

## To Tweet or Not To Tweet: Social Networking- Help or Hindrance to the Family Law Practice?

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Law Education Institute  
National CLE Conference  
January 9, 2010

Melissa F. Brown  
Fellow, American Academy of Matrimonial Lawyers  
Melissa F. Brown, LLC  
145 King Street, Suite 405  
Charleston, SC 29401  
843.722.8900 (office)  
843.722.8922 (fax)

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## LAWYERS AS MARKETERS!?!

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\*Example of **questionable** lawyer billboard advertisement was removed at the request of the attorney who promoted her practice with sexually provocative divorce images and language that actually encouraged people to obtain a divorce.

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## Lawyer Marketing Mistakes

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- Wasting money on ineffective ads
- Failing to address prospect's needs
- Missing referral opportunities
- Ignoring sources of client's dissatisfaction
- Failing to nurture & educate our clients
- Incorrectly branding our services/harming reputation
- Failing to properly cross-sell or up-sell our professional services to clients

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## Twitter's Solutions to Marketing Mistakes

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- | <b><u>PROBLEM:</u></b>  | <b><u>SOLUTION:</u></b>   |
|---|---------------------------|
| • Wasting money on ineffective ads:   | <b>FREE</b>               |
| • Failing to address a prospect's needs:  | <b>INFO &amp; LINKS</b>   |
| • Missing referral opportunities:   | <b>EASY TO RESPOND</b>    |
| • Ignoring prospects' dissatisfaction:  | <b>EASY TO ADDRESS</b>    |
| • Failure to nurture/educate:   | <b>EASY TO ANSWER Q'S</b> |
| • Incorrectly branding your services:   | <b>CUSTOMIZABLE</b>       |
| • Failing to properly cross-sell or up-sell your professional services to clients | <b>WONDER TOOL</b>        |

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## What is Twitter?

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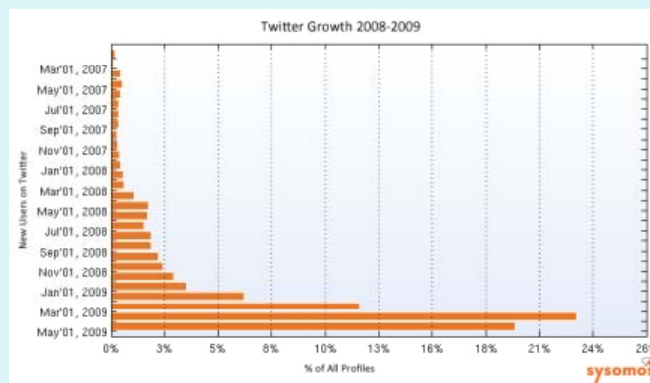


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## Twitter Stats\*

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\*Comscore

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## Twitter Stats

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- In a fall 2009 study by Pew Internet and American Life Project, researchers concluded that **nearly 1 in 5 internet users use Twitter.**



<http://www.pewinternet.org/Reports/2009/17-Twitter-and-Status-Updating-Fall-2009.aspx?r=1#>

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## SURVEY OF 1500 LAWYERS

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- 70% of lawyers are members of an online social network
- More than 50% think online networks have the potential to change the business and practice of law
- 65% expressed interest in joining an online professional network designed specifically for their profession

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## Another Twitter Study...

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- In October '09, Experian Hitwise released figures from their **recent study** on U.S. visits to social networking sites.

Market share of U.S. Internet visits to top five social networking Web sites

Rank	Name	Domain	September 2009	August 2009	September 2008	Year-over-year percent change
1	Facebook	www.facebook.com	58.59%	55.15%	19.94%	194%
2	MySpace	www.myspace.com	30.26%	33.00%	66.84%	-55%
3	Tagged	www.tagged.com	2.38%	2.36%	1.62%	47%
4	Twitter	www.twitter.com	1.84%	1.95%	0.15%	1170%
5	myYearbook	www.myearbook.com	1.05%	1.16%	1.76%	-40%

Note: Data is based on a custom category of 155 of the leading social networking Web sites ranked by market share of U.S. visits, which is the percentage of online traffic to the domain or category, from the Experian Hitwise sample of 10 million U.S. Internet users. Experian Hitwise measures more than 1 million unique Web sites daily, including subdomains of larger Web sites. Experian Hitwise categorizes Web sites into industries on the basis of subject matter and content, as well as market orientation and competitive context.

