

The Digital Dilemma

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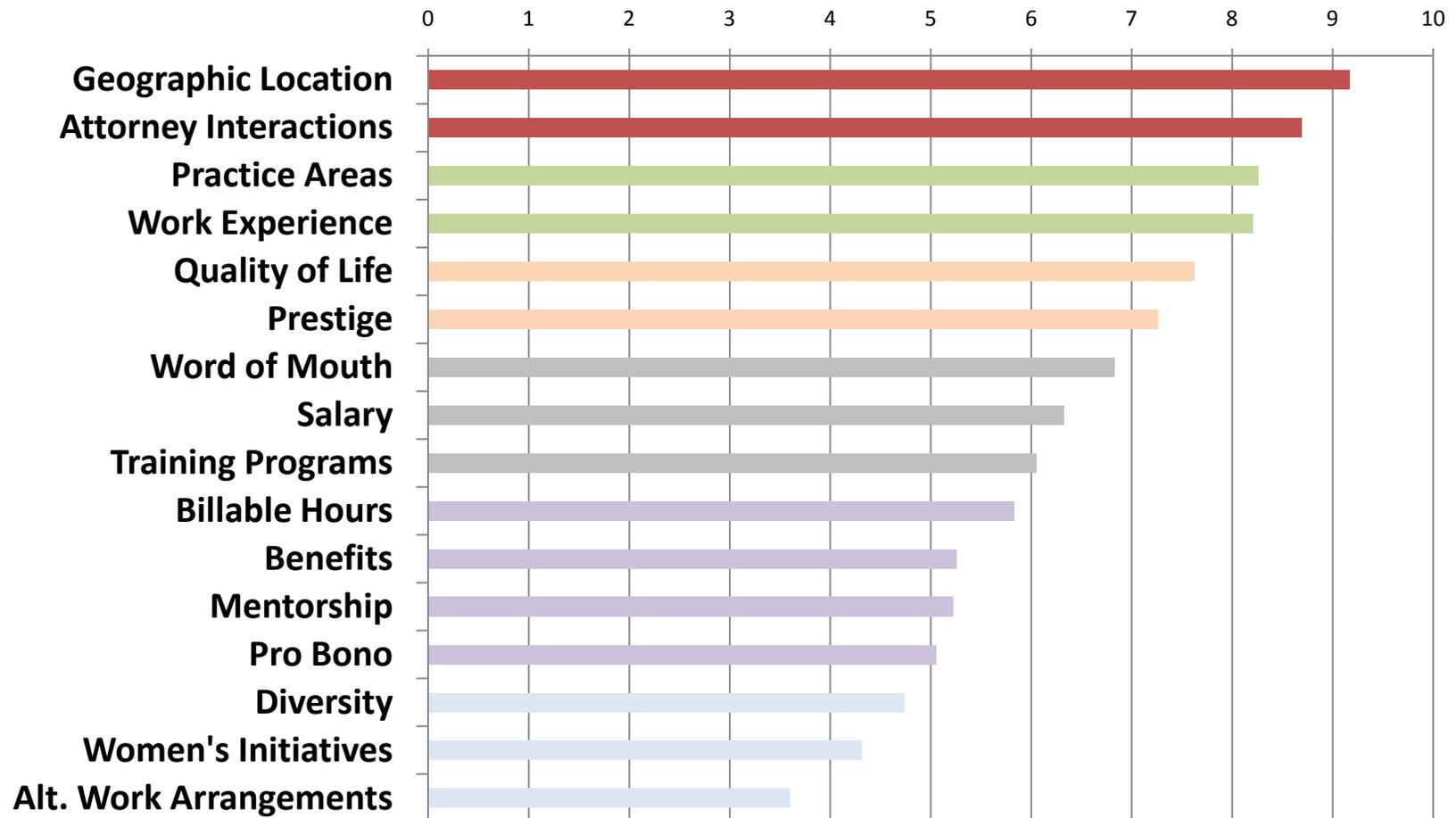
Recruiting & Development Director, McDonnell Boehnen Hulbert & Berghoff LLP

