

To Tweet or Not to Tweet: Is Twitter a Help or Hindrance to Your Family Law Practice?

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*Helping Individuals
Cross Thresholds
to New Lives*

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² **This article is offered only for general informational and educational purposes. It is not offered as and does not constitute legal advice or legal opinions. Although we intend to keep this information current, we do not promise or guarantee that the information is correct, complete, or up-to-date. You should not act or rely upon the information in this article without seeking the advice of an attorney.**

1. Lawyers are typically unskilled marketers.

Judd Kessler, Esq., CEO of Abacus Data Systems, describes the seven most common marketing mistakes made by attorneys: wasting money on ineffective advertising, failing to address the needs of prospects, missing referral opportunities, ignoring the sources of clients' dissatisfaction, failing to nurture and educate clients, not branding services correctly, and not cross or up-selling clients.³ Twitter is a marketing tool that solves some of these challenges. It is free; enables attorneys to provide beneficial information to prospective clients; provides simple ability to respond to potential contacts; and provides an outlet to educate the public and potential clients about your area of law. However, Twitter is much more than a marketing tool. It is a whole new means to communicate and connect with others.

2. What is Twitter?

Created in 2006, Twitter is a *free* social networking and micro-blogging site that lets you communicate and stay connected with people you choose to “follow” and those who choose to “follow” you.

“Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?”⁴ Twitter’s simplicity and ease of communicating helps attorneys, experts, clients, family, friends, neighbors, and others to stay connected.

Attorneys, unlike other professionals, cannot promote themselves or solicit business through Twitter or other social media without following each state’s strict ethics rules. In South Carolina direct requests for clients is completely banned for lawyers under South Carolina’s Rule of Professional Conduct 7.1b-e.⁵ (More on Ethics later)

3. Twitter Stats:

- Most people using Twitter are between the ages of 45 and 54.⁶
- According to ComScore, Twitter had 4,033,000 US visitors in February 2009. By April, Twitter had 9,313,000 US visitors - an *increase* of **131%**.⁷
- By August 2009, Twitter was reported to have 23.5 million unique users worldwide, which is almost **10 times** the number of users in August 2008.⁸

³ Judd Kessler, *7 Most Common Law Firm Marketing Mistakes*, <http://ezinearticles.com/?7-Most-Common-Law-Firm-Marketing-Mistakes&id=2927388> (Accessed September 28, 2009).

⁴ LexTweet is a service of LexBlog. <http://www.lextweet.com/faq>

⁵ Note that Rules 7.1b-e are not part of the Model Rules of Professional Conduct.

⁶ ComScore Releases Surprising Twitter Statistics, <http://blog.searchenginewatch.com/090408-122803> (Accessed April 8, 2009).

⁷ ComScore Media Metrix Ranks Top 50 U.S. Web Properties for March 2009, [http://www.comscore.com/Press_Events/Press_Releases/2009/4/Twitter_Traffic_More_than_Doubles/\(language\)/eng-US](http://www.comscore.com/Press_Events/Press_Releases/2009/4/Twitter_Traffic_More_than_Doubles/(language)/eng-US) (Accessed April 22, 2009).

⁸ Mark Evans, *How Many Users Does Twitter Really Have?* <http://www.twiterrati.com/2009/05/27/how-many-users-does-twitter-really-have/> (Accessed September 25, 2009).



- The 2009 Networks for Counsel Survey⁹ of 1500 lawyers found that:
 - 70% of lawyers are now members of an online social network; which is a 25% increase from 2008 and a 30% increase among lawyers ages 46 and older.
 - More than 50% of attorneys surveyed now think online networks have the potential to change how they practice law.

4. What is a Tweet?

A tweet is a Twitter message posted by a Twitter member. Tweets are short and limited to only 140 characters, which includes spaces. Thus, tweets are succinct messages that can make your point in a powerful way. Tweets can also contain links that connect the reader to a website or blog and there the Twitterer can provide more extensive information. (More about this later.)

5. Convince me, will Twitter really help me professionally as a divorce attorney?

- While many attorneys are uncomfortable using social networking technology, attorneys need to accept that this technology is here to stay in one form or another so now is the time to learn how to use online media. Taking advantage to “get in” early also benefits the more “tech” savvy lawyer in several ways:
 - Good usernames are still available so “grab” your name while it is still available. (Check your ethics’ rules and refrain from using names such as “Best Divorce Attorney” or a name that promises to obtain certain results.
 - Begin generating your followers now because it takes time to build your numbers, but those who join late will have a much harder time catching up.
 - Cyber space helps create “top of the mind” awareness and puts “your name” all over the Internet.

THE MARKETING GAME HAS CHANGED. ONE CANNOT SIMPLY HANG THEIR SHINGLE AND EXPECT CLIENTS TO SHOW UP ON THEIR DOORSTEP. DON’T GET LEFT BEHIND!

- Your presence on the internet increases, and you will rank higher in search engine results, when you use social networking websites such as Twitter, LinkedIn, Facebook and Plaxo, and helps set you apart from other attorneys *for free*.
- View Twitter as a *publishing* tool rather than just a *marketing* vehicle for self-promotion because Twitter followers are savvy and they want to connect with real people not self-centered self-promoters.
 - Lawyers are often too busy to take the time to learn how to market themselves and their firms. Today, if you are not a savvy marketer or do not have an online presence, your caseload may drop.

⁹ John Lipsey, “New Survey Results Show Dramatic Rise in Lawyer Use of Social Media,” martindale.com Blog (September 9, 2009).



- As a publishing tool, Twitter allows one to learn about your followers, find out what *they* care about and provide a way to meet their needs with helpful information, or point them in the right direction where they can find what they are looking for. Then, they see you as a resourceful “can do” kind of person. Remember, like much in life, it is not about what you have, but what your followers need.¹⁰
- Build your personal brand through what you tweet.
- Pick a name relevant to Family Law, Divorce Law, Adoption Law etc. and your name alone will identify the area of law you practice. People interested in your area are likely to follow you.
- Create a custom Twitter page that includes your website address and other contact information. This directs potential clients to your website where followers learn more about you professionally.
- Use of social networking allows users to access volumes of information and resources that are useful to running your law practice, as well as your every day life.
- Providing current articles, information, and case law speaks volumes about your knowledge and credibility as an attorney without screaming, “I am a great custody lawyer.”
- Tweeting connects attorneys with other attorneys, so one can build relationships with colleagues with similar interests including experts. For example, lawyers on Twitter can benefit from advice posted by forensic computer experts, forensic accountants, transcriptionists, therapists, etc. whom they might not otherwise easily find simply searching the Internet.
- Posting on Twitter makes it easy to ask others questions, and with so many experts on Twitter, often you hear back from someone at the top of their field.

