

7 Common Mistakes Lawyers Make on Twitter

By Jess Shanahan

1. Expecting people to follow you without much effort on your part

People won't just follow you because you have a Twitter account. First they need to know that you are there and second they need to know why they should follow you.

Let people know you are there by interacting with them. Introduce yourself, respond to their tweets, favorite something they've said or retweet an interesting fact. A lot of people will thank you for retweeting or favoriting their tweets and this is a great way to begin a conversation.

2. Not engaging with people



Twitter is a two-way conversation. No business will ever get anywhere if they tweet but never engage.

Look at your timeline and speak to the people you follow; this might earn you a follow back. If you don't have time for this, though, at least spend some time replying to people who have mentioned or direct messaged you. If you don't reply then they probably won't bother trying to talk to you again in the future.

3. Buying followers

While buying followers might make it look like you have a lot of authority, you'll never be reaching the sort of people you need to in order to grow your business.

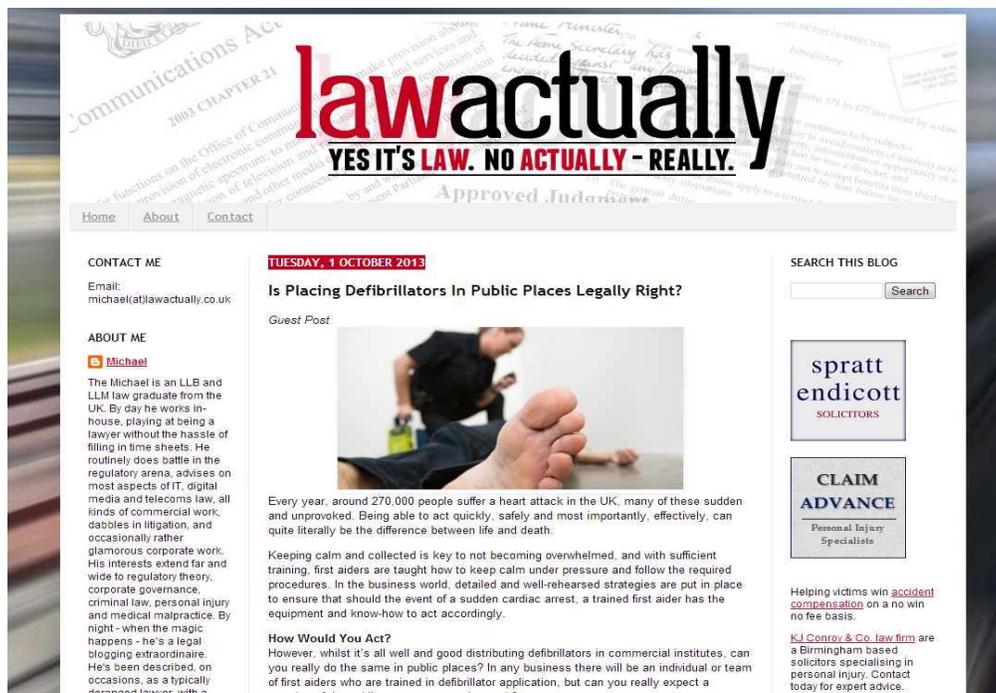
Accept that growing a following will be a slow process and your followers might not be in the thousands, especially if you have a niche specialty.

4. Posting too many hard-sell tweets

Don't constantly post links to your website talking about your law services. No one will be listening if you haven't already gained the trust of those who follow you.

If you are engaging, giving advice and having conversations then the odd link back to your website or blog isn't going to hurt. It's just a nice reminder to people that you do have a business and they should take a look.

5. Not showing off your expertise



If you constantly tweet about the law and the services you provide without showing off any expertise then how can potential clients ever trust you and your firm's abilities?

The easiest way to show off your knowledge of the legal system would be to tweet little snippets of advice. These should be easy-to-digest parcels of information that make someone think.

If you need to go more in depth then write a blog post. Depending on your niche and the people you are targeting, you should make this short and easy-to-read. Start off with the more simple topics such as "10 things to think about before choosing an attorney." But remember the point above -- don't fill your timeline with blog post after blog post.

Once you've gathered a following more suited to your niche, you can move onto more specific

topics such as the legal ramifications of placing defibrillators in public places.

Linking to blog posts from Twitter gives you more room to say what you want, shows off a wealth of expertise and also gets people to your site where they can find out more about your services.

6. Using hashtags incorrectly

Hashtags should be used to link a tweet to a certain topic or event. For example, if you were to post some advice the hashtag #LawAdvice should be used so those looking for advice can easily find it.



You should also keep an eye on the hashtags you use on a regular basis. Take a look at the #LawAdvice tag as sometime people post there asking for advice. This would be a great chance for any law firm to show off what they know and help someone.

It's also a good idea to weigh in on events and news in the legal sector. A quick search on Twitter will soon bring up the hashtag related to a specific news item.

You can also look at the trending hashtags in your city or state. Getting involved in these

discussions can help you to engage with potential new followers.

7. Not having an up-to-date bio and profile picture



The first thing you should do when signing up to Twitter is complete your profile. Make sure you have a professional head shot or company logo as your picture, upload a relevant cover image and craft a bio that shows your expertise while staying friendly and approachable.

Ensure your location and website address are also filled out so people can find more information on your business if they need to.

It's always a good idea to include an email address in your bio as not everyone wants to talk about their legal issues on Twitter. Giving people a quick and easy way to get in touch makes them more likely to approach you for help.

Don't forget that Twitter is about starting conversations and it's this engagement that enables you to help people and build a rapport with potential clients.