Agenda

- Understanding the Audience
- Evolution of Websites
- Video and Brochures
- LinkedIn
- Twitter
- Other Forms of Social Media
- Questions and Comments

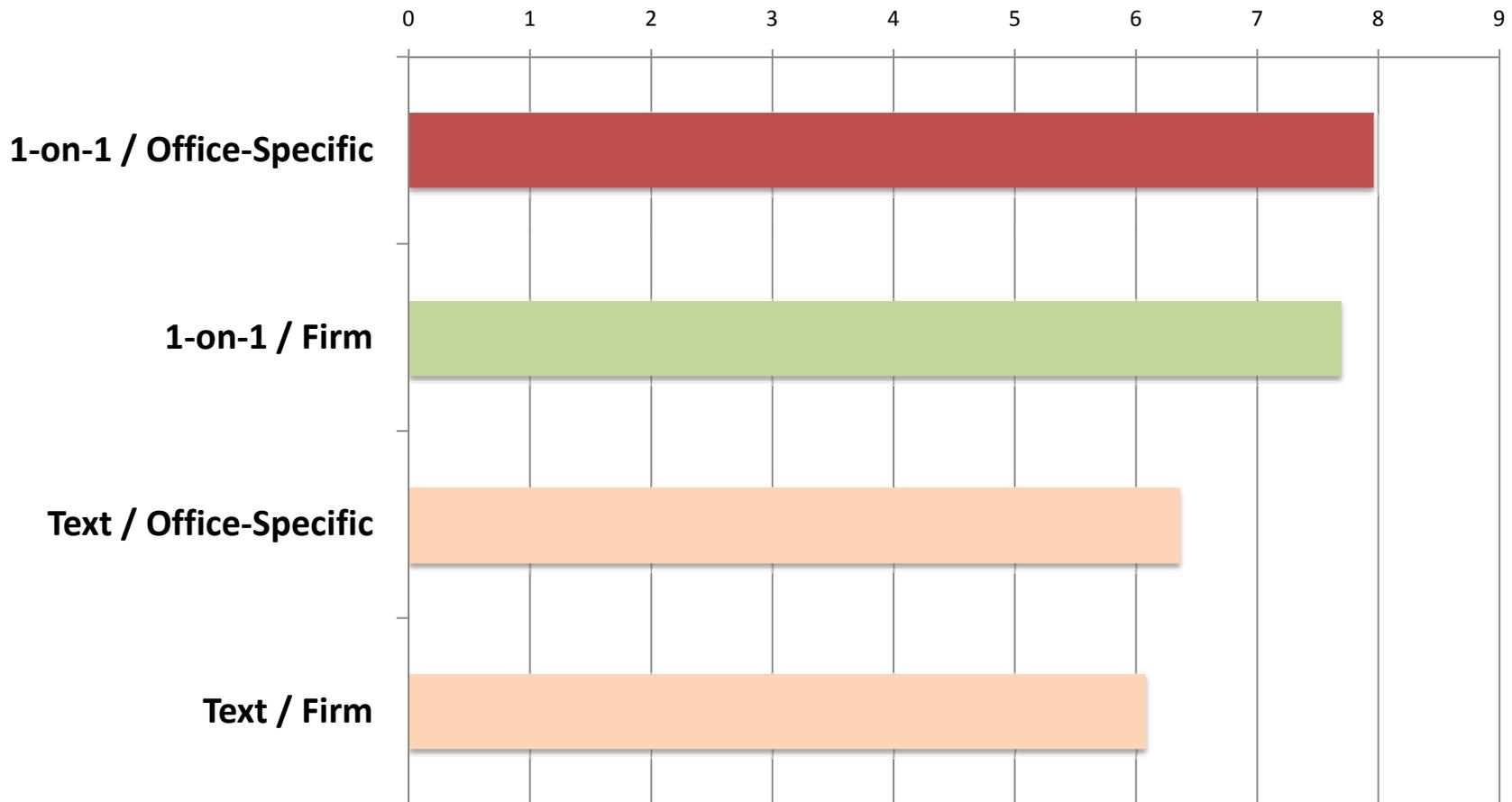
HLS STUDENT SURVEY RESULTS

What's most important to students when deciding where to work?



