

From the Great Jakes Blog

## The Revolution was, in fact, Tweeted. Malcolm Gladwell revisited.



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You may recall that back in October, I wrote a blog post critiquing Malcolm Gladwell's New Yorker piece entitled, "Why the revolution will not be tweeted." I concluded by writing, "Despite what Malcolm Gladwell says – I'm absolutely convinced that the next revolution will, in fact, be tweeted."

Turns out I was right. And it's taken only 4 months for history to prove the social media curmudgeons like Gladwell wrong. The events of Tunisia, Egypt, Bahrain, Libya are spectacular examples of the transformative power of social media. *(Check out PBS's Frontline documentary on Egypt to learn the degree to which social media was instrumental to the success of the uprising.)*

I also think that it's important to revisit another theme of my October blog post: Social media is not a silver bullet. Alone, social media will not bring about a revolution. And, alone, it will not build your legal practice. It's just another marketing tool to add to the list of things you are already doing (articles, speaking, email newsletter, networking).

Furthermore, consider how the "new media" can work hand in hand with the old. Jordan Furlong, the legal marketing expert, recently made this point in a fantastic blog post. Here's a snippet:

"One of the most effective ways to get the attention of old media is through the strategic use of newmedia. Blogs, Twitter, and even LinkedIn are...extremely handy ways to establish your expertise with editors, reporters and news producers. And they come with the attractive feature of bring virtually free."



Here's my message (again) to social media curmudgeons: Social media is not a silver bullet. However, it can be revolutionary. Perhaps it's time you take another look.