

## Thinking About Saying Ta Ta to Twitter? Learning How to Use It Is Key!

May 6th, 2009 by Kara



If you're an internet marketer who's become disgruntled with the effectiveness of Twitter, the problem is most likely not that you're using it, but how you're using it. On his blog recently, Steve Leibson, the former Editor in Chief of EDN, discovered, using Twitter as a "Blog Announcer" is not particularly effective.

I just posted some NSFW (not safe for work) photos, tell me what you think" followed by a URL. Given the wild-west character of the Internet, there's no telling what happens to you if you follow one of those lures.

So it's ta ta Twitter. I closed my Twitter account because Twitter doesn't yet allow such followers to be banned and frankly, I don't need such silliness in my life at the moment. If you really want to get automated updates from this blog, use RSS.  
<http://www.edn.com/blog/980000298/post/1160044116.html>

No wonder Mr. Leibson was disheartened!

The way I use Twitter makes it an ideal window or doorway, or storefront that is my blog / the informational platform, or storefront to my business. Not that your website is no longer viable, it is. However, it is important to recognize that your blog provides an an ever-changing ongoing interaction with your audience.

When Twitter is partnered with support applications like [TwitterLater](#), [TweetDeck](#) and [SocialToo](#) coupled with a little patience and persistence, your social media efforts will surely payoff.

I work with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.

If I can be of assistance or you have any questions, initial consultations are always free of charge so don't hesitate to contact me at 917-856-5410.

Please see these related articles for more information on maximizing Twitter:

[Make Your Twitter Numbers Count In Law Firm Social Media](#)

[Using Twitter to Keep and Grow Your Law Firm's Client Base](#)

[Twitter & TwitterLater: A Match Made For Legal Marketers](#)

[Legal Marketers – Wondering About Using Twitter? Catch Up to the US Government!](#)

[Legal Marketers, For Social Media PR to be Truly Effective It's Important To Remember That Good Things Take Time](#)