

Inhouse Counsel: 4 Ways to Use Twitter

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Practical Advice on How Inhouse Counsel can Make the Most of Twitter



It's pretty easy to get lost on [Twitter](#). After all, your tweets are floating in a sea of millions. How will yours be seen? Or, better yet, how will your tweets be seen by the RIGHT audience?

Inhouse counsel, in particular, face this sort of problem and many choose to leave Twitter altogether. But, be this as it may, there is **VALUE** in Twitter for inhouse counsel - if it's used correctly.

Here are four ways inhouse lawyers can tackle Twitter - and be seen!

1. Keep your profile professional.

While Twitter can be informal at times, it's important not to let your professional standards drop. Make sure that your Twitter profile identifies you as an inhouse lawyer and link to your employing company.

2. Represent yourself via tweets.

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You want to represent yourself, your legal skills, and your employer. Keep your tweets professional by offering your own thoughts or passing along (or "retweeting") relevant information as it pertains to your profession. If you find that your tweets are straying and becoming more personal, consider running two separate Twitter accounts: One for your personal use, and the other for professional use.

Don't forget to tag your tweets with relevant keywords. These tags will help you get found - and followed. Here's an example:

"**Think corporate counsel and social media don't mix? Consider this ---**
> <http://ow.ly/3RATV> [#legalmarketing](#)"

3. Use caution.

Twitter is a great information resource, yes. But, as a lawyer, rely on it with caution. No matter how authoritative your fellow Twitterers appear, **Twitter is not a source of legal authority.** Your information stream is limited to the people whom you follow, their quality of resource, accuracy and currency and also their "take" on a piece of information. Not to mention disseminating all of that into just 140 characters.

4. Use Twitter to network.

To make the most of Twitter as a networking tool you need to manage who you follow. Don't feel compelled to follow back everyone who follows you, likewise don't be offended if someone you follow doesn't follow you back. Everyone uses twitter differently. **The value of Twitter as an information resource lessens if your information stream becomes diluted with irrelevant or unhelpful information.** Refresh who you follow every once in a while so that you don't miss out on new Twitter users who might be worthy of a follow.

And, it goes without saying, that if a user directs a comment to you - ALWAYS respond, even if you don't follow that user.

Believe it or not, Twitter can be a dynamic tool - even for inhouse counsel. Start participating. Join the conversations. You may be surprised at the number of other inhouse lawyers using Twitter!

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