Source: Experian Hitwise


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## Another Twitter Study...

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- Twitter Visits September '09 = 1.84% of visits to 155 social networking sites monitored

- This percentage rate is  from the August '09 rate of 1.95%.  
But, study  $\neq$  individuals who utilize  
mobile devices or  
other applications to access Twitter

- Twitter =   percentage gain in visits over the past year  
= 1170%  visits since September '08

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## Why should I sign up?

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- Will Twitter help me enhance the success of my law practice?
- Will Twitter degrade the esteemed reputation of the practice of law?
- Well..... **THAT THINKING IS ANTIQUATED!**
- The practice of law **HAS CHANGED!**
- If you want new clients, you & your firm must have a **PRESENCE ON THE INTERNET!**

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## Other reasons to sign up for Twitter

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- Now is the time to get in the game—it's still early
- You have time to pick a great user name
- Social networking sites **RANK** your website **HIGH** on the Internet
- Getting ranked high for **FREE IS KEY**
- View Twitter as a publishing tool—not just a self-promotion tool &
- Accept that Social Media outlets are the wave of the future-

**DON'T GET LEFT BEHIND!!!**

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# But....

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## ○ **TWITTER FOLLOWERS:**

- Want Tweeters who are real people, With real ideas, Interests & Friends
- Do not like self-centered self-promoters
- Are interested IN YOU &
- PARTICULARLY interested in what you can do for ***them!***

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# Another great reason....

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## • **Job Search**

- Whether you're looking to hire or be hired...
- Direct interaction with recruiters
  - Begin dialog with potential employer/employees
- Demonstrates the job seeker's ability to stay current with technology



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# Job Feeds

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- lawlegaljobs



## lawlegaljobs

Law Clerk Job – Chicago, Illinois  
<http://tinyurl.com/ygqhdoj>

2:13 PM Nov 6th from twitterfeed

Real Estate Attorney Job – New York, NY  
<http://tinyurl.com/yamw8nk>

12:12 PM Nov 6th from twitterfeed

Paralegal Job – San Francisco, California  
<http://tinyurl.com/yjmme55>

10:09 AM Nov 6th from twitterfeed

Legal Secretary Job – Houston, Texas <http://tinyurl.com/yaeaajs2>

4:21 PM Nov 5th from twitterfeed

Associate Attorney Job – Seattle <http://tinyurl.com/yjzsm2q>

2:15 PM Nov 5th from twitterfeed

Paralegal Job – Clifton Park, NY <http://tinyurl.com/y8ag86w>

10:18 AM Nov 5th from twitterfeed

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# EDUCATORS EMBRACING TWITTER

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- Australia's Griffith University recently added a mandatory course on Twitter for all journalism students to learn the art of getting your point across succinctly

- *Made to Stick*





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# So...

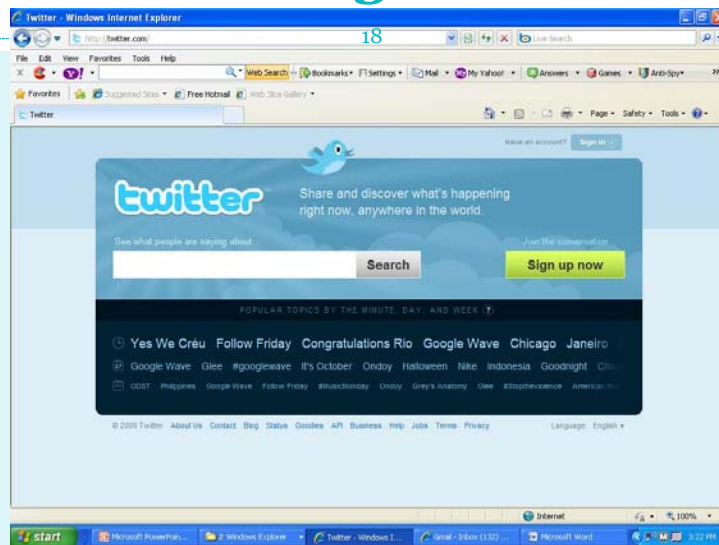
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- Unselfishly share valuable articles to assist other lawyers and litigants
- Build relationships with other colleagues 
- Seek the advice of experts in other areas such as forensic CPA's, psychologists, psychiatrists, court reporters, detectives and the like
- And promote others when they deserve a shout-out 

