

How to Get Started

- Sign up at [Twitter.com](https://twitter.com)
- Pick a twitter name (15 character limit)
- Follow some people or news sites (Twitter will make suggestions)
- Upload an image or photo for your “profile photo”

Best Practices for Managing Your Account

- Learn the “lingo” of Twitter
- # is the hashtag symbol used for events or trending topics (i.e. #oscar #tsunami)
- RT stands for “Retweet” and means someone forwarded a tweet they liked to their Twitter followers.
- If you see an interesting retweet check out the person who first created it, and follow them if they seem interesting.
- Always be on the lookout for interesting new sources to follow; Twitter is more valuable when you have a fair number of diverse but enticing, sources of news.
- Learn to craft short 140 character messages; think of it as modern Haiku.

Best Practices for Content

- Watch and learn from people whose writing style and etiquette you appreciate.
- Check out the # Discover Tab in the Twitter website.
- When you find an interesting news article, link to it.
- Use short links when you insert links. Go to [Bit.ly](https://bit.ly) and paste the long link, and copy the converted short link (or use a similar link shortening service like [Bit.ly](https://bit.ly)).
- Don’t be afraid to abbreviate words in unusual ways (as long as your meaning will be understood).
- Learn to search Twitter and to check out trending topics.
- Don’t strain to be clever. Just be helpful and appreciative. Twitter trolls those who purposely try to start arguments; it is not worth it to engage.
- Get a dedicated Twitter app for your phone or tablet device, and learn to navigate Twitter using the mobile app. You will use Twitter more when you have a few moments while you are out and about.
- Your organization’s account is the face of your organization on Twitter so think about who has access to post on the organization’s Twitter account.

Objectives

- Constantly fine tune who you follow on Twitter to improve the kind of information you gather (and can thereby retweet)
- Figure out what kind of tweets your target audience enjoys most, and start building an audience that’s tailored to your business focus.
- Engage with thoughtful people and ignore the many people with hair-trigger sensibilities and volatile tempers.
- Learn to gather information efficiently, and to share it with equivalent efficiency.

Benefits

- You'll improve your ability to quickly gather information, at least the kind that can be reported in short chunks
- You'll attract followers who understand your mission, and your sensibilities. Even if that's only a few, that's beneficial and enjoyable.
- You'll stumble across interesting articles and tidbits you'd probably wouldn't easily discover any other way.

Strengths of Channel

- Great for quickly learning about breaking news, or about the masses perception of events

Audience

- Fellow lawyers, potential clients, existing clients, judges, bar members, law students, and anyone else who interacts with lawyers.

Associated Costs

- Twitter is free.
- Buying software to view on your mobile device might cost a few dollars.
- If you are managing multiple Twitter account, consider a platform such as TweetDeck for content management.

Risks

- If you tend to say things that others find offensive, or if you don't have common sense about what you say in public or about others in your profession then you should not use Twitter.

Content Type/s

- Link to articles that are well written and authoritative, preferably things that aren't already well known or discussed.

Posting Schedule

- A couple of times a week at first.
- Once you get good at finding interesting information you will find it hard not to post more often.
- Eventually try schedule 3-5 per week; these can be done early in the week for particular send-out times.
- Try to schedule no more than 1 tweet per hour or two.