

Twitter®: What's all the fuss about?

Twitter has become a powerful tool to stay up-to-date with the legal industry – and it's free! This social site is not just for kids. Many legal industry influencers and law firms participate and are actively posting interesting perspectives. Take a look at a few example accounts and tweets below – you may be surprised to see a former colleague on Twitter with whom you can reconnect.

Thomas Conway is the first Law Society of Upper Canada Treasurer to join the Twitterverse. Conway tweets regularly, mainly about his blog posts in the Law Society's Gazette, current news and trends in the legal profession, and Law Society updates.

 **Thomas G.Conway** @ThomasGConway · Mar 4
New on my blog: A new approach to access to justice gztt.ca/MLqbHQ

The education of practising and soon-to-be lawyers is a popular topic on Twitter. Stay up-to-date with this news by following law schools and legal organizations, such as the Ontario Bar Association.

 **Ontario Bar Assoc.** @OBAtoday · Apr 1
Countdown to Canada's Anti-Spam Legislation: Make Sure You Are Ready @obacpd cbapd.org/details_en.asp...

No time to sort through your legal industry publications to find articles of interest to you? Most publications tweet the headlines of their stories – just click through the link to read more! Law Times, Lawyers Weekly and the Canadian Bar Association's National Magazine (as seen below) all tweet informative news articles on the legal profession.

 **National Magazine** @CBAnatmag · Mar 18
Niche practices in #law: building your brand and expertise nationalmagazine.ca/Articles/March... via @CBAnatmag

Don't forget – you can find us on Twitter: @LAWPRO, @practicePRO and @TitlePLUSCanada. ■

Victoria Caruso is communications coordinator at LAWPRO.

Social media profile: Ray Leclair



Ray Leclair
vice president,
public affairs



Time at LAWPRO: Six years

Ray has been active on LinkedIn for four years and Twitter for two years.

When asked how social media has shaped the legal profession, he says:

“It's amazing how much the pace of change has increased over the past few years. Technology and communication channels permit easier dialogue and most of that can be attributed to the social media channels out there.”

Target audience:

- Lawyers and paralegals
- Political stakeholders
- Real estate industry
- Real estate clerks and law office staff

Topics of interest:

- Developments at Queen's Park that impact lawyers
- Real estate issues in Canada and the United States
- Title insurance developments in Canada and the United States
- Claims prevention and office management issues
- Public policy relating to lawyers
- Lawyer and paralegal education
- Technology for lawyers and their practices