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## Now, let's get started!



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## The Sign-Up Page

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### Join the Conversation

Already use Twitter on your phone? Finish signup now.

Already on Twitter? Sign in.

Full name

Username

Your URL: <http://twitter.com/USERNAME>

Password

Email

☐ I want the inside scoop—please send me email updates!

Type the words above

MOZART payroll

Can't read that?

[Get two new words](#)

[Hear a set of words](#)

Powered by [reCAPTCHA](#).

[Help](#)

Create my account

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## Settings

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Account	Password	Devices	Notices	Picture	Design	Connections
<p>Name: <input type="text" value="Melissa Fuller Brown"/>  <small>Enter your real name, so people you know can recognize you.</small></p> <p>Username: <input type="text" value="ComplexDivorce"/> Your URL: <a href="http://twitter.com/ComplexDivorce">http://twitter.com/ComplexDivorce</a>  <small>no spaces, please.</small></p> <p>Email: <input type="text" value="melissa@melissa-brown.co.uk"/></p> <p>Time Zone: <input type="text" value="(GMT-05:00) Eastern Time (US &amp; Canada)"/> <input type="button" value="v"/></p> <p>More Info URL: <input type="text" value="http://www.scdivorcelaw.co.uk"/>  <small>Have a homepage or a blog? Put the address here.            (You can also add Twitter to your site here)</small></p> <p>One Line Bio: <input type="text" value="Complex Divorce/Custody"/>  <small>About yourself in fewer than 160 chars.</small></p> <p>Location: <input type="text" value="Charleston, South Carolina"/>  <small>Where in the world are you?</small></p> <p>Language: <input type="text" value="English"/> <input type="button" value="v"/>  <small>What language would you like to Twitter in?</small></p> <p><input type="checkbox"/> Protect my tweets  <small>Only let people whom I approve follow my tweets. If this is checked, you WILL NOT be on the public timeline. Tweets posted previously may still be publicly visible in some places.</small></p> <p><input type="button" value="Save"/></p>						

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## Customize Your Background

**Twitter Profile: MelissaFBrown**

Name: Melissa F. Brown  
Location: Charleston, SC  
Web: <http://www.scdivorcelaw.com>  
Bio: Divorce Attorney handling Complex Divorce

Following: 87 | Followers: 42 | Likes: 2

Tweets: 7

Lists:

- @MelissaFBrown-charlestondivorce
- @MelissaFBrown-tuesday
- @MelissaFBrown-scfamilylaw
- @MelissaFBrown-complexdivorce
- @MelissaFBrown-divorcehelp
- @MelissaFBrown-familylaw

Actions: [message](#) [block](#) [report for spam](#)

Following

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## Social Media Expert

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**Adriana Linares**  
 LawTech Partners  
 407. 583.6811  
[alinares@lawtechpartners.com](mailto:alinares@lawtechpartners.com)  
[www.lawtechpartners.com](http://www.lawtechpartners.com)

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## What is a Tweet?

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## Twitter Search Applications

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# Twellow Search

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**Divorce** 634 Matches

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Jump to page:

**1. Lee Rosen** | (*LeeRosen on Twitter*) **Registered!**

Husband, father, divorce lawyer, ocd eater.