HLS STUDENT SURVEY RESULTS

What kinds of content are most useful to students?

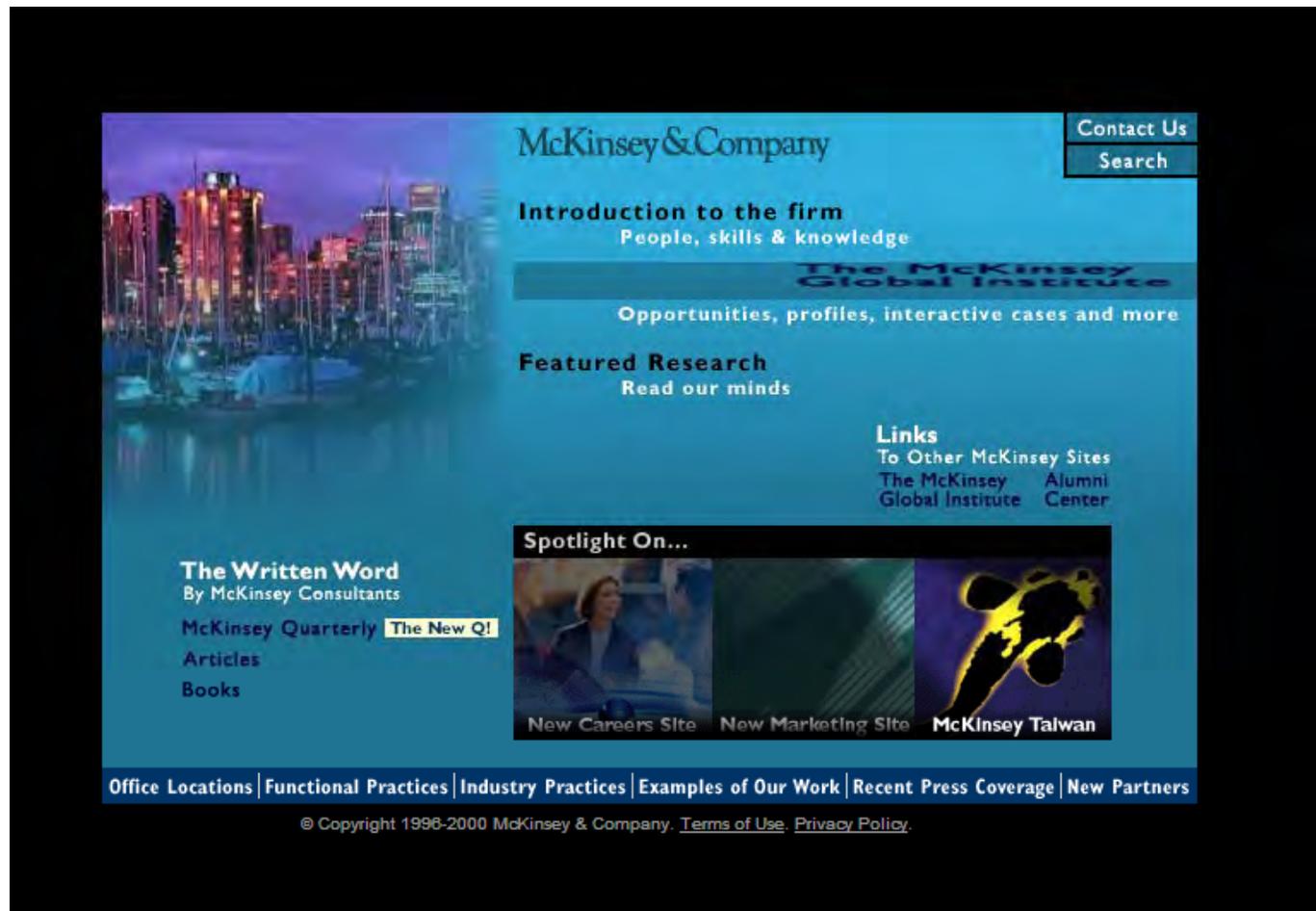


HLS STUDENT SURVEY RESULTS

How much time do students spend on social media each week?