6. Expanding your use of Twitter.

- Third-party services and applications allow Twitter users to do much more than just tweet:¹¹
- Facebook now allows Twitterers to post tweets on their profile page and even tag friends in the tweet. This new program uploads your posts and creates a link if your post exceeds 140 characters. I just discovered this feature and find it very useful.

¹⁰ Jordan Furlong, April 27, 2009.

¹¹ Barb Dybwad, “Tweet Ideas: 13 Things to Do on Twitter besides Tweet,” <http://mashable.com/2009/08/21/13-twitter-tools> (August 21, 2009).



- **Share files** through **FileSocial**. The program is still in beta version, but you sign in with your Twitter username and password, and share files smaller than 50MB with all your followers. Sign up with **FileTwt** to send file privately from person to person.
- **Exchange electronic business cards** with twtBizCard. The service gathers information from your Twitter profile and allows you to customize your online business card.
- **Share images and video** with Twitpic, Tweetube, or Screenr. This allows you to post informational videos from your website to your Twitter page.
- **Social bookmark** the collections of links you post on Twitter using FleckLite. This is especially helpful as an organizational tool to store links you have posted for future reference.
- **Connect** on other social media outlets such as FriendFeed.

Many state bars and local courts also use Twitter.¹² Google your state bar to see if you can follow their tweets on Twitter. On the local Bar Association Twitter sites, you can:

- Learn from experts regarding software, hardware, marketing, web designs, in addition to useful legal information.
- Promote an event or seminar by tweeting about event.
- Distribute news about your firm **that does not solicit business for your firm.**
- Locate experts, businesses, etc. in various areas of the country as well as highlight those in your area.
- Rank higher in search engine results when you are involved with multiple social media profiles.

7. Searching on Twitter

A. Search Features:

Twitter's own search feature is plagued by problems and rarely works for me. Try these other search alternatives to conduct searches on Twitter:

www.twellow.com is "a search directory of people by area of expertise, profession or other attribute listed in personal profiles on Twitter." It lists Twitterers in order by those with the greatest number of followers. It is a great place to find other Twitterers interested in the same subjects or areas of law as you.

¹² Article that lists Bar Associations that are on Twitter. <http://tinyurl.com/cqcqal>



www.tweetdeck.com is very helpful. It has a good search engine, and it helps keep you organized (compared to basic Twitter) because it allows you to have up to 10 columns on which you can follow Twitter, Facebook, direct messages, and even conferences all on one page. However, at times it overwhelms me, and I prefer the simpler approach—using one form of media at a time.

www.outtwit.com uses Outlook to manage Twitter. (Personally, I already struggle managing the many e-mails I currently receive so adding hundreds, even thousands more per day via Twitter does not appeal to me, so I do not use this application.)

But this application has some useful features Outtwit Features:

- Update your Twitter status directly from Outlook.
- Receive your friend updates in Outlook.
- Archive, manage, group and search your tweets the same way you manage your email.
- Search track keywords. OutTwit will automatically download ALL tweets matching the keywords you specify, even if you are not following the tweet sender. This feature keeps users up-to-date with the Twitter buzz about your name, brand, interests, etc.
- Group tweets by sender, topic, etc using the Search feature.
- Upload and post picture files and Outlook email attachments.
- See new tweets at a glance.
- Assign custom folder and categories to new messages.
- Use Outlook's "Reply" and "ReplyAll" commands to send twitter direct messages and @replies.
- Automatically sort new tweets into per-sender folders.
- Shorten URLs with [tinyurl](http://tinyurl.com).
- See graphs of your Twitter usage statistics.
- Tweets sent to you (@replies and direct) are marked with high importance, so you can see them at a glance.

B. Searching by Category:

By place: go to www.localtweeps.com where you will be prompted to enter your zip code to find local tweeters.

By industry:

www.LexTweet.com

www.legalbirds.justia.com allows you to search for attorneys on Twitter by practice area.

By keyword: www.twellow.com is the "Twitter Yellow Pages."

Lee Rosen, a well-known divorce attorney from Raleigh, NC has 20,332 followers as of October 1, 2009, and Steve Worrall from Marietta/Atlanta, GA has 3,917 followers.



By recommendation: www.mrtweet.com recommends Twitterers to follow.

By popularity: www.twitterholic.com lists users with the most followers.

Keep an eye out for any references or “**chicklits**” to Twitter that people display or include in their websites, e-mail signatures, Facebook profiles, LinkedIn profiles, MySpace pages, blogs, websites etc. This is commonplace now and is an easy way to connect to someone on Twitter or other social media sites to follow them!

8. Twitter Terminology

Your Timeline: shows tweets by all the people you follow. Also includes responses that have been directed to you, including people you may not follow.¹³

Tweet: when you post to Twitter, you only get to write a message with a maximum of 140 characters, including spaces.

Here are examples of a few of my posts:



ComplexDivorce



Facebk concted great fmr legal asst
to atty needing immed help. Introd
them via FB;he hired her based on
my FB rec-all for free!

about 14 hours ago from TwitterFon

RT @SarahLPalinNews: Sarah Palin denies reports of divorce
(Daily Telegraph) ... <http://ow.ly/15JBYX>

9:09 PM Aug 2nd from TwitterFon

@kansasdivorce What new policies did Council pass?

12:17 PM Aug 2nd from TwitterFon

My second “tweet example” (underlined in red) references a very short “url.” This was created by going to the website www.tinyurl.com and inserting a long url and the sight automatically shortens the long string so it fits on your tweet! This is particularly helpful when re-tweeting since you’re limited to only 140 characters.