[Login to Follow](#) Followers: 19,755 Location: Raleigh, NC [View my full profile!](#)

**2. CynthiaLee Tiano** | (*PeaceDiva on Twitter*)

Reformed Killer Divorce Attorney/Peaceful Divorce Mediator/Author/Co-creator Prosperity Jars Money System w/ T Harv Eker/Legend in my own Mind

[Login to Follow](#) Followers: 8,182 Location: Ft. Lauderdale [Is this you?](#)

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# TweetDeck

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**Download now, it's free**

Work on it

It's time to try TweetDeck, but not sure if it's for you? Ask us!

TweetDeck is your personal browser for staying in touch with what's happening now, connecting you with your contacts across Twitter, Facebook and more.

TweetDeck shows you everything you want to see at once, so you can stay organised and up to date.

Follow favorites on Facebook

View fully powered Facebook stream including photos, videos, links and more.

Be inspired

Easily find and follow your favourite subjects on Twitter with the TweetDeck

TweetDeck for iPhone

Tweet on the go with all your favourite TweetDeck features on the iPhone.

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# TwInbox (formerly Outtwit)

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**TECH HIT** Time-saving utilities for Microsoft® Outlook®

OUR CLIENTS | ABOUT US | CONTACT US  
TIPS AND TRICKS | TESTIMONIALS | SUPPORT

SimplyFile | EZDetach | MessageSave | QuickJump | AutoRead | FBlook | **TwInbox** | PURCHASE

**TwInbox** | TWITTER ADD-IN FOR MICROSOFT OUTLOOK

- Product Information
- Screenshots
- FAQ
- Quick Start

Outtwit is now called TwInbox. Improved usability, more great features and a new name. We hope you enjoy TwInbox!

If you are a Microsoft® Outlook® user, you probably have it open all the time. Now you can have a fully-featured, powerful Twitter client at your fingertips without having to open any other applications. TwInbox seamlessly integrates Twitter into Outlook. It is a perfect Twitter client for any Outlook user, from a Twitter newbie to a business professional.

Follow @TechHit on Twitter to receive update notifications.

**Download TwInbox, it is free!**

**DOWNLOAD**  
Download TwInbox. (Download size is only 450KB)

SHARE

Find us @ **Office Marketplace**

"I have used this product for one single day and it already makes my life much easier. Congratulations!! This is a fantastic add-on to Outlook and I am already addicted."  
- Johan V.

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# Local Tweeps

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beta  
**LocalTweeps**  
The ZIP code level Twitter directory

Login | About Us | Contact Us | FAQ

- Find and get found by tweeps near you
- Search by City, ZIP and/or keyword
- Post and browse local events and specials

**List yourself!**

Sponsored By: **PhilipHotchkiss**  
EBY Entrepreneur of the Year Award™ winner - Founded BigCharts - advisor, board member, pianist - immersed in the Real-Time Web

Promote an event or special to the tweeps in your city

Interested in sponsorship?

United States go

Most Recent | Top Cities | Top States | **Search**

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Slatersville, OR - <http://hotchkitos.com/kitosdesigns.blogspot.com/>  
Kitchen Designer. Helpful Hand through remodel or new construction process. Wife, Mother. Hoping to do a little good. Find me on Facebook.

**JennCreative** - Christy Jennings  
Tallahassee, FL - <http://www.ChristyJenningsCreative.com>

**Karen\_Bain** - Karen Bain

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**Melissa F. Brown, LLC, is committed to providing superior legal services to each client and helping each cross the threshold to a new life.**

Melissa Brown represents clients exclusively in family law matters. As an experienced South Carolina divorce and custody attorney and Certified Family Court mediator, she understands the impact divorce can have on clients and their families.

Our firm strives to minimize conflict and amicably resolve each case. While our goal is to help clients reach an agreement, we still zealously advocate for each client.

Our firm typically handles high-asset and high-income divorce cases across the state of South Carolina, including Charleston, Mount Pleasant, Hilton Head, Beaufort, Pawley's Island, and Myrtle Beach. These cases involve complex issues: financial, tax, business valuation, and custody disputes including interstate and international ones.

