

Only 6% of Lawyers Use Twitter; Only 4% of Clients Do

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The big surprise in new survey data by Leader Networks shows that the vast majority of lawyers do not use Twitter or any other micro-blogging service. **Only 6 percent of lawyers participate in microblogging** (Twitter, etc.). **What's worse, only 4% of in-house lawyers use Twitter**, meaning that it's an empty fishing hole for new business.

The survey of 1,474 lawyers was conducted by Leader Networks, a consulting firm that helps businesses foster online social networks. It is the second annual survey that examines the online networking practices of lawyers. A copy of the survey is [available online](#).

"Twitter has not yet caught on, especially among corporate counsel," states the second annual Networks for Counsel Survey. When asked, "What type of social media activities do you engage in professionally?" only 6% said they used Twitter, Plurk or other microblogging services. **Even fewer in-house lawyers send tweets: 4%.**



Vanessa DiMauro

With more than 90% of lawyers not using Twitter, and even fewer of their target customers tweeting, the research confirms that Twitter is not useful for business development by private lawyers. See [Twitter's Growth Screeches to a Halt -- It Was All Hype](http://bit.ly/w9Qn7) at <http://bit.ly/w9Qn7> and [Twitter Not Effective for Law Firm Marketing](http://bit.ly/allJf) at <http://bit.ly/allJf> for further information.

"Interactive engagement (e.g., blogging, online discussions and article exchange) is more important than other services such as microblogging (e.g., Twitter) or social bookmarking," wrote Vanessa DiMauro, CEO of Leader Networks and author of the survey.

The good news is that:

- **More than half of lawyers are members of an online social network**, -- up nearly 25 percent over the past year -- with 30 percent growth reported among lawyers aged 46 and over.

The study was conducted by Leader Networks (www.leadernetworks.com), on behalf of LexisNexis Martindale-Hubbell (www.martindale.com), On the Networks for Counsel site (www.networksforcounsel.com). The study found that a trend to watch is that lawyers are beginning to join legal-only professional networks. Corporate and private practice lawyers continue to view Martindale-Hubbell as best positioned to deliver a professional network for lawyers, followed by the ACC, ABA and LinkedIn.

- One third of corporate counsel and close to half of private practice lawyers who participate in public social networks for professional purposes do so on at least a daily basis.
- The majority of lawyers who participate in professional online communities report doing so once per week or more.

Asked, "What type of social media activities do you engage in professionally?" here's how the lawyers answered:

