

Twitter is a great way to connect with people in the legal industry and using Twitter-specific tools makes it even easier.

Twitter has become one of the largest social media tools for law firms and legal marketers. With over one billion Tweets per day and a now five years track record, Twitter is proving to be an effective social media tool. Personally, I know it works just from the fact that it's helped boost readership of this blog.

The following are some great Twitter tools to make your experience much easier:

TweetStats: This site lets you type in your Twitter username to get a graph of your stats. It's almost like Google Analytics, but just for Twitter. With TweetStats, I can see which people re-tweet me the most, my average daily Tweets, who I've replied to and much more. It takes a while to load, so be patient.

Twilert: This tool allows you to track your law firm on Twitter, no matter what language. You can see if people are speaking about you negatively or positively, and you can set up which search terms you want to track so you can get results for more than just your firm name.

Tweriod: When are the best times to Tweet? When will people be able to see my Tweets? This app tells you. It not only tells you when to Tweet, but it also analyzes your followers Tweet times as well.

Twoolr: This is a great analytic tool. It gathers all of your Twitter statistics and sends them directly to your e-mail inbox. This way you can't say you forgot to look at it, it's delivered to you!

Buffer or SocialOomph. These tools allow you to schedule tweets instead of sending them out all at one time. SocialOomph sets your Tweets up through an excel sheet, while Buffer is an app that allows you to save/send as many Tweets as you want through a buffer, which then spaces out your Tweets during the day. Using these two tools will help your Twitter followers not get too overwhelmed with constant Tweeting.

Manageflitter. Too much Twitter noise? No problem. Manageflitter allows you to easily unfollow people. These are the people that are inactive, Tweet way too much or have decided to not follow you back.