

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 3, 2011 by Lindsay Griffiths

Twitter Tutorials - Anatomy of the Home Page Part II

Today, we continue with examining the anatomy of the Twitter home page. Yesterday, we focused on the tweet stream, and how to post a tweet.

Now, we'll look at the other tabs in the left column.



We've already talked about the timeline, so we'll look at the next tab over "@Mentions." As we've talked about in the past, @mentions are when someone uses @your_twitter_name to either send you a public message, or mention you in their tweets.

When we click on the tab, we get this:

Timeline @Mentions Retweets Searches Lists

Tweets mentioning @LindsayGriffith

 **intuitivebridge** Bridget Pilloud
 @LindsayGriffith It's so great.
 15 hours ago

 **LXBN** LXBN—LexBlog Network
 Twitter Tutorials - Anatomy of the Home Page Part I lexne.ws/6ov
 by @LindsayGriffith
 17 hours ago

 **JillRako** Jill Clark Rako
 Yay for PUPPIES! RT @LindsayGriffith @JillRako I love the idea of
 a November gratitude list! I'm in! Today, I'm grateful for my puppies!
 22 hours ago

 **Iniemeier** Leslie Niemeier
 @rojile @LindsayGriffith Because only legal marketers get this:
wp.me/pOVJg-I7
 1 Nov

 **claudialmeida** CLAUDIA ALMEIDA
 @LindsayGriffith @steveworrall [gatosabido.com.br/ebook-
 download...](http://gatosabido.com.br/ebook-download...)
 31 Oct ☆ Favorite ↻ Retweet ↩ Reply

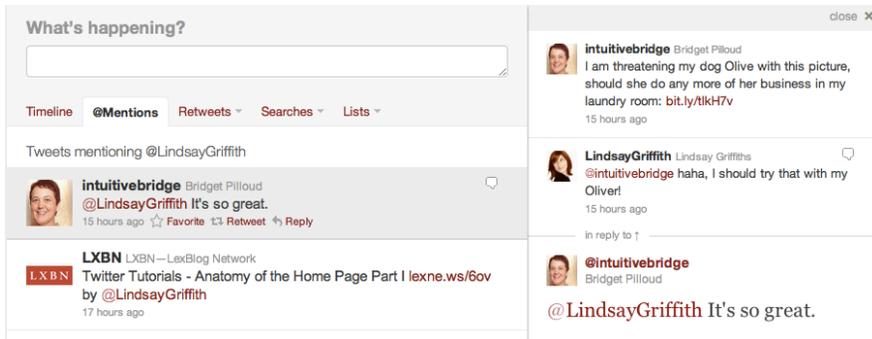
Here, you can easily see the two types of @mentions - the first one, from Bridget Pilloud (@intuitivebridge) is a reply to a message I'd sent her. It begins with my Twitter name and is publicly visible.

The second type is a mention, as in the tweet from LXBN - they are tweeting about my Twitter post from yesterday, and including my Twitter handle as the author. This is also a publicly tweeted message, but since my name appears later in the tweet, it is visible to all of their followers, not just our shared followers.

And here, you can also see a third type of mention - that's the retweet. Jill Rako retweeted my message to her yesterday about gratitude, in the old style of retweeting. So it includes my Twitter name in the main body of the message, and Jill added her own comments. This puts it in the @mentions list as well.

From this column, we have a few options. As you can see from the bottom tweet which is highlighted in pink, when you mouseover, you have the options of favoriting the tweet, retweeting or replying. This will work the same way as when we did it yesterday.

But you'll also notice that there's a little speech bubble and an arrow on the right hand side. What's that for? Well, when we click the arrow, a window pops up on the right that shows us the conversation that we've had with that Twitter user!



Here, you can see that I clicked the arrow next to my tweet from Intuitive Bridge, and the conversation that we've had came up. This can be helpful if it's been a day or so since the last tweet, and you're trying to figure out the thread of the conversation.

