

How is Your Firm Represented on Twitter?

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Tweeting Styles Speak Volumes about a Firm's Culture



Learning how to navigate Twitter doesn't happen overnight. It takes time to understand how to promote your firm and interact with clients and colleagues.

Some tweet better than others. But, ultimately, **your firm's style of tweeting could make or break your chances of noticed.** Why? Because tweeting styles reveal a lot about a firm's culture, its attitude toward social media, and what it may think about its clients in general.

Dan Frommer recently offered some insightful comparisons in a post called [What Your Company's Twitter Account Says about You](#).

Take a look at some of his examples and see where your firm fits in.

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Your Twitter: An automated list of headlines and links to your site, blog, etc.

What it says: The firm doesn't care about interacting with our clients, at least not on Twitter. We just want you to visit our website, where we might also not want to interact with you.

Your Twitter: Mostly retweets of nice things that other people are saying about you.

What it says: The firm doesn't have anything interesting to say, and we don't care about you, or we wouldn't be spamming you.

Your Twitter: Mostly apologies for terrible service, and cues to call/email the appropriate people at the firm.

What it says: The firm is committed to outstanding service and client communication.

Your Twitter: An engaging feed clearly written by people, including a good mix of news, tips, deals, contests, photos/video and basic customer support.

What it says: We're here in earnest and we care. And in exchange for giving us some of your attention, we're going to reward you, or try to make you feel special.

Do you get a sense of which Twitter account is best? Obviously #4 is the most engaging. Take a cue from some other leading Twitter accounts run by law firms, and see which one may be the perfect model for your own firm.

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