ITEM	No Time	less than 1hr	1-2hrs	more than 2 hrs
Facebook	6.1% 61	20.1% 201	23.7% 237	50.1% 501
Twitter	76.4% 308	13.8% 138	4.4% 44	5.4% 54
LinkedIn	57.4% 574	38.4% 384	3.5% 35	0.7% 7
YouTube	15.7% 157	57.0% 570	15.9% 159	11.4% 114
AboveTheLaw.com	36.5% 365	33.6% 336	18.7% 187	11.2% 112
Other Blogs	25.9% 259	24.2% 242	22.5% 225	27.4% 274
Average %:	36.3%	31.2%	14.8%	17.7%

McKinsey, circa 2001



McKinsey, circa 2004

McKinsey & Company

Firm · Locations · Services · Knowledge · Careers

SEARCH GO

SERVICES
We serve clients through our industry and functional practices.
(select a service)

OFFICES
We have offices in more than 40 countries worldwide.
(select a location)

McKinsey Global Institute
Original research on critical economic issues
[Read more >](#)

McKinsey Quarterly
Our latest thinking on business strategy
[Read more >](#)

McKinsey in the News
Our recent press and media contacts
[Read more >](#)

McKinsey & Company is a management consulting firm advising the top management of leading companies and institutions on issues of strategy, organization, technology, and operations. [MORE ABOUT US >](#)

News and Ideas

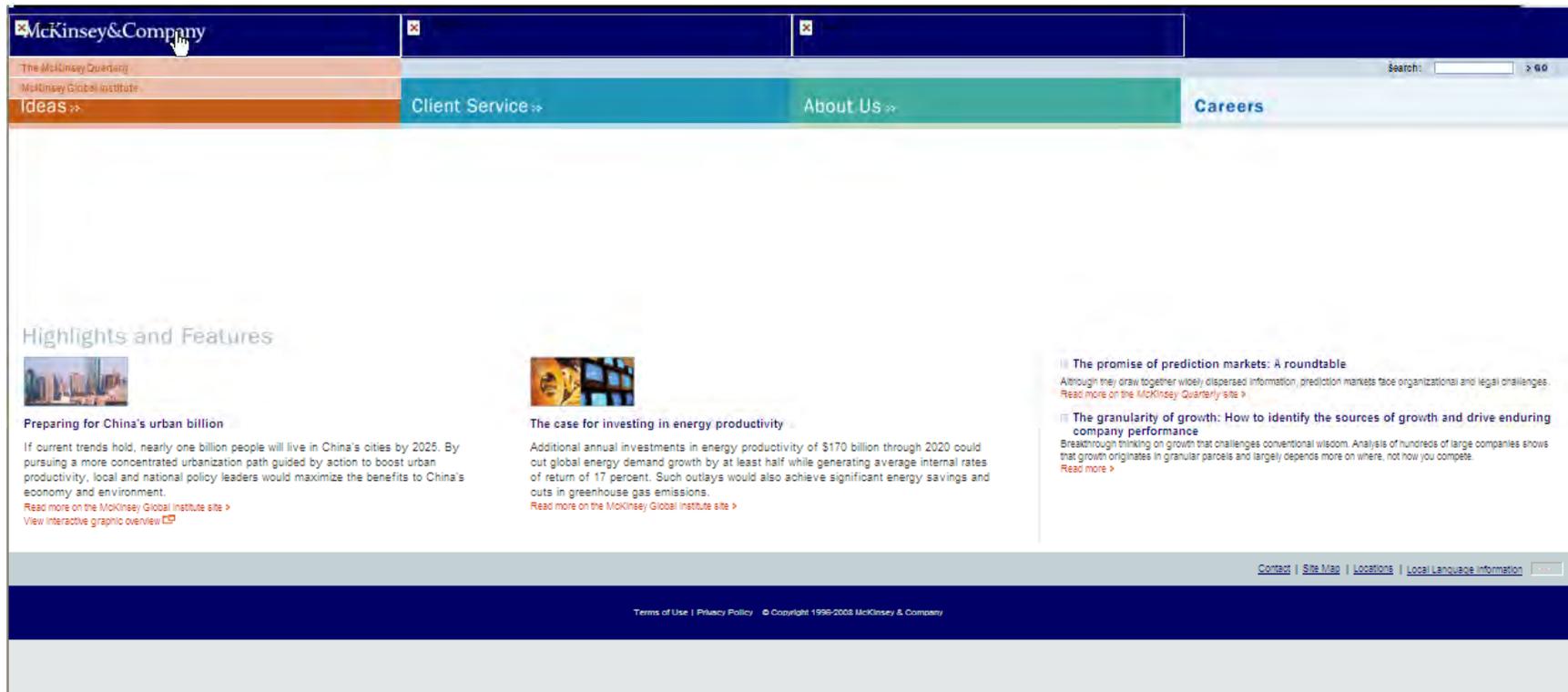
NEW HORIZONS: MULTINATIONAL COMPANY INVESTMENT IN DEVELOPING ECONOMIES
McKinsey Global Institute
A new report suggests that both multinational companies and developing economies could find enormous benefits through foreign direct investment. But global expansion has its pitfalls as well as its opportunities, and CEOs as well as policy leaders need to understand them both.
[Read more >](#)