¹³ Scott Allen, “A Twitter Mini-Guide: 60+ Useful Twitter Resources,” <http://www.hybrid6.com/webgeek/2009/01/a-twitter-mini-guide-60-useful-twitter-resources.php> (Accessed Jan. 30, 2009).



Follow: when you choose to follow someone on Twitter, their tweets are then posted in your Twitter stream.¹⁴ To follow someone, just click on the “follow” button next to their profile picture or at the top of their profile page.

Sometimes you may want to review the people you are following in case their tweets provide no “value” to you. If that is the case, stop following them. Go to their page and click “unfollow.”

Re-Tweet: forwarding someone else’s Tweet to your followers: **rt @username** + their tweet content. This helps promote another tweeter and is similar to giving someone a positive “shout out.”

Direct Message:¹⁵ **d @username**. You can only send direct messages to people who already follow you. This message is private, and it does not appear in your tweet stream.

Reply Tweet: replying directly to a tweet; **@username**. Your reply tweet goes to the person’s timeline to which you are replying as well as all of your followers. So again, you can promote someone else.

9. Twitter Warnings

- **Security**- While you can always use direct messages or monitor who follows you, remember others can re-tweet any of your tweets.¹⁶ Posts from any social networking site can also be copied, pasted and sent to others. Also, read Twitter’s Terms of Service that gives Twitter permission to “use, copy, reproduce, process, adapt, modify, publish, transmit, display and distribute” your tweets.
- Anyone can visit your twitter profile page--even if they do not follow you.¹⁷
- **Ethical Issues**
Check your state Bar rules for any particular nuances about marketing rules. For example, in South Carolina, client testimonials are not allowed, nor are lawyer “nicknames” or trade names that imply the ability to achieve certain results. Examples of inappropriate nicknames include “BestCustodyAtty” or “BestFamLawAtty.”

¹⁴ “What is this Twitter thing, and Why Should I Care?” *Tips by Tony*, <http://www.tipsbytony.com/2009/05/what-is-this-twitter-thing-and-why-should-i-care/> (Accessed May 12, 2009).

¹⁵ “What is this Twitter thing, and why should I care?” *Tips by Tony*, <http://www.tipsbytony.com/2009/05/what-is-this-twitter-thing-and-why-should-i-care/> (Accessed May 12, 2009).

¹⁶ Jim Calloway, “Twitter: The Good, the Bad, and the Ugly,” *Oklahoma Bar Association Management Assistance Program*, <http://www.okbar.org/news/onlineexclusives/twitter.htm> (Accessed April 28, 2009).

¹⁷ Id.



One of my former law school ethics professors recommended I add a disclaimer to my Twitter and my professional Facebook pages. Below is the disclaimer I drafted and added to both pages. Feel free to reuse and use accordingly on your social networking sites.

My Twitter and professional Facebook disclaimer is as follows:

Melissa F. Brown, Esq. is licensed to practice law in the State of South Carolina. Our principal office is located in Charleston, SC. The information provided on this webpage is offered for informational purposes only; it is not offered as and does not constitute legal advice, and your visit does not create an attorney-client relationship with our firm.

Informal messages that appear to provide legal advice or are possible to characterize as soliciting legal work may cause unintended and unwanted negative consequences. Thus, do not tweet anything that might cause someone to report you to your state's Bar grievance committee.

Never reveal privileged or confidential information about any client in any Twitter message or on any other social media format.

Lawsuits: Bloggers and even celebrities such as Courtney Love were sued over the content of certain tweets. Be wary of writing anything libelous, threatening or negative about another attorney, judge, ruling, client, boss or employee because the little 140-character tweet might get you reprimanded by your state bar, sued, fired, and gravely humiliated.

This past summer in Illinois, a landlord sued a tenant for libel over the tenant's tweet about her "moldy apartment." The tenant posted this tweet to her 17 followers, "Who said sleeping in a moldy apartment was bad for you? Horizon realty thinks it's okay." The lawsuit has made this seemingly simple issue a national discussion.¹⁸

Expect to use Twitter messages to support a witness or cross-examine a witness at trial. Just as e-mail is used as evidence in Court, Facebook and Twitter posts and pictures are a treasure trove of valuable information, especially in family court cases. Back in October we were able to locate a witness who was attending a Dallas Cowboys football game at their new stadium by checking his Twitter stream.

¹⁸ Rob Pegoraro, "Landlord Torches Reputation With Twitter-Driven Lawsuit," *Washington Post*, http://voices.washingtonpost.com/fasterforward/2009/07/landlord_torches_reputation_wi.html?hpid=sec-tech (Accessed August 3, 2009).



10. Twitter Etiquette

- **Do:**

Do have a plan. Ask yourself why you are using Twitter, and make sure it is worth your time and effort.

Do add value/contribute. Twitter is for people who want to engage in conversation and not for those merely looking for an audience.¹⁹ Complete self-promotion is a huge turn-off and for lawyers, a potential grievance problem. So use the Twitter community to help one another.

Do make sure you give original author of a tweet credit when re-tweeting another's tweet.

Do respond when people engage you in conversation.

- **Don't:**

Do not waste people's time.

Do not try to sell something or solicit legal business – especially since it is likely to violate your state's ethics rules. People hire attorneys for their reputations, not what the attorney says about themselves.

Do not use Twitter solely for self-promotion. Make sure your tweets provide something of substance to your followers.

Do not spend so much time tweeting that people start to wonder when you actually work.²⁰ Employee dedication to social networking can decrease the efficiency of an organization. System monitoring may need to be implemented to confirm that employees use corporate communication systems in conformity with established policies.²¹

Do not tweet gibberish too frequently, or some followers may stop following you.

Do not lie about your activities and then tweet about what you were really doing. A Facebooking judge in Texas discovered on an attorney's Facebook site that the attorney

¹⁹ Jordan Furlong, "Figuring out Twitter," <http://www.law21.ca/2009/04/27/figuring-out-twitter/> (Accessed April 27, 2009).

²⁰ Jim Calloway, "Twitter: The Good, the Bad, and the Ugly," *Oklahoma Bar Association Management Assistance Program*, <http://www.okbar.org/news/onlineexclusives/twitter.htm> (Accessed April 28, 2009).

