

Twitter's Just Getting Started for Legal Marketers

November 3rd, 2009 by Kara

Larry Bodine and Rex Gradeless have vastly different opinions about how Twitter is effecting the legal world.

As part of the [ABA' Journal's 24 Hours of Legal Rebels Project](#), Larry and Rex faced off on whether Twitter was a viable platform for the legal world "[Waste of Time or Marketing Goldmine](#)".

This is Rex' full article detailing their discussion, [Twitter Party Is Just Beginning | Social Media Law Student](#).

Apparently, on the the fast moving platform of social media, Larry's numbers are already outdated. According to a September 2009 survey, 33% of online adults ages 18 to 29 use a status update service, a significant difference from the research firm's previous poll on the subject. The evidence of Twitter uptake among young people comes from the [Pew Internet & American Life Project](#).

EMarketer reported that young adults were more likely to tweet than users ages 30 to 49, who had previously been considered the core group for Twitter.

[See full article on EMarketer](#)

Demographic Profile of US Internet Users Who Use Twitter*, September 2009 (% of respondents in each group)

Gender	
Male	17%
Female	21%
Age	
18-29	33%
30-49	22%
50-64	9%
65+	4%
Household income	
<\$30,000	22%
\$30,000-\$49,999	21%
\$50,000-\$74,999	20%
\$75,000+	20%
Education	
Less than high school	18%
High school diploma	17%
Some college	21%
College graduate	21%
Race/ethnicity	
White (non-Hispanic)	19%
African-American (non-Hispanic)	26%
Hispanic	18%

Note: n=1,698; *includes those who say they update their status on social networks or elsewhere online
Source: Pew Internet & American Life Project, "Twitter and Status Updating," Fall 2009, October 27, 2009

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www.emarketer.com

Looking forward to your opinion!

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.

Tags: [Kara Smith](#)