

Zen & The Art of Legal Networking

INSIGHTS & COMMENTARY ON RELATIONSHIP BUILDING WITHIN THE INTERNATIONAL LAWYERS NETWORK

PUBLISHED BY

Lindsay Griffiths



Zen & The Art of Legal Networking

November 4, 2011 by Lindsay Griffiths



Twitter Tutorials - Anatomy of the Home Page Part III

We have looked at a LOT of information about Twitter this week, and we'll finish out the week with our final post on the anatomy of the home page.

Yesterday, we continued our conversation about the left hand column, which focuses on the tweets in your stream, replies, retweets, searches, and lists (which I'll cover in a later post). So today, we're going to take a look at the right hand column.

The right hand column serves as a sort of Twitter snapshot for the day, from your perspective.

Let's see what this looks like:

Your Tweets **14,394**
 10 minutes ago :  **GinaRubel** How things have chang...

Following **2,343** Followers **3,409**

Trends: United States · **change**

#GoldRush  Promoted

#4Wordsbeforesex

#LiesThatAlwaysWorked

#NameASongThenPutInMyPantsAtTheEnd

Goodmorning Everyone

S FRIDAY

Rise & Grind

IMF

MF Global

Justin Bieber

Twitter Tweet Button

The easiest way for users to share links from your website.

About Help Blog Mobile Status Jobs Terms Privacy
 Shortcuts Advertisers Businesses Media Developers
 Resources © 2011 Twitter

At the top of this column is a count of how many tweets you have posted. For me, this is 14,394 (I know, it's a lot). This number is hyperlinked, so that when you click on it, you're taken to your profile page, which includes more information about you:



Lindsay Griffiths
 @LindsayGriffith Barnegat, NJ
 Marketer & Events Planner Extraordinaire for International Lawyers Network; photographer; big military supporter, huge NJ Devils fan, & crazy about my Bassetts!
<http://www.zenlegainetworking.com>

Edit your profile →

Tweets Favorites Following Followers Lists ▾

 **GinaRubel** Gina Rubel  by LindsayGriffith
 How things have changed RT @kdpaine Only 7% of journalists don't use FB, only 10% do NOT have a Twitter presence #snrc
 17 minutes ago

 **LindsayGriffith** Lindsay Griffiths
 Stop bitching about your crappy firm already wp.me/pOVJg-lv /via @heather_morse
 11 hours ago

 **LindsayGriffith** Lindsay Griffiths
 I'm back with part II of an anatomy of a Twitter home page: inkd.in/CWvyS5
 22 hours ago

 **LindsayGriffith** Lindsay Griffiths
 @intuitivebridge haha, I should try that with my Oliver!
 2 Nov

About @LindsayGriffith

14,393 Tweets **2,343** Following **3,409** Followers **142** Listed

Recent Images · view all



Similar to you · view all

 **SmallFirm** Peter Berge
 The Solo and Small Law Firm Resource Center, Lawy...

 **scottsteff** scottsteff 
 Got into triathlons in 2009, and still enjoying the swi...

 **LawTranslation** Nina L. Ivanichvill
 legal translation, deposition translators, e-Discovery L...

Following · view all



About Help Blog Mobile Status Jobs Terms Privacy
 Shortcuts Advertisers Businesses Media Developers
 Resources © 2011 Twitter

Back on the right hand column of the home page, the next line down is your most recent tweet, including when it was sent. The time on this is also hyperlinked, and you can click on that for more information:



@GinaRubel
Gina Rubel

How things have changed RT @kdpaine
Only 7% of journalists don't use FB, only
10% do NOT have a Twitter presence
#sncr

18 minutes ago via web ☆ Favorite ↻ Undo Retweet ↩ Reply

Mentioned in this Tweet



kdpaine Katie Delahaye Paine · Follow
I've been called The Queen Of Measurement, but I prefer Seshat, the Goddess

Retweeted by LindsayGriffith



The right hand column then has a quick overview of how many people you are following and are following you - I am following 2,343 people, and I'm being followed by 3,409 people. Beneath these numbers, I can see the avatars of the five most recent accounts that I've followed and been followed by. I can click on any of these pictures to see that person's profile information:

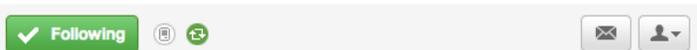


LMA Ohio

@LMAOhio Ohio

Legal marketers in Ohio: the few, the proud, the incredibly talented. Let's talk legal marketing, tweeps.