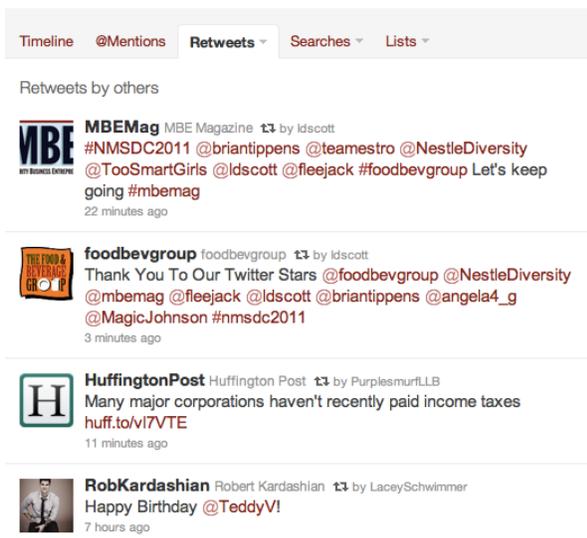
Now, let's move over to the next tab, Retweets.

Before we click on the tab, notice that there is a down arrow next to the word "Retweets." When we click the arrow, we get a menu:



We have the option of looking at Retweets by others, Retweets by us, or our tweets, retweeted. We'll go through each of these options, starting with retweets by others.

When we click on that, we get this:



As you can see, this filters our full tweet stream into just retweets - you'll notice that it only includes the new style of retweet, and not the original. This can be a helpful list, because it gives you the chance to see what types of things the people you follow are finding interesting - it may help you find new people to follow or expose you to articles that are getting lost in the noise of the full tweet stream.

The next option is Retweets by you. When we click on this, we get:



The screenshot shows the 'Retweets by you' section of a Twitter profile. At the top, there are navigation tabs: 'Timeline', '@Mentions', 'Retweets', 'Searches', and 'Lists'. Below the tabs, the text 'Retweets by you' is displayed. There are four tweets listed, each with a profile picture, name, and text:

- knappmarketing** Amy Knapp  by LindsayGriffith
A warm welcome to legal marketing leader @TaraWeintritt of Miles & Stockbridge to Twitter! #LMAMKT
15 hours ago
- JillRako** Jill Clark Rako  by LindsayGriffith
It's November - THANKSGIVING TIME! I'm going to tweet about what I'm thankful for this month. A virtual gratitude list - join me, won't you?
2 Nov
- publicrelations** Shelle Michaels  by LindsayGriffith
Dear American Warriors (past and present) - Thank you for the blanket of freedom that I sleep under every night. #blanketoffreedom
1 Nov
- petecashmore** Pete Cashmore  by LindsayGriffith
7 Creative Tributes to Steve Jobs on.mash.to/rwmFV7 RT @mashable
28 Oct

This is the list of tweets that I have retweeted, using the new style of retweet. In case I wanted to see what I've retweeted in the past, since I'm often retweeting things of interest to me, that I might want to look at again later.

And finally, we can see others' retweets of posts that we've tweeted.



The screenshot shows the 'Your tweets, retweeted' section of a Twitter profile. At the top, there are navigation tabs: 'Timeline', '@Mentions', 'Retweets', 'Searches', and 'Lists'. Below the tabs, the text 'Your tweets, retweeted' is displayed. There are five tweets listed, each with a profile picture, name, and text:

- LindsayGriffith** Lindsay Griffiths 
I just bought: 'LinkedIn For Lawyers - A Step by Step Guide' by Lindsay Griffiths via @amazonkindle (My book is out!!)
amazon.com/dp/B0060LTMKW/...
28 Oct
- LindsayGriffith** Lindsay Griffiths
Our Twitter tutorial series gets underway today! Inkd.in/krkbz4
28 Oct
- LindsayGriffith** Lindsay Griffiths
Learn more about Marc Udink in our latest ILN-terview!
Inkd.in/RMu_Sj
24 Oct
- LindsayGriffith** Lindsay Griffiths
Taking a Bunch of Lawyers to Christiania...and a Dinner Cruise | Travel Blog travelblog.org/Europe/Denmark...
20 Oct
- LindsayGriffith** Lindsay Griffiths
RT @debdobson: I have a challenge...when you send a tweet about Steve Jobs death, donate money to fight cancer. I just did.
#hatecancer
5 Oct

At first glance, it looks just like a list of our tweets that have been retweeted. While it's helpful to know what people find of interest, it's also useful to see WHO those people are! Especially so we can thank them for sharing our content.