²¹ Stephen C. Bennett, "Look Who's Talking: Legal Implications of Twitter Social Networking Technology," *NYBSA Journal* May 2009, at 12.



had lied about her father dying when she missed an important hearing.²² Even when privacy controls are in place, keep in mind that anyone can cut and paste!

11. Twitter Tips

- To see replies to your own tweets - Click on “@replies” or “@your twitter name” or your profile page.
- Replying to tweets - When you reply to a tweet, respond so your followers understand what the original tweet was about especially if your followers are not following the original tweeter.
- Write strong headlines - Identify the most important keywords in your tweet and incorporate them into your headline- it draws more attention to your tweets.

Example: Instead of using the headline of “Help” when you have a question, use the headline “Alimony Question” because you are more likely to get a response.

- Hashtags- using the # sign at the end of your tweet allows you to categorize your tweet by content instead of by friends. For example, if you wrote a tweet about alimony, you should put #alimony at the end of the tweet and this way anyone who is interested in alimony will be able to find your tweet, even if they aren’t following you. On the reverse side, when you do a twitter search using a hashtag, you will see results from ALL tweets containing the tag you are searching for--even if they aren’t posted by people you are following.²³

Example: If we all included #VailFamLaw at the end of our posts, we could easily search for and find all posts related to this conference.

- Saving tweets - Have a tweet that you want to save? Move your cursor over the tweet and click the star symbol (*) on the right side of it, and you will save it to your “favorites” tab to easily find later.
- Posting a link - When posting a link, shorten it by going to the website www.tinyurl.com. By shortening the long URL, you will have more room for your message.

²² Molly McDonough, “Facebooking Judge Catches Lawyer in Lie,” *ABA Journal*, http://www.abajournal.com/news/facebooking_judge_catches_lawyers_in_lies_crossing_ethical_lines_abachicago (Accessed August 3, 2009).

²³ “What is this Twitter thing, and why should I care?” *Tips by Tony*, <http://www.tipsbytony.com/2009/05/what-is-this-twitter-thing-and-why-should-i-care/> (Accessed May 12, 2009).



12. To Tweet or Not to Tweet...

Do Tweet about...²⁴

- Questions/polls. If you have built up a large professional network, you can get quick answers to simple questions or referrals.
- Provide Answers. Help your friends and colleagues with questions they may have. Educate your followers!
- Quotes. Quotes are retweetable without being completely self-promotional. Make them short and funny or thought-provoking and credit the author!
- Links to interesting news articles or blog posts are important. This way you can monitor the buzz on up-and-coming issues.
- Job leads. Mention great employees looking for work in new city or if you need to hire someone. I recently responded to a colleague's Facebook post requesting a referral for a legal assistant. I sent him the name of one of my former legal assistants, and she got the job! Free advertising! Many large companies are using Twitter to post job openings because they want to attract people with social-media skills.²⁵

Do not Tweet about...

- Specifics of your case from the courthouse, especially in states with family court jury trials! Many courthouses have begun to ban all electronic devices for this reason....jurors and lawyers are posting information that has led some cases to mistrial.²⁶
- Personal information about yourself that needs to remain private.
- Negative comments about other attorneys or judges.
- Do not (or allow an employee or friend to) request to follow a witness, potential witness, or opposing party in order to gain information about that person. The Philadelphia Bar Association Professional Guidance Committee stated this in their March 2009 opinion, in reference to Facebook ethics.

²⁴ Susa Johnston, "10 Things to Tweet About," *Urban Muse*, <http://www.urbanmusewriter.com/2009/04/10-things-to-tweet-about.html> (Accessed July 29, 2009).

²⁵ Sarah E. Needleman, "A New Job Just a Tweet Away," *The Wall Street Journal*, Sept. 8, 2009.

²⁶ Rebecca Porter, "Texts and Tweets by Jurors, Lawyers Pose Courtroom Conundrums," *American Assoc. for Justice*, <http://www.justice.org/cps/rde/xchg/justice/hs.xsl/10049.htm> (Accessed July 29, 2009).



13. Integrating Twitter...

- Twitter on your phone:
www.TwitterFon.com for iPhone/iPod Touch
www.TwitterBerry.com for Blackberries
- Twitter & Facebook - you can set up Facebook so that all your tweets update as your current Facebook status or set up your professional Facebook page to send your updates to Twitter!
- Blogging- www.twitterfeed.com allows your blog to post directly to Twitter.
- Integrating tweets into other social media (like Facebook & LinkedIn) by tweeting via <http://ping.fm> increases blog posts and tweet exposure.²⁷

14. Helpful Twitter Applications

www.TweetLaw.com

www.jdsupra.com: is a great source for legal documents on Twitter.

www.Twitscoop.com, www.TwitterSearch.com, and www.Monitter.com allow you to instantly search for any mention of your business and find out what is being said.²⁸

www.TweetDeck.com can help you filter topics, create groups, and maximize your time spent on Twitter.

www.TweetBeep.com allows you to set up an alert about a key word or phrase and you are sent an email when it is used.

www.Twibs.com is a directory of businesses on Twitter--add yourself!

www.TweetPro.com helps you to build a twitter account that is highly relevant to your target audience. It also helps you to find other users who share your company's interests.²⁹

²⁷ David Harlow, "Marketing Your Legal Practice Using Social Media,"
<http://www.slideshare.net/DavidHarlow/Social-Media-Legal-Marketing20081212> (Accessed Jan. 21, 2009).

²⁸ Paul Gillen, "Still Don't Get Twitter? Maybe This Will Help," *Pistachio Consulting*,
<http://pistachioconsulting.com/figuring-out-twitter/> (Accessed May 10, 2009).

²⁹ Scott Allen, "A Twitter Mini-Guide: 60+ Useful Twitter Resources,"
<http://www.hybrid6.com/webgeek/2009/01/a-twitter-mini-guide-60-useful-twitter-resources.php> (Accessed Jan. 30, 2009).



www.Twellowhood.com, www.NearbyTweets.com, and www.LocalTweeps.com help you find local Twitterers.

www.TweetLater.com - allows you to schedule tweets and set up auto-responses when someone new follows you.³⁰

<http://useqwitter.com> - emails you when someone stops following you on Twitter. Although I signed up, they have not notified me of anyone who quit following me...even though I know many people have! ☺!

