



Twitter for Lawyers

How to Make Twitter Work for Your Firm or Practice

Gotham Media Ventures

October 2009

Tweeting this event?

Please use hashtag #sm4law

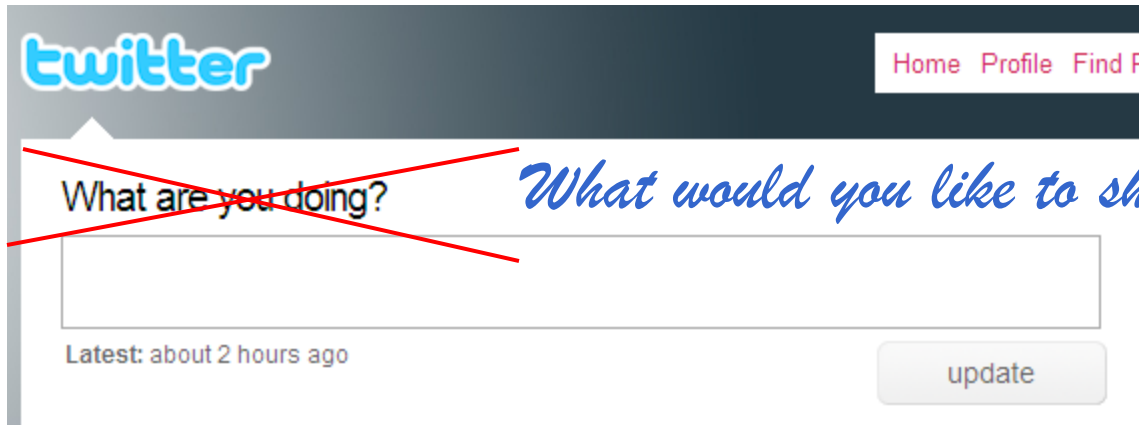


Twitter by the Numbers

- Launched March, 2006
- 21M US unique visitors in July vs. 9.3M in March
 - ▶ 134 million monthly visitors to Twitter.com
 - ▶ 4.6 billion Tweets to-date (GigaTweet)
 - ▶ 25% of tweets include a link
- Business demographic:
 - ▶ Largest user group are ages 35-49
 - ▶ 62% of users access Twitter at work
- Mobile use may dwarf website stats
- Average user posts 80 tweets per month
- Just raised \$100M on \$1B valuation



