksler
Selective Insurance
Company of America
Trabuco Canyon, CA

Housekeeping

No Phones



CE Forms



What happens in New Orleans, stays in New Orleans



DISCLAIMER

The opinions expressed and discussion points in this presentation are only those of the panel members and are not to be assumed as those of the organizations of which they are affiliated.

No legal, coverage or claims handling advice is intended to be relied upon by the audience.



1.

Predatory Social Media Practices

Different ways the plaintiff bar are using social media

Facebook, Instagram,
X(formerly twitter),
TikTok



Google Reviews,
Online Review
Sources



Webpages of Law
Firms / Clients



Reach of Social Media

Local

National

Mass Media





2.

Effectiveness of Social Media Predation

Effectiveness of Social Media Predation

- ▶ Effect on business, reputation, good will



Effectiveness of Social Media Predation

- ▶ Effect on claims and litigation
 - Impact on value of claims
 - Impact on number of claims
 - Impact on claims handling
 - Impact on business model





3.

Litigation Impact

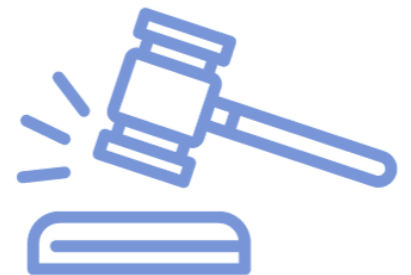
Litigation Impact

- ▶ Motion practice is impotent to halt it
 - First Amendment considerations
 - Experience of panel and audience



Litigation Impact

- ▶ Willingness to go to trial vs. Desire to settle
 - Impact on settlement value
 - Impact on settlement terms
 - Impact on release agreements
 - Impact on post-settlement behavior





Questions?