A few of my favorite applications that were described in an article titled, “**101 Twitter Tools to Help You Achieve All Your Goals,**” are as follows and the full article can be found at <http://tinyurl.com/cmp24t> .

1. **Twitter Grader:** Learn your Twitter grade, your local Twitter Elite, and find new people to follow through Twitter Grader.
2. **Twitterholic:** Check out the top Twitter users and find out your Twitter stats on Twitterholic.
3. **TweetStats:** TweetStats offers a graphical analysis of your Twitter stats.
4. **Twitter Friends:** Carefully measure your Twitter conversations using Twitter Friends.
5. **Twubble:** Twubble will expand your Twitter bubble, picking out people you may like to follow.
6. **Tweet O’Clock:** Trying to reach someone? Tweet O’Clock will help you find the best time to get their attention.
7. **Just Signal:** Set up a filter using Just Signal to get only the tweets that discuss the keywords you’d like to read about.
8. **TweepSearch:** Put your Twitter network to good use and search your followers for specific parameters.
9. **Friend or Follow:** Manage your Twitter contacts and find out who’s not following you back through Friend or Follow.
10. **TwitResponse:** TwitResponse makes it easy for you to schedule the delivery of your tweets ahead of time.
11. **TwitterSnooze:** Put the pause button on a particular user for a while with Twitter Snooze.

³⁰ Id.



15. Twitter for Fun

Twitter has expanded beyond professional networking and marketing. Now, it offers art. Check out these Twitter-based art projects:

- Portwiture: Turns your tweets into mosaic tile art by matching keywords in your tweets to interesting photography from Flickr.
- Twitter Mosaic: Similar to Portwiture, but instead of pulling images from Flickr, the site tiles the profile images of your followers.
- Twitterfountain: Puts text and photos together to create a piece of continually updating art.
- Twyric: Pulls tweets that include poetic hashtags, and then pairs the tweet with a keyword-related image from Flickr. Twyric then creates a one-line visual poem.³¹

So, start Tweeting!

Feel free to follow me at
www.twitter.com/ComplexDivorce
I will happily return the favor!

³¹ Josh Catone, "6 Incredible Twitter Powered Art Projects," <http://mashable.com/2009/09/26/twitter-art/> (Accessed September 28, 2009).



[Login/Register to access more features.](#)



Grade

Grade

95.7

Out of 100

Rank
208,972
out of
4,867,750

Followers
628

Following
736

Updates
364

[How It Works](#)

feedback

Account Summary

Full Name: [Melissa Fuller Brown](#)
 Bio: Complex Divorce/Custody Attorney.
 Location: Charleston, South Carolina [\[CHARLESTON\]](#) [\[South Carolina\]](#) [\[United States\]](#)
 Followers: 628 ([analyze followers](#))
 Followers: 736 ([analyze following](#))
 Website: <http://www.scdivorcelaw.com>
 Joined On: 2008-11-22 10:23:34

tweet it! Tweet this report. [Share it on twitter](#)

Follower History

To see how a graph of trends for **complexdivorce**, [view user history](#)

Tweet Cloud

[#abafamlaw](#) [#scfamlaw](#) [&app](#) [check](#) [day](#)
[follow](#) [great](#) [people](#) [rt](#) [share](#) [tips](#) [twitter](#) [yr](#)

Tips and Suggestions

Congratulations! We could not find any areas of concern with this twitter account. Tweet on!

Are They Following?

Enter a Twitter username to see if they are following you:

- [Home](#)
- [Trends](#)
- [Twitter Stats](#)

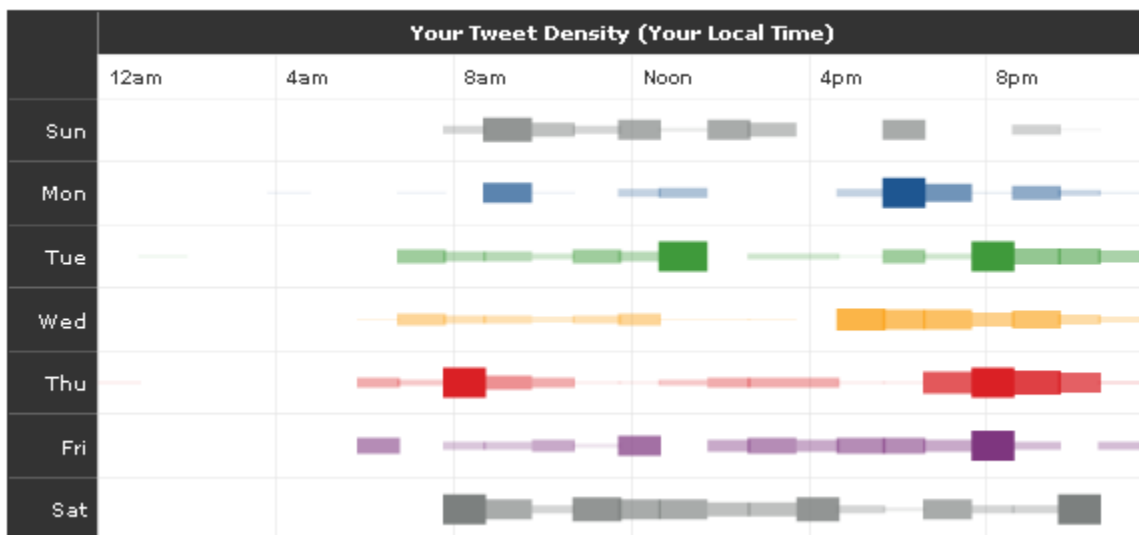
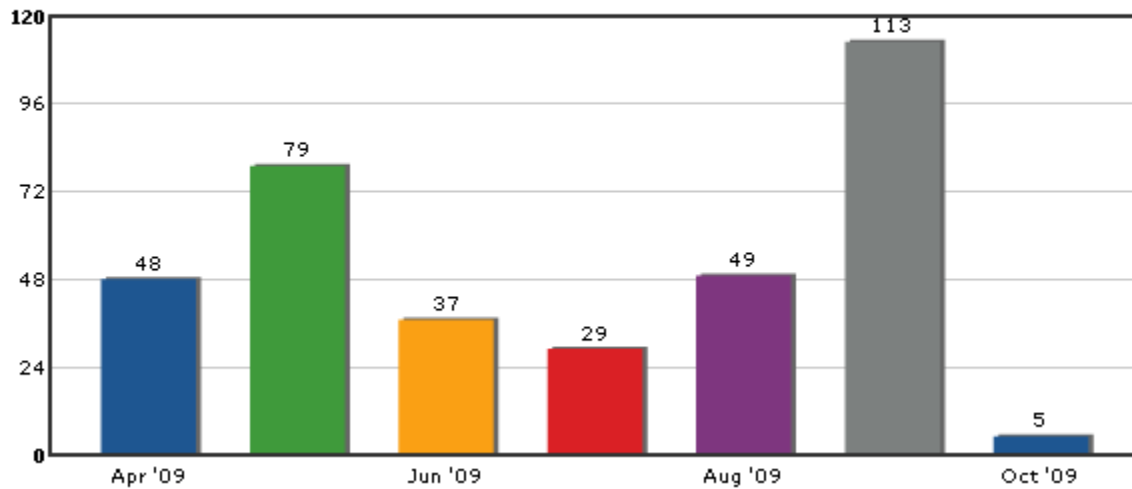
TweetStats