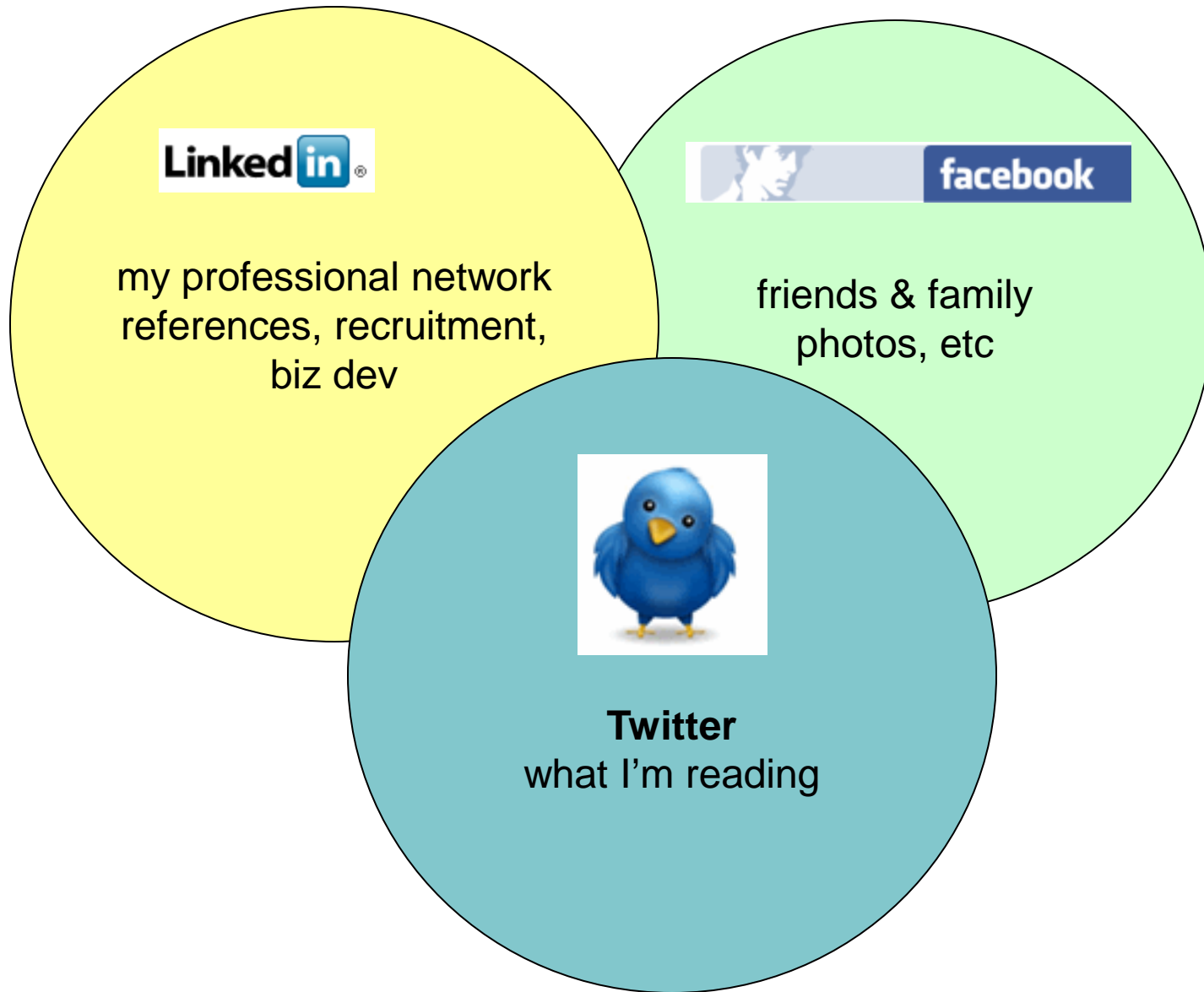
It's not about what you're doing



What would you like to share today?



Following is different from friending



Why use Twitter?

- Thought leadership
- Brand awareness
- Become part of the conversation
- Reach new markets
- Because your clients are there (or will be)



Lawyers on Twitter



Dave Gillespie

ALLEN & OVERY



rdd

**WEIL
GOTSHAL**

Katten
Katten Muchin Rosenman LLP



classaction



**Lowenstein
Sandler**
ATTORNEYS AT LAW

**PATTON
BOGGS**

**McDermott
Will & Emery**



insurancecvg

W&GR Wilson Sonsini Goodrich & Rosati
PROFESSIONAL CORPORATION



The power of the network effect

- The Retweet
 - ▶ RT @deenaesq reading @kevinokeefe: Social media is a business for law firms, not something you dabble in <http://bit.ly/JAqSg>. Good stuff!
- Logarithmic effect of your network is the special sauce



Twitter Best Practices

Do...

- Participate in the discussion
- Be helpful
- Be interesting
- Tweet links, pictures, etc
- Share information not directly about your firm
- Be genuine

Don't...

- Treat Twitter as an advertising medium
- Try to manage the discussion... you'll fail
- Be self-serving



Your Profile Page – What Matters

Barry Graubart
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20 years building high value content and technology products. VP, Product Strategy at Alacra; Chair, SIIA Social Media Action Committee.

Website:
alacra.com

Blog:
contentmatters.info

What are you doing? 140

Latest: The margins of small media: Leo LaPorte's TWIT makes \$1.5M with only \$350k costs <http://bit.ly/39BqmF> 4 minutes ago

Home

FTAlphaville European equities trump high-quality credit, MOST says: Morgan Stanley's European equity strategy team, led by .. <http://chilp.it/?e78881>
half a minute ago from twitterfeed

graubart The margins of small media: Leo LaPorte's TWIT makes \$1.5M with only \$350k costs <http://bit.ly/39BqmF>
4 minutes ago from TweetDeck

rafatali RT @RobertAndrews: @paidContentUK's @psmith on Sky News talking abt football online <http://is.gd/3XXrF>
5 minutes ago from Echofon

karaswisher Viral Video: Anne Frank Video Finally Online: <http://bit.ly/26sVCq>
6 minutes ago from Tweetie

duncanriley front page <10 seconds, given we haven't worked out to get the thumbnails onto s3, I'm as happy as larry.
7 minutes ago from TweetDeck

graubart
299 following 829 followers 3,462 tweets

Trends·map
n. a map of local trends.

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Favorites

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Trending Topics

- #musicmonday
- Zombieland
- Adobe Flash
- Goodnight
- Titanic
- Entourage
- Paranormal Activity
- LiveStrong
- Family Guy



Are you a Spammer?

The image shows a screenshot of a Twitter profile page for the user 'sheelaeatreatr'. The profile picture, which contains the text 'o_o', is circled in red. Below the profile picture is a 'Follow' button. To the right of the profile picture, the name 'sheelaeatreatr' is displayed. Further right, the user's statistics are shown: '773 following', '127 followers', and '0 updates', each of which is also circled in red. Below the statistics are sections for 'Updates', 'Favorites', 'Actions' (with links for 'message sheelaeatreatr' and 'block sheelaeatreatr'), and 'Following' (with a grid of profile pictures). The Twitter logo and navigation menu are visible at the top of the page.



Thank you

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