



AttorneySync's Guide to Social Media for Lawyers



Photo by [Matt Hamm](#)

What the heck is social media?

Even if you can't quite define the term, unless you have been locked in your firm's law library for the last five years, you probably have some idea what social media is.

Wikipedia provides the following definition: **Social media are primarily Internet- and mobile-based tools for sharing and discussing information among human beings.**

Well, that pretty much includes everything under the sun that people use to communicate electronically.

What this guide is not intended to do.

Before we get into how this guide can help you, as a lawyer, let's see what it's **not** intended to do:

- This guide is not intended to be a treatise on social media.
- This guide is not intended to waste your precious professional time.
- This guide is not intended to teach you how to “make millions using (insert name of social media tool here.)”
- This guide is not intended to convince you that social media is a beneficial use of your time. That question has already been answered with a resounding YES.

What this guide will do.

This guide will teach you some basic social media strategies that will generate more clients for your firm. We will also share some “expert tricks” that will maximize the effectiveness of the available social media tools. Finally, we will briefly discuss some of the major pit-falls and time wasters of which to be weary.

We have designed the guide with lawyers in mind. While many of the strategies discussed within have broader application, their efficacy is optimized for legal professionals.

Since the world of social media is vast, and constantly expanding, we will focus on one social media tool at a time. We have chosen to include those tools that we have found to be the most effective social media tools for lawyers.

We understand that your professional time is extremely valuable to you. Therefore, we have distilled down the information to the core activities that have proven most successful.

The best part is that everything in this guide is free!

Check back at <http://lawyermarketing.attorneysync.com> for more information about performance-based practice growth strategies.

Guides to additional tools will be periodically posted as well.

We are constantly updating our tools and resources for lawyers marketing their services.

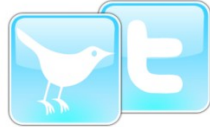
Using the guide.

While we have attempted to be as economical as possible, properly implementing these tasks will take some time. Therefore, don't try to accomplish everything in the guide at once. Break-up the tasks into smaller, more manageable, goals.

One more thing, as you may have already noticed, the guide contains links to various social media tools, resources, and information. If you print it, you will lose these helpful links. Therefore, we recommend that you use the guide in its electronic format.

Now, without further ado, let's talk social media for lawyers.

Part 1-Twitter



Introduction

As its website states, [Twitter](#) is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

Basics

Setting up your twitter profile is a very simple process. Simply enter your full name, choose a username, and select a password. I recommend using your real full-name. In [choosing your username](#), keep it short. You may want to consider using keywords relevant to your practice (i.e. floridalawyer, PiLawyer, FamLawyer, etc.). That way, when people search for those terms, your profile will appear. You should also decide whether this will be a personal profile, a professional profile, or both. To start, I recommend using it for both. Properly maintaining one Twitter account can effectively serve both interests.

Next, you will want to customize your profile. Make sure to upload a picture. Remember, social media is a conversation. People like to see with whom they are talking. You should also set up an [extended profile](#). Twitter is very restrictive with regard to the length of your online bio. Using an extended profile will allow you to share much more information about yourself and your firm. You may also want to include a disclaimer on your profile (i.e. this does not constitute legal advice, blah, blah, blah). Also be sure to include a link to your website. I encourage you to leave the “Protect my updates” box unchecked. Protecting your updates will take your “tweets” off the public feed and make it difficult for you to be found.

Remember, social media is about getting found. [Check out this primer](#) on more Twitter basics.

On following: Once you're up and running, you will want to seek out other tweeters to follow. Don't be tempted to follow for the sake of following. Follow those who post tweets that are interesting to you. To get you started, you should, obviously, follow me: [@atsakala](#). I have included a couple of "legal birds" that I follow: [@kevinokeefe](#), [@lawfirmlogger](#), [@nikiblack](#), [@SCartierLiebel](#), and [@barrettdavid](#), [@JeffTBerman](#).

On tweeting: Never, never, never, spam through twitter. No markety, advertisey speak at all! Don't talk about how long you have been in practice. Don't talk about how hard you fight for your clients. Tweet interesting things you read on the web. Retweet interesting tweets. Reply to interesting tweets. Think of twitter somewhat like an instant messenger. As with all social media, it is not the forum for advertisements. Build relationships. Talk about what interests you.

Pro Tips

First, you'll want to download a twitter desktop client. I use [TweetDeck](#), but there are a host of other options. Once installed, click the magnifying glass to set up search columns. This is a great way to view tweets about specific topics.

Always remember that you are limited to 140 characters, so keep your tweets short and shorten your links with a service like [tinyurl](#).

Follow the following blog: <http://www.twitip.com/>. It's a great twitter resource.

Also, check out [Qwitter](#) (which tells you when someone unfollows you), [Twitter Grader](#), and [Twitalyzer](#) (to monitor the health of your twitter account).

If you prefer not to use a twitter desktop client, make sure you at least use <http://search.twitter.com>.

[Check out this resource](#) for a comprehensive list of Twitter tools.

Finally, check out the following resources for finding new legal birds to follow:

<http://legalbirds.justia.com/> and <http://www.lextweet.com/>

Pit-Falls

Don't let Twitter run your day! Be efficient and deliberate with your twitter time. If you catch yourself staring at your feed, close it! Use the search function to find interesting tweets.

Don't follow for the sake of following. Make tweeters earn your follows. You will have better twitter health if you are somewhat selective of whom you follow.

Don't spam. Don't spam. Don't spam. I think I have made my point.

Don't solicit on twitter. Remember, the ethics rules still apply in web 2.0. Check your bar rules.

Don't use mass follower tools. I am intentionally leaving them nameless.

Well that's it for **Part 1** of AttorneySync's Guide to Social Media for Lawyers. Obviously, there are many other twitter-topics we could discuss. I have tried to touch upon what I consider the most important features. We will be continually updating each part of the guide, so check back for future editions. For more information on social media for lawyers, check out [AttorneySync's Blog on Lawyer Marketing](#).

Also, check back soon for **Part 2** where we will cover LinkedIn.