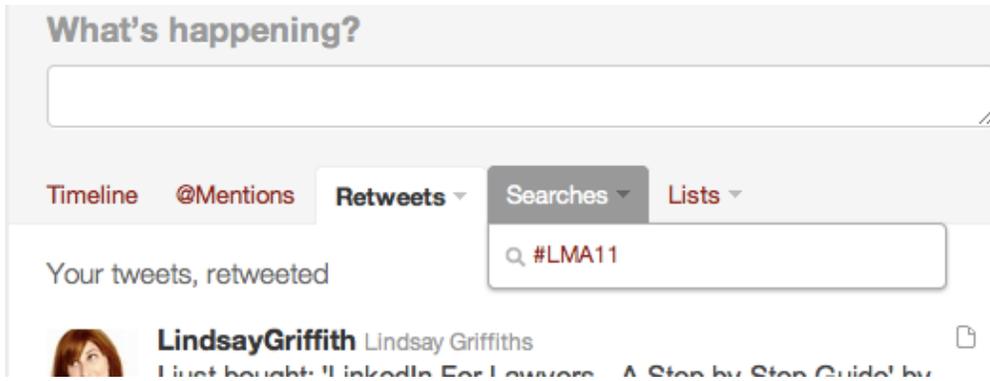
Never fear, we can get to that information!

With each tweet, there is an arrow when you mouseover it - those that also include a document icon indicate that there is an attachment. When we click on the arrow, we get the tweet, as well as those who retweeted it:

The screenshot shows a Twitter interface. On the left, a sidebar titled "What's happening?" contains a search bar and navigation tabs for "Timeline", "@Mentions", "Retweets", "Searches", and "Lists". Below this, a list of tweets is shown, all from the user "LindsayGriffith". The top tweet is the one being viewed in detail on the right. The detailed view shows the tweet text: "I just bought: 'LinkedIn For Lawyers - A Step by Step Guide' by Lindsay Griffiths via @amazonkindle (My book is out!!) amazon.com/dp/B0060LTMKW/...". Below the text is an Amazon.com product listing for the book "LinkedIn For Lawyers - A Step by Step..." priced at \$1.99. The tweet is dated "28 Oct" and has "Retweeted by karajmkenna and 3 others". At the bottom of the detailed view, it says "Mentioned in this Tweet".

This is very useful! From here, I can see that this tweet was retweeted by four people. I could click on each of those photos and/or twitter names to thank them for sharing my tweet.

Let's move on to the next tab - "Searches." The searches tab also has a down arrow that offers us some options:



In my case, it's showing me a saved search. So this will be different for everyone. This is helpful if you want to keep track of the tweets from a certain hashtag, without having to find and click it each time.

So let's look at how to do that.

First, we'll go back to our timeline to look at our full Twitter list again (in this case, I'm actually going to look at my retweets, since I know there's a hashtag that I want to follow in there).



You can see in this tweet that I retweeted from Amy Knapp, she uses the #LMAMKT hashtag. To look at other tweets with that hashtag, I'll click on it.

I get this page:

← Back to Home + Save this search

Results for #LMAMKT

Tweets · Top ▾ Refine results »



heather_morse Heather Morse
Who gets the Pinhawk newsletter?? I'm getting a bunch of hits through them today and like to know what they wrote. Thx. #lmamkt
7 minutes ago



rebeccawissler Rebecca Wissler
Any #lawyers give presentations with legal info in Keynote? #lmamkt #attorneys #legalmarketing
2 hours ago



NancyMyrland Nancy Myrland
@TaraWeinritt Welcome Tara! Nice to see you here! #LMAMKT
13 hours ago

Trends: United States · [change](#)

- #2011musictaughtme
- #GrandTheftAutoMemories
- LIFE WOULD BE BETTER
- #ThatsWhatHoesDo
- WAYS TO GET ME MAD
- THINGS YOU SHOULDN'T DO
- National Sandwich Day
- Vice City
- James Bond
- San Andreas

[About](#) [Help](#) [Blog](#) [Mobile](#) [Status](#) [Jobs](#)
[Shortcuts](#) [Advertisers](#) [Businesses](#) [Media](#)
[Resources](#) © 2011 Twitter

Twitter considers this to be a search, for all tweets including #LMAMKT, which I can see here. If I want to be able to go back to this easily, I can click the "Save this search" button at the top, which will include it in my "Searches" list.

