

## SHOULD ATTORNEYS TWITTER?

Almost every periodical you read these days mentions Twitter. When it first came out, many of us would roll our eyes and think, “Young people have too much time on their hands. Who cares if I had a bagel for breakfast?”

Twitter is quickly becoming a part of our reality like it or not. First, what is Twitter? Wikipedia defines Twitter as, “a free [social networking](#) and [micro-blogging](#) service that enables its users to send and read messages known as *tweets*. Tweets are [text-based](#) posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as *followers*. Senders can restrict delivery to those in their circle of friends or, by default, allow open access.”

My research tells me that Twitter is the third most popular website in the world. It receives 55M monthly visits. The question becomes, “Who is using Twitter?” Big business and major news outlets are jumping in looking for opportunity to “influence” prospective customers. CNN, Pfizer, and Callaway Golf have Twitter accounts and thousands of followers.

I have been following Justin R. French, <http://bit.ly/21i4jp>, a social network expert on Twitter. His philosophy in using Twitter is to “pay it forward.” Send out news and information to your followers that they need to know, that helps them in their day-to-day life, whether personal or business. Business people will want to follow you if you Tweet information that helps them run their business. You become a trusted advisor. One of the key ingredients to successful Twittering is to be authentic and transparent. If your followers think you are trying to “sell them” on something, you are going to lose credibility.

Is there a place for attorneys in the Twittersphere? This is a new era we are in. *The San Jose Daily Business Journal* cites Glenn Manishin of Duane Morris, “If you’re not involved in social media now, you’re definitely behind the 8-ball because it is so much the rage,” he said. “It’s something that can and should be embraced. Now, whether or not you do it successfully depends upon how much time you devote to it and whether you understand the culture.” <http://bit.ly/3IEUaR>.

Law firms have Twitter accounts. You can follow Luce Forward, Weil Gotshal, and Klinedinst PC.

Suggested action item: Get a LinkedIn account. (I will talk about LinkedIn in my next newsletter). Join Twitter, you and/or your firm. Follow people who are knowledgeable, such as @JustinRFrench. Take 10 minutes a day and watch what is happening.

I am always looking for ways to help my clients be even more successful. I know your time is incredibly valuable. My belief is Twittering is worthy of your time – at least know about it.

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