IN THE FRAY
Featured Article
Music executives are learning that audiences will pay for the privilege of receiving music the way they want it.
[Read more >](#)

LEARNING TO GROW AGAIN
McKinsey Quarterly
Managing Director Ian Davis contends that companies should ask three critical questions as they shift to expansion mode.
[Read more on The McKinsey Quarterly site >](#)

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McKinsey, circa 2008



McKinsey, 2011 to now

The image shows a screenshot of the McKinsey & Company website. At the top left, the logo 'McKinsey&Company' is visible. The main banner features the text 'Big Data' in large, light blue letters, with a network diagram background. Below this, it asks 'What's your plan?' and states 'Advanced analytics is defining the difference between winners and losers. Here's how to get started »'. A 'More from McKinsey' section contains three articles: 'Urban World: New app', 'Rethinking infrastructure', and 'Health International'. On the right side, there is a navigation menu with links for 'Client Service', 'Insights & Publications', 'About Us', 'Alumni', 'Careers', and 'Global Locations'. Below the menu is a search bar and a 'McKinsey Overview' button, which is highlighted with a red arrow. At the bottom of the page, there are links for 'Contact us', 'Site map', 'Privacy policy', 'Frequently asked questions', 'Terms of use', and 'Local language information', along with a copyright notice for 1998-2013 McKinsey & Company.

McKinsey, 2011 to now

McKinsey&Company

- Client Service
- Insights & Publications
- About Us
- Alumni
- Careers
- Global Locations

Search

[Back to Featured Insights](#)

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Frequently asked questions
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Local language information

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Our mission: To help leaders make distinctive, lasting, and substantial improvements in performance, and constantly build a great firm that attracts, develops, excites, and retains exceptional people.

[» About Us](#)

127 languages
Our consultants come from a remarkable range of cultural and educational backgrounds

90 percent
We serve the majority of the world's 100 largest companies
[» Client Service](#)

600 thousand hours
We make substantial investments each year to develop new knowledge and insights
[» Insights & Publications](#)

Find one of our 102 global offices

McKinsey in Africa
Regardless of location, clients have access to our global network of experts via industry and functional practices that concentrate knowledge and expertise on issues that matter.
[» View list of global offices](#)

Industry practices Functional practices

Websites – Trends

McKinsey&Company

- Client Service
- Insights & Publications
- About Us
- Alumni
- Careers
- Global Locations

Search

Careers

What you'll do > | How you'll grow > | McKinsey life > | Roles > | Your background > | Apply >

Where McKinsey can take you

"McKinsey has seen more of its alumni go on to be chief executives of other companies than any other firm."

The Economist

There are more than 24,000 McKinsey alumni representing virtually every business sector in more than 100 countries. They lead large organizations—more than 230 are CEOs of companies with more than \$1 billion in annual revenue. They create new organizations—more than one in five have started a business—and they head major educational institutions, leading nonprofits, and government agencies worldwide.