← Back to Home 🗑 Delete this saved search

Results for #LMAMKT

Tweets · Top ▾ Refine results »



heather_morse Heather Morse
Who gets the Pinhawk newsletter?? I'm getting a bunch of hits through them today and like to know what they wrote. Thx. #lmamkt
9 minutes ago

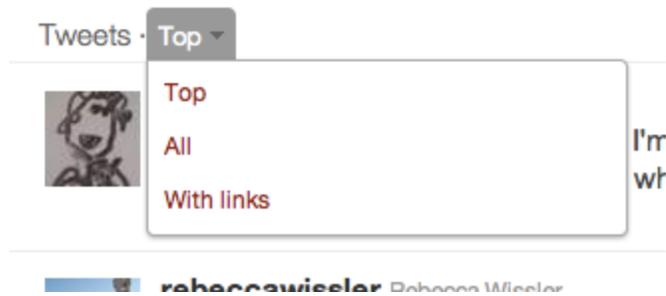


rebeccawissler Rebecca Wissler
Any #lawyers give presentations with legal info in Keynote?

As Michael Caine would say "Easy peasy lemon squeezy."

If I decided at some point that I no longer wanted to save this search, I could delete it here using the same button.

Let's look at what else we can do here. You can also see that next to the word "Tweets" is a dropdown menu that allows us to filter the tweets we have. We're currently defaulting to the "Top" tweets, but we can also look at all tweets, or just those with links.



I'm not sure how Twitter defines tweets as "top," but my assumption is they are those that are favorited or retweeted. (Any Twitter experts want to weigh in on this?).

All tweets is self-explanatory:

Results for #LMAMKT

Tweets · All ▾ Refine results »

 **heather_morse** Heather Morse
Who gets the Pinhawk newsletter?? I'm getting a bunch of hits through them today and like to know what they wrote. Thx. #lmamkt
16 minutes ago

 **BGreenzweig** Benjamin Greenzweig
Everything old is new again? The TW/AOL saga continues.
#LMAMKT Inkd.in/bxmGvH
1 hour ago

 **rebeccawissler** Rebecca Wissler
Any #lawyers give presentations with legal info in Keynote?
#lmamkt #attorneys #legalmarketing
2 hours ago

 **JeremyHoders** Jeremy
RT @MoireMarketing: Could Siri break up your client relationships?
tiny.cc/moire82 #Apple #LMAMKT #AAMKT
3 hours ago

And we can also look at just those tweets with links:

Results for #LMAMKT

Tweets · With links ▾

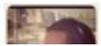
[Refin](#)



BGreenzweig Benjamin Greenzweig

Everything old is new again? The TW/AOL saga continues.
[#LMAMKT](#) [Inkd.in/txmGvH](#)

1 hour ago



JeremyHoders Jeremy

Further, from this page, we can also refine our search results if we wanted to. We click on the link on the righthand side, which brings us to an advanced search page:

Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

People

From these accounts

To these accounts

Mentioning these accounts

Places

Near this place

Other

Select: Positive :) Negative :(Question ? Include retweets

Search

Since we're searching within the LMAMKT hashtag, that is already populated for us. You can see that we have the option of including keywords, either a list of words, an exact phrase, any of a list of words, or excluding words. We can search by language, from certain twitter users or to certain twitter users, or even mentioning certain twitter

users. We can look by location, and even select whether we're looking for positive or negative tweets, questions, or retweets.

And whatever additional search terms you add, when the results come in, you can save that exact search if you so desire. This will then appear in your dropdown menu for searches on your home page, for you to access at any time:



The last tab on the home page is "lists," but since they can be a post all on their own, we'll leave that for now. We'll come back tomorrow to talk about the right hand side of the Twitter home page.

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