#### Our Approach to Family Law

"There is no such thing as a 'simple' divorce!"  
by Melissa F. Brown

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- Newletters
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**Melissa F. Brown, Esq.**

**Fellow, American Academy of Matrimonial Lawyers**

Melissa F. Brown, LLC  
145 King St., Ste. 405  
Charleston, SC 29401  
843.722.8900 (O)  
843.722.8922 (F)

[melissa@melissa-brown.com](mailto:melissa@melissa-brown.com)

[www.scdivorcelaw.com](http://www.scdivorcelaw.com)

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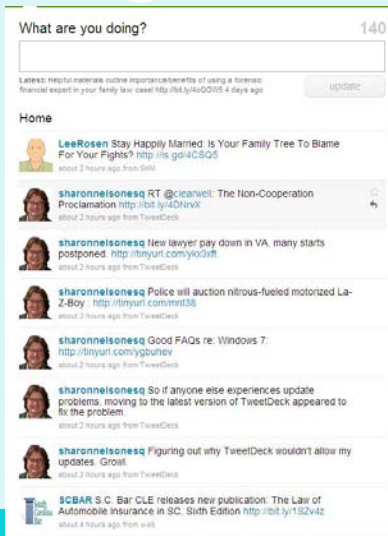
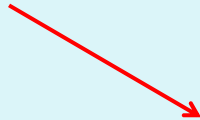
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# Twitter Terminology

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- “Your Timeline”



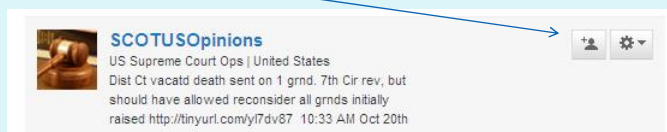
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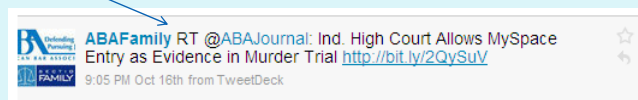
# Twitter Terminology

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- “Follow”



- “Re-Tweet”



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## Twitter Terminology

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- “Direct Message” (add “d @ name”)

d@kindle8 Why is Kindle 2 ColorWare \$624? & do you recommend Kindle 2 over Kindle DX?  
12:28 PM May 11th from web

- “Reply Tweet” (just add “@ name”)

@gdahlberg Concept of “virtual filing” in contested divorce.  
Mind=blown. AGREE THIS IS A GREAT IDEA! #abafamlaw  
2:57 PM Oct 9th from web in reply to gdahlberg

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## TWITTER DANGERS

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- **Security...**
- **Lawsuits...**



- **Potential issues of bias...**

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# Ethical Issues

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- Rules of Professional Conduct

- My disclaimer:

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**Melissa F. Brown**

Divorce and Custody Attorney  
[www.scdivorcelaw.com](http://www.scdivorcelaw.com)

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It's Our Mission!*

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# Twitter Etiquette: Do's

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- Have a Plan
- Add value & contribute to others
- Respond when people engage you in conversation
- Give original authors credit when re-tweeting



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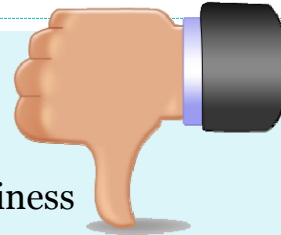


## Twitter Etiquette: DON'TS

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### DO NOT

- Waste People's time
- Try and sell something or solicit business
- Use Twitter simply for self-promotion
- Spend so much time tweeting that people start wondering if you actually work
- Don't talk negatively abt a judge or opp counsel!



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## Treasure Trove for Attorneys

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Twitter provides great fodder for your court case similar to Facebook. Always check and see if your client, the opposing party, witnesses, or even the opposing counsel are on Twitter.

You never know what you will find!



