

[Taking a More Nuanced Approach to Twitter and Law Firm Marketing](#)

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The old question of, "Does Twitter work for law firms?" is far too broad. New research indicates attorneys need to use a more nuanced approach to answering that question. Basically, it comes down to "it depends."

New [research from the Pew Internet & American Life Project](#) reveals who is most likely to be using [Twitter](#):

Young adults – 14 percent of those surveyed who were ages 18-29 use Twitter as compared with just 7 percent who were ages 30-49, 6 percent for the 50-64 age group and 4 percent of those over 65. Conclusion? Twitter will likely work better for personal injury attorneys than estate planning lawyers.

Women – 10 percent of women surveyed use Twitter as compared to 7 percent of men.

Education – 9 percent of those surveyed who use Twitter have college degrees; 5 percent have a high school diploma.

Minorities – 18 percent of Hispanics and 13 percent of African-Americans surveyed use Twitter, compared with 5 percent of whites.

Urban dwellers – Twitter is used by 11 percent of those in urban areas, 8 percent in suburban areas and 5 percent by those who live in rural areas.

Income – The most likely Twitter users in the survey were households with less than \$30,000 annual household income and those earning between \$50-\$75,000 annually. Less likely to be Twitter users are households with annual incomes between \$30-\$50,000 and over \$75,000.

Understanding the dynamics of your target market will help you determine whether or not [Twitter](#) – or any other marketing vehicle – is a good choice for your law firm marketing efforts.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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