

Twitter can be a valuable tool in marketing your law firm. It can improve your visibility in searches, help protect your brand and drive traffic to your website or blog.

Law firms, for the most part, have been slow to adopt Twitter as a marketing tool – even those using other types of social media. It's time for them to get on board.

A recent analysis of the largest 100 law firms in the Boston area showed that only 15% of them had taken steps to set up a firm-branded Twitter site and even less were actively tweeting.

This is a mistake, according to Amy Campbell, author of Web Log, who conducted the study. "You are already spending lots of time creating and approving content for public consumption," she said. "Twitter is a quick, easy and highly effective way to disseminate this information to a wider audience."

Here are a few benefits Twitter provides:

- * Twitter can bring your firm a much broader, deeper online presence by providing built-in syndication through search engines.
- * Using Twitter properly provides an effective distribution channel and a great way to get content quickly indexed by search engines.
- * Unlike other forms of social media, Twitter actively sends content from its news feeds to search engines, which then suggest your blog or post to people searching for that particular topic – bringing you self-selected, interested prospects – for free!
- * Journalists also scour Twitter headlines for story ideas.

Even if you're not ready to start tweeting yet, establishing a Twitter account now will help you protect your brand name on Twitter, so you own it before anyone else stakes a claim to it.

It's also a good idea to build your Twitter infrastructure and network now, so it is ready when you need it later. When your firm is involved in a breaking news event, you can easily do up-to-the-minute reporting on the issue that will scroll immediately across your network's cell phones or PDAs – a significant and much-appreciated benefit to your audience.

These are just a few of the benefits Twitter can bring to your law firm. To tweet or not to tweet? Definitely to tweet!