A growing network

People build relationships here that last long after they leave. They call on each other for expertise and support. They open doors, make connections, and focus on shared interests and opportunities. McKinsey plays a central role in helping alumni stay in touch with the firm and each other.

Pursue new opportunities

Many of our consultants go on to be leaders in both business and nonbusiness organizations. Many are entrepreneurs. Others head philanthropic foundations, educational institutions, and other organizations in the social sector. And some are in government or pursuing their passion for inventing, filmmaking, or art.

Alumni Center web site
See what McKinsey alumni accomplish at the Alumni Center web site.
[Visit the Alumni Center](#)

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Websites – Trends

McKinsey&Company

- Client Service
- Insights & Publications
- About Us
- Alumni
- Careers
- Global Locations

Search

Careers

What you'll do | How you'll grow | **McKinsey life** | Roles | Your background | Apply

[Back to Find a consultant](#)

Hannah

Role: Associate University of Pennsylvania

"I was immediately struck by how down-to-earth people at McKinsey are, and by the level of connection, both personally and professionally. I was able to make with the leaders here."

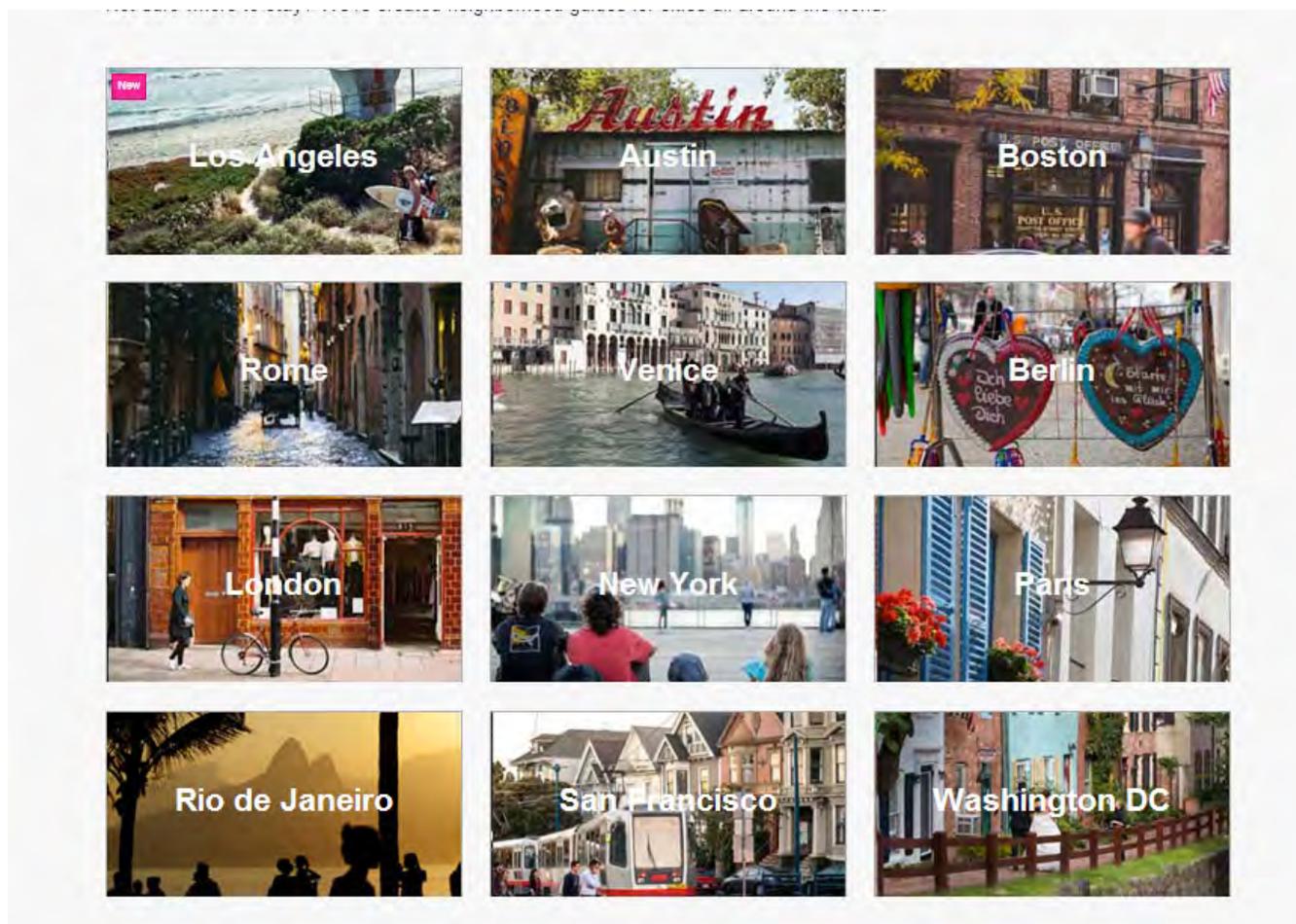
2005 HSBC Bank	2008 Summer Intern at McKinsey	2009 Joined McKinsey as an Associate	2010 Transferred to McKinsey's DC Office In my first year at the Firm, I'd already had a very broad experience and was interested in doing more work in the social sector.
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Contact us
Site map
Privacy policy
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Terms of use
Local language information

