



# MSU Law Career Services Office

## Twitter Guide

Twitter is an online social networking and microblogging service that enables users to send and read short text posts called tweets. Twitter describes itself as “the best way to connect with people, express yourself and discover what’s happening.”

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

### SELECT A TWITTER USERNAME

- For your Twitter handle or username, try to choose your actual name or a variation of your name: create a handle you can continue to use after law school (E.G. @JohnDoe, @LawJohnDoe, @JohnQDoe)

### COMPLETE YOUR TWITTER PROFILE

- Use a professional headshot
- Select a tightly cropped headshot so that people can recognize you; Twitter pictures are small when viewed
- Complete the bio section with basic information about yourself and your interests
- Keep the description concise. (E.G. “First year law student @MSULaw. From Chicago, interested in X areas of law, MSU football, politics, running, and music.”)

### START USING TWITTER TO ADVANCE YOUR CAREER

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

*NOTE: Do not protect your tweets, allow other users to easily find your activity. By protecting your tweets, you limit your audience to only your followers.*

## ORGANIZE YOUR ACCOUNT

- Following users will create a personalized news stream of tweets about things that interest you
- You can also organize users you follow into lists of accounts by subject matter or any other desired organizational scheme; lists make finding relevant content easier

## 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
- Remember to include relevant users in your tweets by using the “@” which will incite conversations

**@LouPohl** *“Thanks to Virtual City Series presenter, @NancyPrew! I learned a lot & am excited to work in #Atlanta.”*

**@LegalEagle** *“Stopped by the @MSULawOSE office today. I’m ready for graduation!”*

**@Misty\_Meanor** *“Thank you to @msufcu and our judges for the social media contest @SallySpartan @LoveLaw @RobbyRobot”*

**@MSULawCSO** *“Congratulations to the Social Meda Contest Finalists! #getsocialMSULaw”*

*NOTE: It’s best to start slow. Become familiar with how and what others tweet. Move on to retweeting interesting content. If you are ever unsure about what to tweet, you can always create goodwill by tweeting about the accomplishments of others.*