Makin' Your Graf!

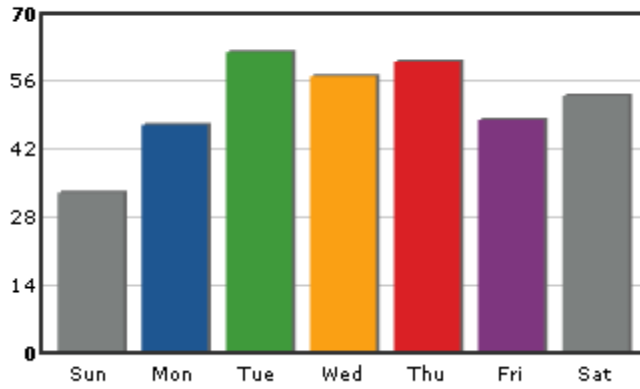
- [Tweet Stats](#)
- [Tweet Cloud](#)

TweetStats for [ComplexDivorce](#) ([Tweet This!](#))
 Last updated 01 Oct 2009 at 13:12
 finished

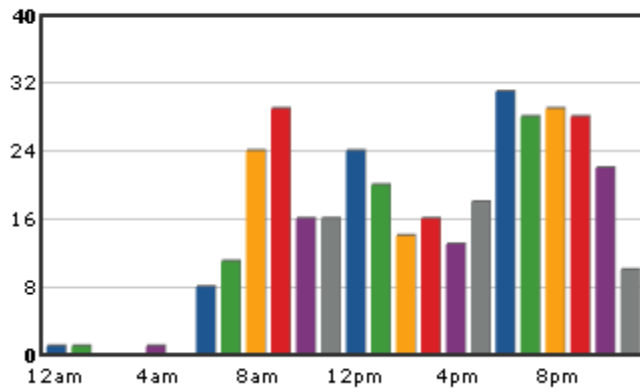
Your Tweet Timeline - 2.7 tweets per day (tpd)



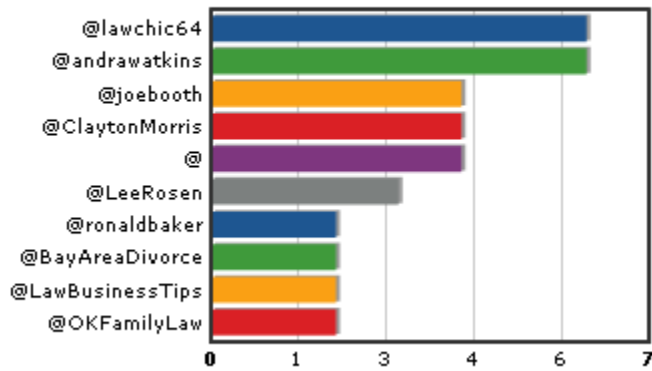
Aggregate Daily tweets



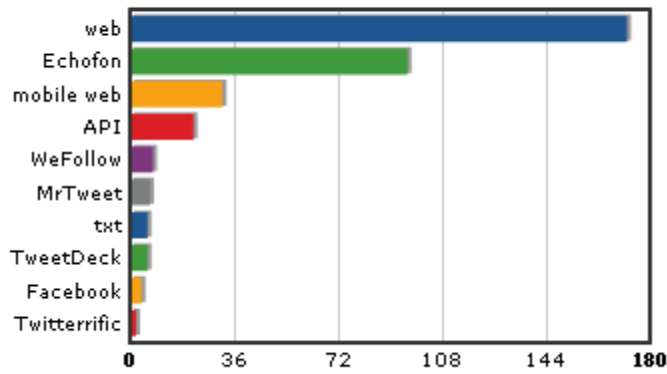
Aggregate Hourly tweets (Your Local Time)



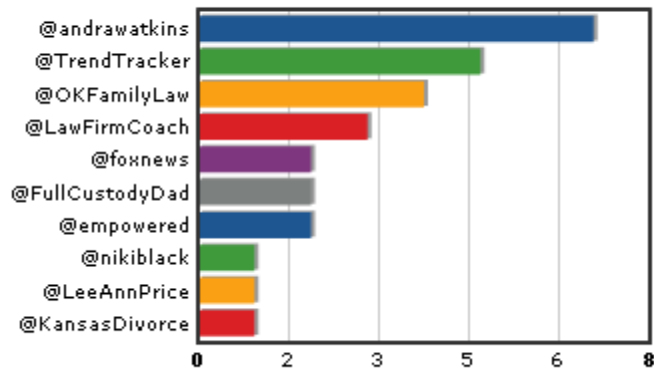
Replies To (@'s - 20.56% of total tweets)



Interface Used



Who You ReTweet (RT's - 16.39% of total tweets)