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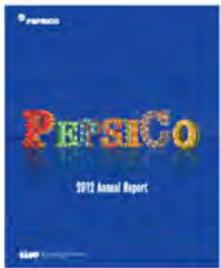
From my first days at McKinsey, I've had the chance to work and interact with senior leadership at our clients. But few experiences have been as rewarding as when I had the chance to work with a state education agency. I was part of a team that was charged with identifying ways to improve their lowest-performing schools. We built a model to identify which of their primary, secondary, and high schools were low performing and also developed a multi-pronged strategy that they could employ

Websites – Trends

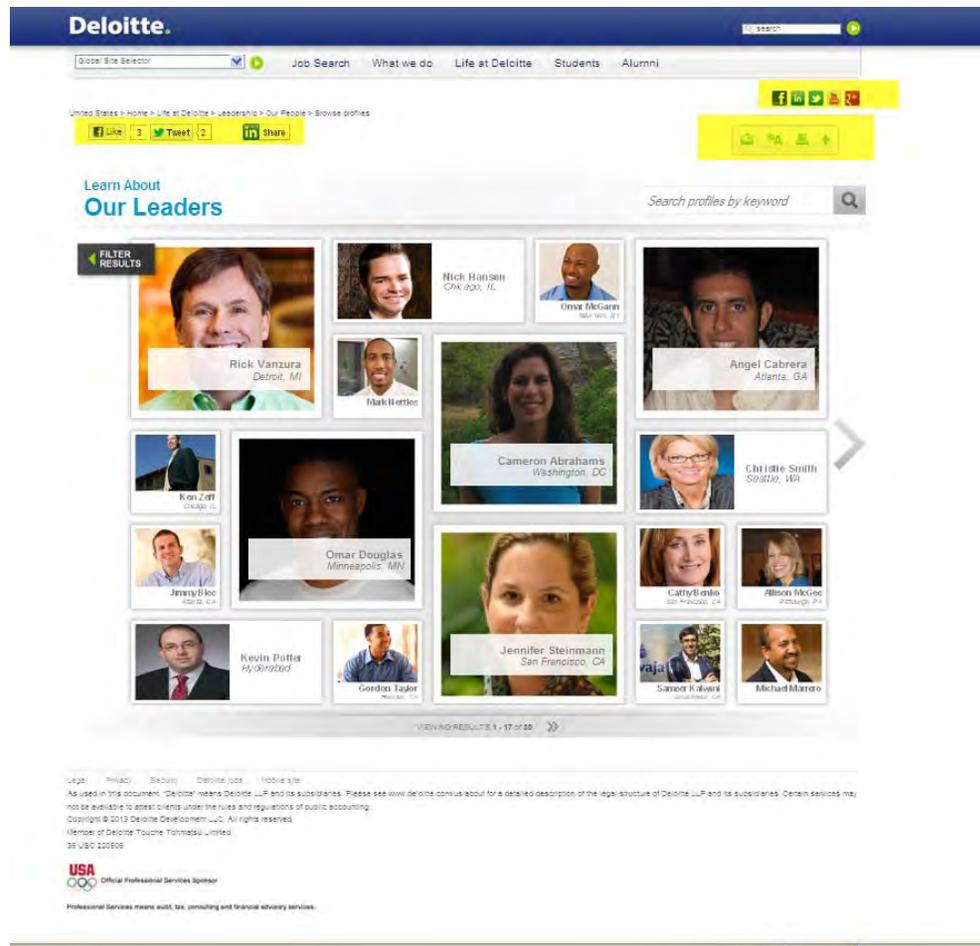


Websites – Trends



News & Press Releases >		
 Performance		
PepsiCo Announces Q1 2013 Earnings READ MORE >	PepsiCo Q1 2013 Earnings Call LISTEN >	Chairman and CEO Indra Nooyi on 'Mad Money' with Jim Cramer WATCH >
		 2012 Annual Report READ MORE >
		PepsiCo 2012 Annual Report Learn more about the company's performance and strategic vision in the 2012 Annual Report. READ MORE >

Websites – Trends



Websites – Trends

The screenshot displays the GE Careers website interface. At the top right is the GE logo with the tagline "imagination at work". The main content area features two article listings. The first article, dated April 20, 2013, is titled "GE Opens Thousands of #Patents to #Garage Inventors from the #Quirky Community" and includes a "READ MORE" link, "No comments", "Permalink", and "Share this" options. The second article, dated April 19, 2013, is titled "All Roads #LED to #Cleveland: GE's #Nela Park Celebrates Centenary" and includes a small image of streetlights and a text snippet about Nela Park's centenary. On the right side, there are three interactive sections: "SEARCH JOBS" with a search input field and a "Search jobs" button; "JOIN OUR TALENT COMMUNITY" with a text input field and a "Subscribe" button; and "EMPLOYEE PROFILES" featuring a profile for Kristi, GE Healthcare's Commercial Leadership, with a small photo.

GE Careers

April 20, 2013

GE Opens Thousands of #Patents to #Garage Inventors from the #Quirky Community

