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Welcome to News with Edge!



Happy graduation season! If not an immediate family member, many of us have a friend, relative or colleague who is graduating from college, law school or an advanced degree program.

Congratulations, graduates! It's the time of year for looking ahead to new goals and pursuits, both professional and personal.

Those of us who have been out of the formal education setting for awhile still relish opportunities to learn new technologies and skills. In the spirit of continued learning, this month we take a closer look at Twitter - how to set strategy, manage your social media presence, and build a following. Enjoy this edition of News with Edge!

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#TwitterForBusiness: A 9-Point Checklist



Is your firm or company on Twitter? Can you explain your Twitter strategy and the metrics you use to measure success in two sentences?

If your history with Twitter is short, or if you are taxed for resources, you may simply have a public face on Twitter, without the longer-term vision required to be successful.

Once per quarter – or at a minimum, once per year – take a couple of days to revisit your Twitter strategy, activity and results. You may learn some important facts that will help you hone your message, build your following, and increase engagement. This nine-point checklist can serve as an audit tool.

1. Have you developed a strategy?

Many companies jump on Twitter to build a social media presence, but fail to first define the goals and strategy for being there. When it's realized that social media requires dedicated time and energy, they split the effort among several employees who are free to post whatever they like. In this situation, you'll see an overuse of direct sales pitches, photos of Dan's dog and party shots from the latest trade show.

2. Do your profile and bio introduce you effectively?

The 160-character bio description should convey your identity quickly to Twitter users who view your profile.

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About the Author

Megan Miller is a senior consultant with Edge Marketing, assisting clients in development and execution of strategic marketing plans, and implementation of marketing technologies. A global technology hound, Megan Miller has built brands, trained teams and introduced successful products for global companies and startups in Seattle, Munich and Shanghai. A certified eDiscovery expert, Megan has written on trends and topics in electronic discovery, consumer electronics and the Internet of Things – before it was even called the Internet of Things. Her work has appeared in Attorney at Law, US Tech, TechnoLawyer, ACEDS and other industry publications.



Did You Know...?

Number of Twitter users (2015): est. 1.3 billion

Unique monthly visitors to Twitter.com (desktop + mobile) 120 million

Average number of Twitter followers per user: 208

Percentage of Twitter users who sign on at least daily: 46%

Fastest Twitter account to reach 1 million followers: @Caitlin_Jenner

*Source: 170 Amazing Twitter Statistics and Facts, April 2016

Industry Stories and News

Read the latest top stories and industry news!

[The Edge Room Opens for Legaltech West Coast 2016](#)

[EDRM Releases Downloadable e-Discovery Glossary](#)

[Taking Selfies to Fight Taxpayer Identity Theft](#)

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[4 Ways to Grow Your Practice Through Referrals](#)

[Into the Deluge: Evolution of Cyberthreats to Law Firms](#)

[The Challenges of Mobile eDiscovery](#)

[Advice for Lawyers: Create Value...or Die](#)

[Navigating the Legal Job Market](#)

Upcoming Events

Check out these upcoming industry events!

ITECHLAW 2016 World Technology Law Conference, May 18-20

MER for Electronic Records Managers, May 23-25

Windy City Cybersecurity, Social Media and eDiscovery event, May 24

Georgetown Law E-Discovery Training Academy, June 5-10

Legaltech West Coast, June 13-14

IoT, Cybersecurity and Social Media Conference, July 12

American Accounting Association Annual Conference, August 6-10

ILTACON 2016, August 28 - September 1

PREX16 Conference on Preservation Excellence, Sept 14-15

ARMA Live Conference & Expo, Sept. 25--27

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