<http://www.legalmarketing.org/ohio>



Tweet to @LMAOhio

Tweets Favorites Following Followers Lists

AmLawDaily The Am Law Daily ↻ by LMAOhio
Ethnic diversity improved at law firms in 2011; for women, not so

And I can also click on either of the numbers to see the full list of those I'm following...

You follow 2,343 people

Here's more about them.

People: 2,343 Tweets



007 James Bond
The official James Bond Twitter account.

✓ Following



RyanMauro Ryan Mauro
National Security Analyst

✓ Following



TaraWeintritt Tara Magee Weintritt
CMO for Miles & Stockbridge; Client relationship strategist; industry innovator; change agent; Mom of 3; fashionista; runner; rower; breast cancer activist.

✓ Following



LMAOhio LMA Ohio
Legal marketers in Ohio: the few, the proud, the incredibly talented. Let's talk legal marketing, tweeps.

✓ Following



BillCosby Bill Cosby

✓ Following



CraigyFerg Craig Ferguson

✓ Following



ActuallyNPH Neil Patrick Harris

✓ Following

And for those who follow me!

← @LindsayGriffith's profile

You have 3,409 followers

Here's more about them.

People



EliteFashAcadLA EliteFashAcadLA

Elite Fashion Academy is the first and most sophisticated School in the world. It's new, modern, and has never been seen before.



MarkStratis Mark Stratis

I am a Image Retoucher, i work on beauty, fashion, and product images. I make things pretty



SkomarCorp Skomar

Skomar is the next evolution in healthcare labor management - reducing costs through the real-time orchestration of people, processes and technology.



RightLegalHelp Find Legal Help Now

Helping in the search for proper legal advice with an instant connection to legal professionals and services near you. Find the right legal help now @lawzle

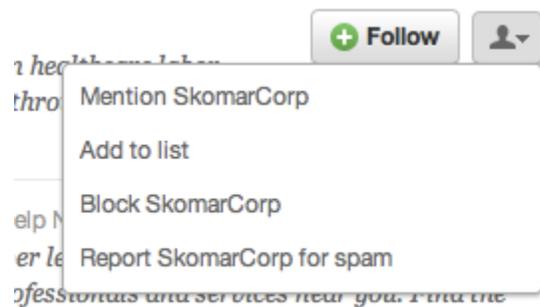


jcilea Joseph Cilea

Chiropractor|Owner of Advanced Wellness|dedicated to helping people get out of pain, get healthier,& perform better in life with the activities you enjoy most



From each of these pages, you can see that I can follow people (which I'm already doing on the "following" page), and I have that same drop down menu next to each of their profile information:

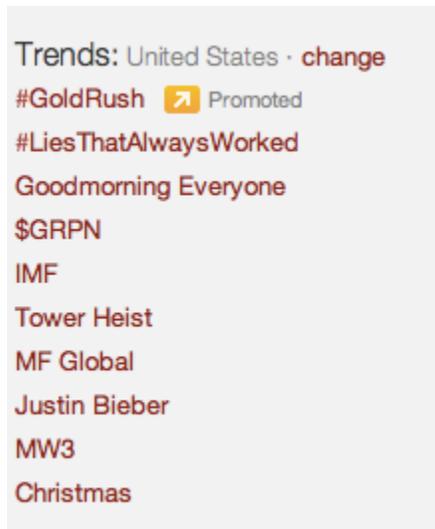


I can @ message this person, add them to a list, block them, or report them for spam. You'll also note that on each of these pages, I can see the Twitter name, full name, and profile information of each of the accounts that I'm following or are following me.