Follow [@TweetStats](#) for updates!
 Made with love and lots of help by
[Damon Cortesi](#) aka ([@dacort](#))

- Interested in more detailed analytics?
 Contact dacort at tweetstats.com



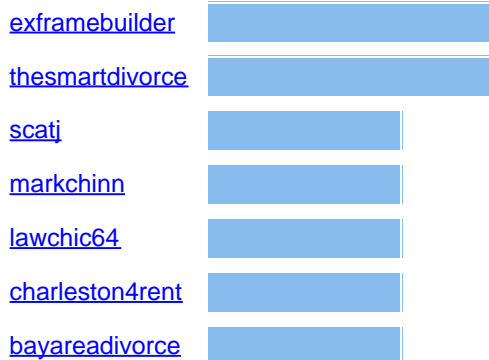
TwitterFriends

- @From
- @To
- Conversations
- Statistics
- Visualization
- Net
- Top
- Inactive
- Online

People ComplexDivorce replied to

Missing data. Please [collect data](#) first. Then return to this tab.

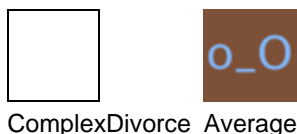
People who replied to ComplexDivorce



Refresh

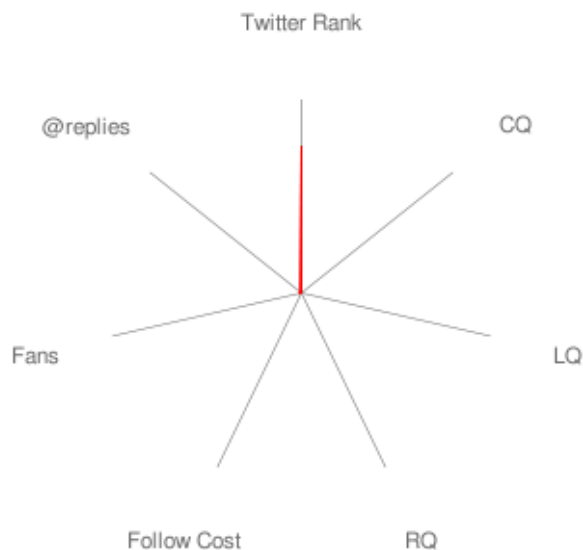
feedback

ComplexDivorce by numbers (1 Oct 2009)



	ComplexDivorce	Average
Size of relevant net (outgoing)	0	
Size of relevant net (incoming)	7	
Fans	17	20
Loyalty ("Stickiness")	41.2%	
Twitter Rank	152643 of 646197	
Ratio of outgoing to incoming contacts	n/a	
Overlap of outgoing and incoming net	n/a	
Tweets sent / day	0	6.1
Follow cost in milliscobles	0	289.4
Average Tweet length		82.2
Exact 140 char Tweets	%	3.2%
Replies sent / day	0	1.6

ComplexDivorce's TwitGraph



Conversation Quotient (CQ)	0%	25.5%
Conversational Rank	n/a of 245585	
Replies received / day	1	1.8
Retweet Quotient (RQ)	n/a	2.9%
Links posted by ComplexDivorce / day	0	0.9
Link Quotient (LQ)	0%	14.8%
Replies with Links by ComplexDivorce's friends / day	0.4	0.4

Note: If there are too many 0s in your stats, some data may be missing. Collect your data [here](#) and [here](#) and reload this page.

Network Overlap for ComplexDivorce



Calculate stats for another Twitter user

Username:

(Compare to: _____)

Those statistics are for the last 30 days only.

[Tell other Twitter users about this app](#)

FRIEND or FOLLOW

complexdivorce

Melissa Fuller Brown, Charleston, South Carolina
Complex Divorce/Custody Attorney



Melissa F. Brown

Divorce and Custody Attorney

www.sc

following

fans

friends



You should follow @RHomeTea on twitter [here](#).

Bio: Call a friend, have some Tea. Be it Green, Black, White, Oolong, Organic, or Herbal tea. www.ourhometea.com. We're all about good friends sharing good teas!
Location: Minnesota

Become a sponsor at [FeaturedUsers.com](#)

Sort by Username

Following

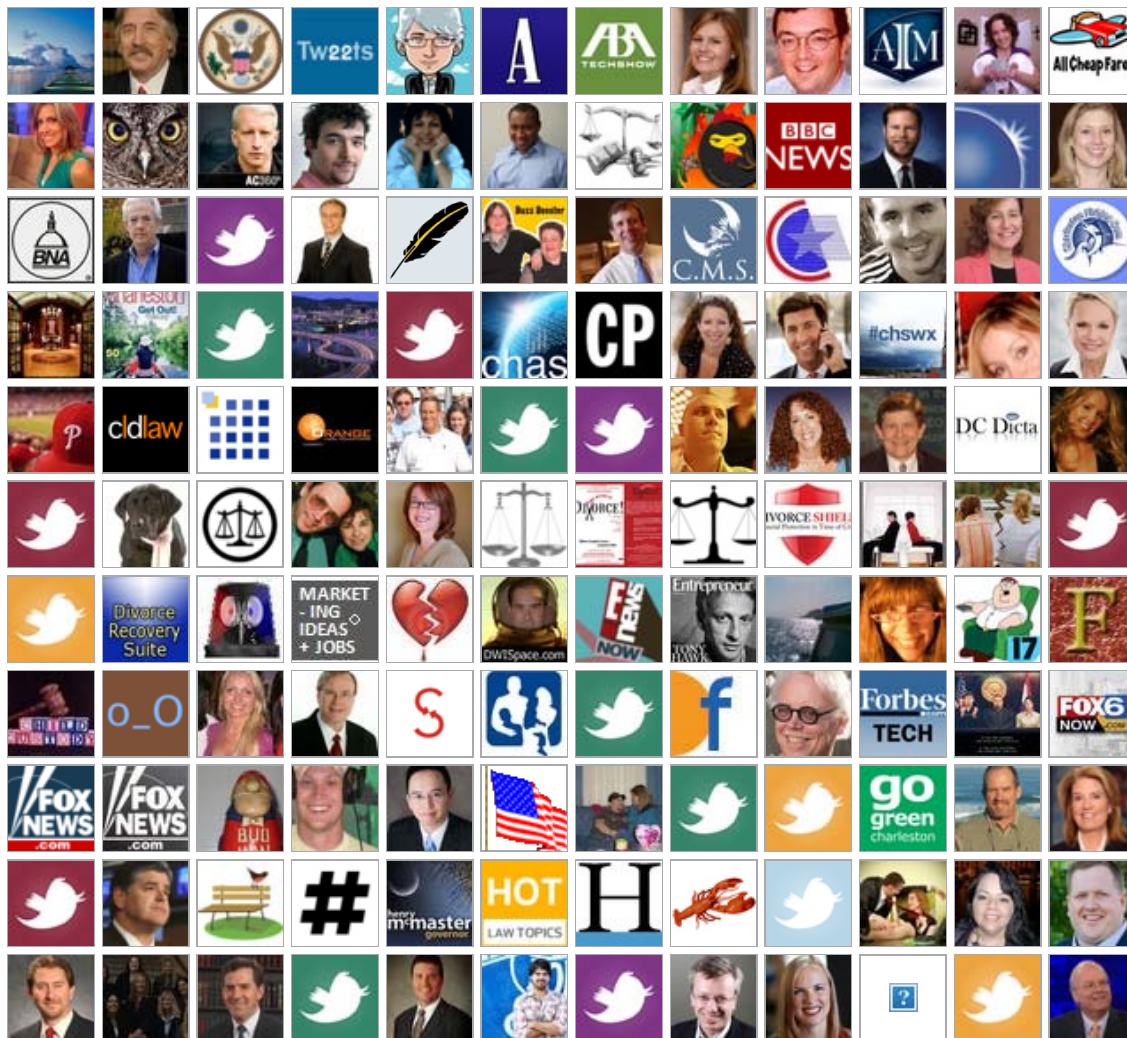
ComplexDivorce's following these 273 people, but they're not following ComplexDivorce back.