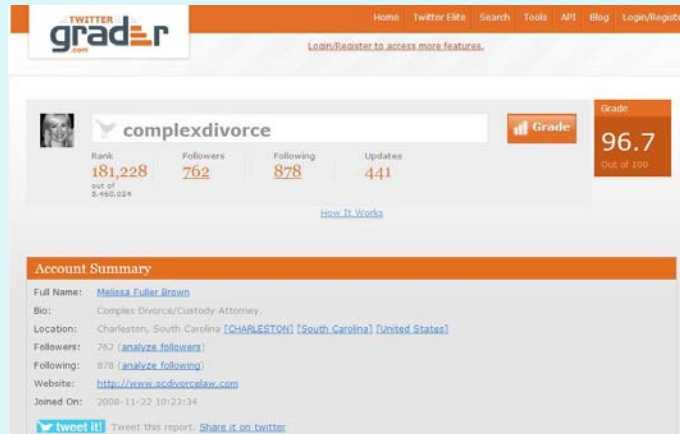
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## Helpful Twitter Applications

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### • Twitter Grader



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## Helpful Twitter Applications

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### • Twitter Friends



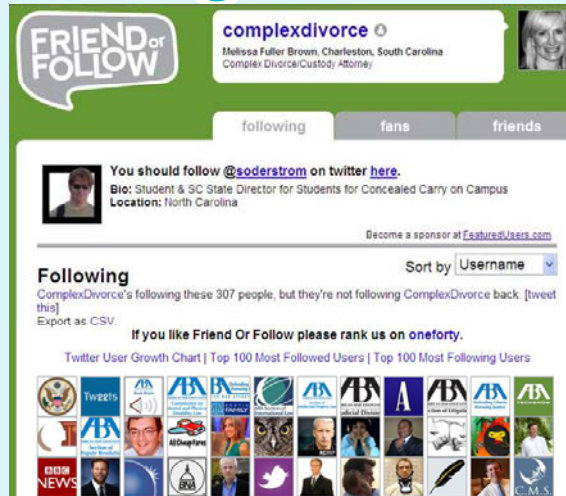
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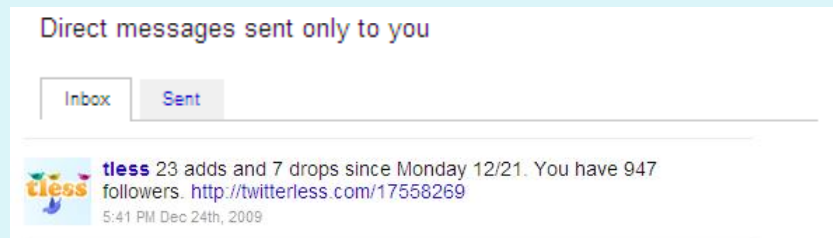
- Friend or Follow



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## FRIEND OR FOLLOW SINCE 12/21/09

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## FOLLOWERS WHO DROPPED YOU ARE NAMED!

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### MAIN

[Back to Graph View](#)

Followers count	Followers Lost
760 27 Oct 09:09	
744 27 Oct 07:07	TVChatHotline, nowackaps, Scott_Kirby, EcoShredding, Ned4Lenny
673 20 Oct 23:57	FoveaBlast, mika2977, Mark2Jacol, aboutball, GardenLiar01, passionforgames, MARCOMIE, thepodcast, Healthy_Roger, gwynarlock, Jona127, Fubar_SC, CBCRC, scottalenny, MarkETHurston

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## BUT REMEMBER....

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- Quality vs. Quantity!



- While it might be great to have the disc jockey in India following you and you following him, unless he adds value to your Twitter experience, his tweets may just clutter your timeline and cause you to overlook important tweets!

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## SUMMARY

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### **Twitter & other social media are:**

- Wave of the future----DON'T GET LEFT BEHIND!
- Increase your search engine ranking FOR FREE.
- Easy to sign up for & takes little time to post.
- Twitter is about connecting with others.
- Refining your Followers.
- And providing valuable information to enhance YOUR CREDIBILITY!

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## Start Tweeting!

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

GOOD LUCK & HAVE FUN!

Melissa F. Brown  
Fellow, American Academy of Matrimonial Lawyers  
Melissa F. Brown, LLC  
145 King Street, Suite 405  
Charleston, SC 29401  
melissa@melissa-brown.com  
843.722.8900 (office)  
843.722.8922 (fax)  
(website & twitter link below)

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www.twitter.com/ComplexDivorce