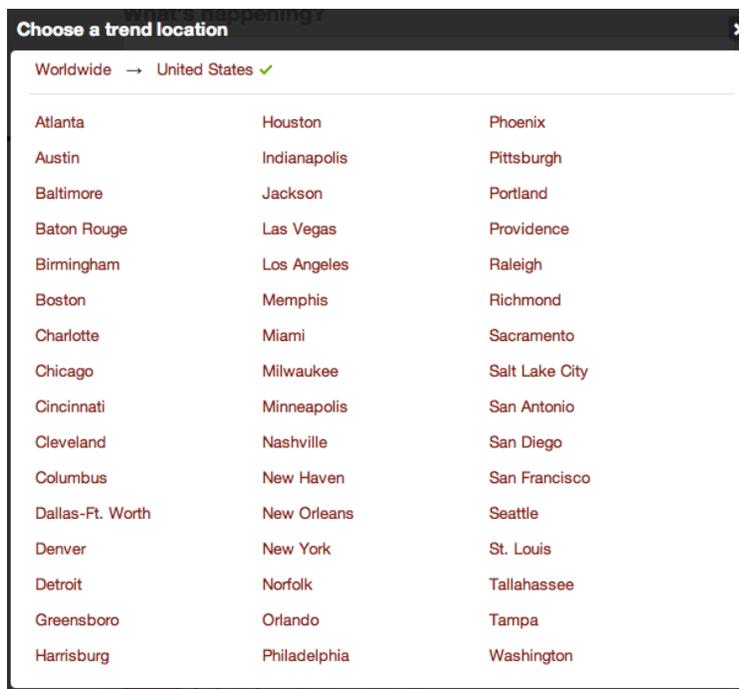
In case I may have missed someone who followed me, and I would find following them useful, this is a good place to start. It's also a good way to review the people you're following and unfollow anyone that is no longer useful to you. You do this by just clicking

the "Following" button next to their profile, which turns into "Unfollow" when you mouseover it.

Below the numbers of followers and followees, we have "Trends."

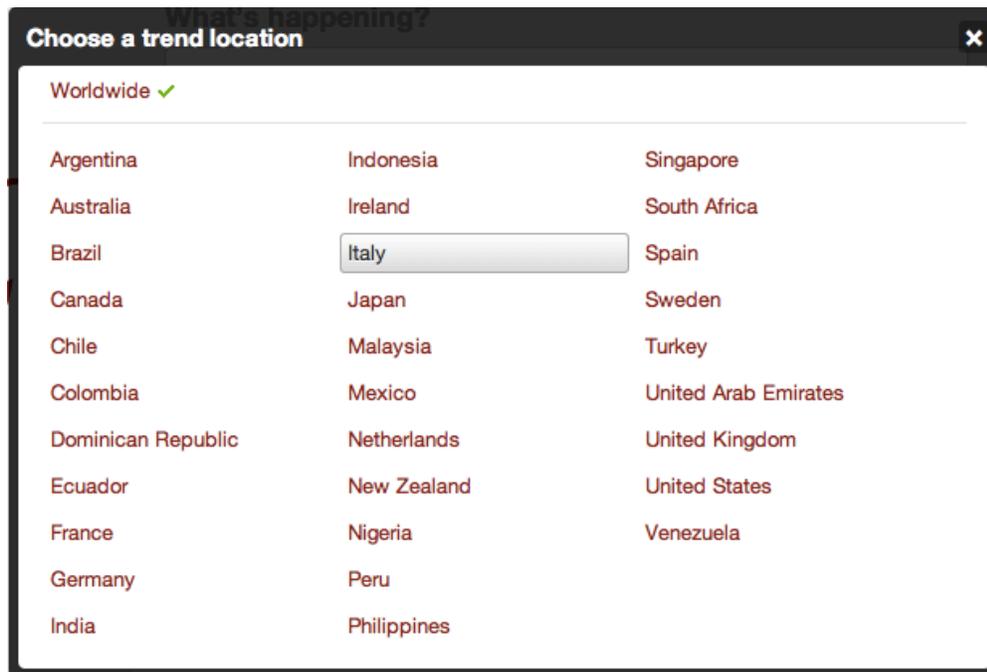


Trends are the current topics that are showing up most often in people's tweets. As you can see, my list of trends defaults to those in the US. If I'd like to change this, I can click on "Change" and a new window pops up:



I can either select from this group of locations within the US, or I can click on "Worldwide" at the top - I can then stay with the general "worldwide" trends, by clicking

the "x" in the upper right corner of the window, or I can select one of the countries that is listed.



I'll go back to US for now.

When we look at the trends, you'll notice that the top one is "promoted" - that means that a company has paid Twitter to push this to the top of the list, and it's not necessarily a "most talked about" topic. The others are organically generated, so in my mind, they have greater value.

You'll also notice that some of these have hashtags and some don't - Twitter changed their search capabilities over a year ago to better search keywords without requiring the hash.

