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**Twitter: chatter and substance**

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Law firms are concerned about their reputation and that of their clients. Media monitoring and positive public relations releases are typical tools used to help protect a firm's reputation. Over the past five years social media has become a force unto itself, capable of causing rapid harm as well as creating positive opportunities. As social media will register only weakly through traditional media, new tools are needed to deal with the reputational threats it can pose.

One of the major problems firms face with social media is how to differentiate between what should be taken seriously and what is of little importance. A number of tools have emerged to help deal



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with this problem. One of the most promising is a service offered by Klout, which provides a "score" from one to one hundred for each Twitter account, indicating how influential that account may be.

In this paper I will demonstrate how Klout-scores and other social media tools can be used to sort the "grim" from the "chat" in the social media harvest, providing firms a better chance of defusing the potential mine field of internet commentary. I'll examine actual past examples of social media affecting reputation, and show how the correct tools applied at the correct time can help alert a firm to potential hazards, and provide an opportunity for effective response.

