

FOLLOW ME!

It's easier than ever to jump into Twitter

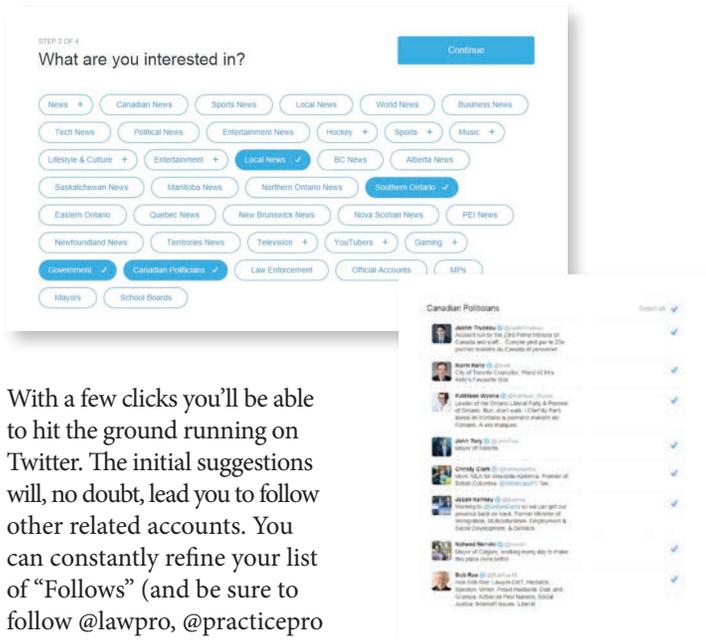
There are two common statements by people who don't want to sign up for Twitter: "I don't have anything to say" and "I don't know who to follow." In recent years the social media app has put a lot of effort into making it easier for new users to jump right in and take part.

First, there is no need to ever "tweet" anything. Many Twitter users simply follow accounts of news organizations, politicians, sports writers, musicians and mentors. It's a great way to get up-to-the minute news and opinions as the day unfolds.

Signing up for Twitter is simple. It can be done on your desktop or through the Twitter app (free to download) on any smartphone. All you will need to provide is an email address and password, then select a username in the format of @yourusername. If the name you want is taken, Twitter will suggest some close variations.

And when you sign up for Twitter, it asks about your interests so it can tailor a package of popular accounts for you to follow.

After selecting "Canadian politicians," for example, Twitter will suggest these popular accounts to follow:



With a few clicks you'll be able to hit the ground running on Twitter. The initial suggestions will, no doubt, lead you to follow other related accounts. You can constantly refine your list of "Follows" (and be sure to follow @lawpro, @practicepro and @TitlePLUSCanada)!

So don't be nervous to take the plunge into Twitter. Like millions of others, you'll probably be hooked in no time! ■

Social media profile: Keri Gammon

Keri Gammon
Claims Counsel



Time at LAWPRO: 3 years

As Claims Counsel at LAWPRO, Keri manages a diverse portfolio of files. Prior to joining LAWPRO in 2014, Keri practised litigation with a national full-service firm, first in its Vancouver office and then in Toronto. Her practice ran the gamut of civil litigation but with an emphasis on commercial disputes and international arbitration. She is a graduate of the Schulich School of Law at Dalhousie University, and the University of British Columbia (B.Sc.).

Target audience:

- Lawyers from all areas of practice
- Academics, universities and colleges
- Others interested in issues impacting lawyers and the legal profession

Topics of interest:

- Law practice management
- Risk management
- Canadian legal trends
- Access to justice
- Women in the law
- Lawyer wellness
- Claim trends
- Cooking

When asked about the benefits of social media to lawyers, Keri said:

“Social media is a great way to grow your professional network and stay in touch with colleagues. For lawyers in private practice, social media is an effective way to promote one's brand and distribute content such as blog posts. For all of us, it's a great way of staying in touch with our network, making new contacts, staying current on relevant issues, events and trends, and participating in timely conversations.”