So let's take a look at a couple of the trends - I'm wishing I wrote this post yesterday morning, when Daniel Craig was trending (he's my favorite actor), but we'll just have to make do with the options we have. We'll take a look at both a hashtag trend and a non-hashtag trend.

The first one, "#LiesThatAlwaysWorked" is a hashtag trend. To see what people are saying about that, we'll click on it - doing so works effectively like a Twitter search, in that you're brought to a page that lists all the tweets referencing that hashtag. It includes tweets from people that you are not following:

Results for #LiesThatAlwaysWorked

Tweets · Top ▾

[Refine results »](#)



funnyorfact Naveen R Kukreja

#LiesThatAlwaysWorked - I have read and accepted all Terms & Conditions.

8 hours ago

 Retweeted 100+ times



SoVeryAwkward That Awkward Moment

That awkward moment when you say you've read and accepted the Terms & Conditions. **#LiesThatAlwaysWorked**

2 minutes ago



SupermanTweets Superman

#LiesThatAlwaysWorked "No, I'm not Clark Kent. Haven't you noticed? That guy wears glasses"

2 minutes ago



MoanPLAYFUL leslieeeBabeee♥

#LiesThatAlwaysWorked I Love You.

3 minutes ago

Hashtag trends like these are normally clever phrases or jokes that people are putting up - like participating in some big email chain that you add to. They can be fun and funny, and as you can see, they can fit in well for a brand if you have someone clever behind the account - a la Superman Tweets.

You have the option of saving this search, as we did yesterday, if you wanted to be able to come back to it.

Now, we'll look at a non-hashtag trend, also by clicking on the trend link -

The screenshot shows a Twitter search results page for the term "Christmas". At the top left, there is a "Back to Home" link and a "Save this search" button. The main heading is "Results for Christmas". Below this, there are several tweets from users like Justin Bieber, Dlsa Ladycha, and M_Birkhead. On the right side, there is a section for "People results for Christmas" listing accounts like worldmarket, ChristmasCount, LuvChristmas, and ABCF25days. Below that is a "Popular images & videos" section with a "Display media" button. At the bottom right, there is a "Trends" section for the United States, listing various hashtags and terms like #GoldRush, #LiesThatAlwaysWorked, and IMF.

I love Christmas, yes, even in November, so we're taking a look at this one. You can see all recent tweets mentioning Christmas, and this again, acts just like a search. Additionally, in the upper right hand corner, you can see that there are people results for the term "Christmas" as well - you can follow these accounts right from this page.

Now, I'm sure for many of you, there's not a lot of use in following Christmas-related accounts. But I'm sure you can see what the business applications of this would be in helping you to find relevant accounts. I've found that developing my list of accounts to follow has been a very organic process, which happens as I come across interesting people being retweeted or shared through trends like this.

Trends will often be terms or people that are currently in popular media, and unless you're into celebrities, they may not have relevance to you. But they can also be important news items, which will have relevance to you - such as the IMF, mentioned above - so it can be a good idea to take a look at these periodically.

And finally, the last thing we'll talk about on the home page is the "Twitter Tweet Button," which, as Twitter says is "the easiest way for users to share links from your website."

To learn more, we'll click on that link:

Tweet Button

Add this button to your website to let people share content on Twitter without having to leave the page. Promote strategic Twitter accounts at the same time while driving traffic to your website.

1 Choose your button. Customize it (optional).

Button Tweet text URL Language

Vertical count Horizontal count No count

6,314 6,314

2 Recommend people to follow (optional).

Recommend up to two Twitter accounts for users to follow after they share content from your website. These accounts could include your own, or that of a contributor or a partner.

1. LindsayGriffith This user will be @ mentioned in the suggested Tweet
2. Related account Related account description

Preview your button, grab your code. Done!

This gets into the more technical aspects of creating and including a Twitter button on your website, so I'm not going to get into that - but if you want a Twitter button, let your IT or webhosts know that this is where they can get it, and have them walk you through the steps so that you have the options that you'd like.

That's all on Twitter for this week! Tune in next week for more on engaging, lists, and maybe even some third party applications that will make your use of Twitter FAR more efficient! Have a great weekend everyone!

Lindsay Griffiths of the International Lawyers Network
179 Kinderkamack Road
Westwood, NJ 07675
Phone: (201) 594-9985
Fax: (201) 740-9765