[[tweet this](#)]

Export as [CSV](#).

If you like Friend Or Follow please rank us on [oneforty](#).

[Twitter User Growth Chart](#) | [Top 100 Most Followed Users](#) | [Top 100 Most Following Users](#)

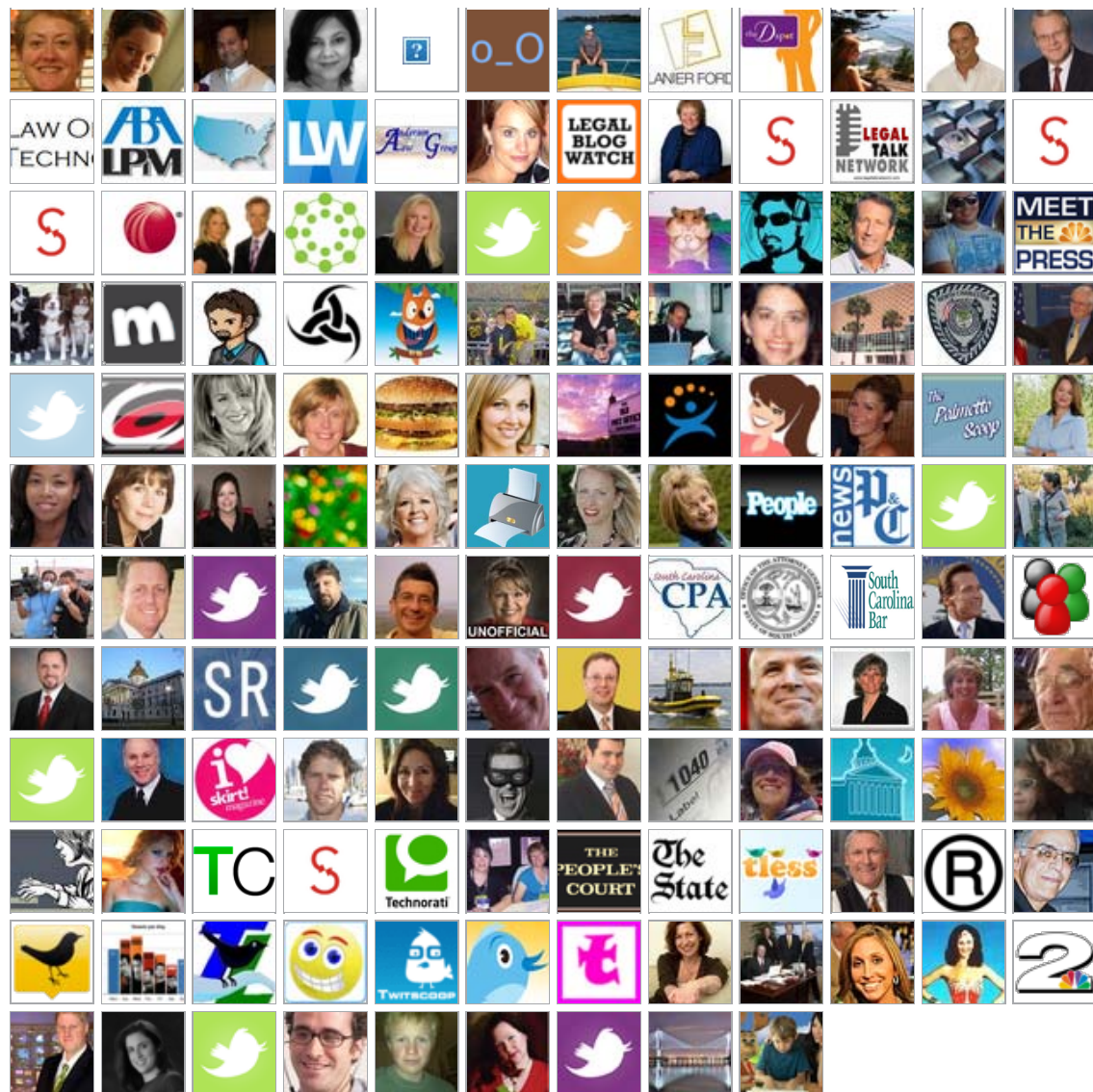


feedback



Helping Cross to

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