@MSULawCSO Checklist for Getting Started on Twitter

With over 600 million registered users, Twitter is among the top 10 sites visited on the internet. Twitter is an online social networking and microblogging service that enables users to send and read short 140 character text messages called tweets. Twitter describes itself as “the best way to connect with people, express yourself and discover what's happening.”

Why use Twitter?
Twitter can be a valuable tool for law students to receive and share content, interact with people relevant to their legal and career interests, demonstrate interest and knowledge in a practice area, develop an identity and brand, and build a reputation as an expert.

How to Establish a Twitter Account
Go to www.twitter.com and sign up for an account. Enter your name, e-mail, select a password and hit the “sign-up” button. Next you will be prompted to select a username, which will be the name you are known as on Twitter. Try to choose your actual name (@JohnDoe) or a handle you can continue to use after law school. If your real name is taken, try a variation by adding a middle initial (@JohnQDoe), or add something to your name (@LawJohnDoe, @TheJohnDoe).

Complete Your Twitter Profile
Picture: Use a professional headshot. Twitter pictures are small when viewed. Select a tightly cropped headshot so that people can recognize you.

Bio: Complete the bio section with basic information about yourself and your interests. The bio is limited to 160 characters. Example: “First year law student @MSULaw. From Chicago, interested in X areas of law, MSU football, politics, running, and music.”
Don’t protect your tweets

In the Security and Privacy section, make sure NOT to check the box that says “protect my tweets.” Checking this box restricts your tweets to only those people following you, which will be few in comparison to the Twitter world. Make sure that box is not checked so that everyone can see your tweets.

Start Using Twitter to Advance Your Career

Start following others on Twitter. Use the search function to search for users (@MSULawCSO, @USSupremeCourt, @MSULaw, @ReInventLaw) and subjects (Litigation, Public Interests Law, Intellectual Property) that interest you. Search for potential legal connections. Search for lawyers and law firms who practice in areas that interest you and follow them. Follow lawyers, law firms, bar organizations, etc. in the geographic area in which you want to practice. Twitter will also suggest popular sites.

Following users will also help to create a personal news stream of tweets about people and subjects that are relevant to you.

Tweet and retweet content. Tweeting about an area of law, sharing interesting content and links, and retweeting, gives you exposure and helps you develop your Twitter identity. Tweeting content can help you connect with other users as well as establish your interest and expertise in a particular area.

It’s best to start slow. Become familiar with how and what others tweet. Move on to retweeting interesting content. Then begin composing your own tweets.