For the first time in its history, GE is making thousands of patents available to the Quirky community of garage inventors. GE and Quirky will also launch a co-branded product line of app-enabled consumer devices that can bring the Industrial Internet to the home. [Read More](#)

[READ MORE](#) | [No comments](#) | [Permalink](#) | [Share this](#)

April 19, 2013

All Roads #LED to #Cleveland: GE's #Nela Park Celebrates Centenary



GE's Nela Park, America's first industrial park, is 100 years old today. But it keeps churning out innovations like big data software systems to allow cities and towns to remotely manage, monitor and adjust their street lights and alert utilities to power outages.

SEARCH JOBS

Finding the right job is never easy, but whether your passion is to change the way people think about healthcare, help inform the world, or create a solution for water scarcity, GE could be just the right place for you to build a great career.

JOIN OUR TALENT COMMUNITY

Stay connected by joining our network! Enter your e-mail and tell us a bit about yourself, and we'll keep you informed about upcoming events and opportunities that match your interests.

E-mail

EMPLOYEE PROFILES

 **Kristi**
GE Healthcare's Commercial Leadership

Websites – Trends

The screenshot displays the Accenture Careers website. At the top, there is a navigation bar with links for 'About Accenture', 'Newsroom', 'Latest Hiring', 'Careers', and 'Contact Us'. Below this is a dark red header with the Accenture logo and the tagline 'High performance. Delivered.' Navigation links include 'Careers Home', 'About Careers', 'Meet Our People', 'Working At Accenture', 'Job Search', and 'Where Do I Fit?'. A secondary navigation bar offers 'Sign In for Personalized Content' and 'New? Start Here'.

On the left side, there are options for 'E-mail', 'Print', and 'Share' (with social media icons for Facebook, Twitter, LinkedIn, and Pinterest). Below these are 'Like' (0) and '+1' (3) buttons, and a 'Save' option. A section titled 'Browse our Interactive Map' features a map with location pins.

The main content area is titled 'Accenture Career Blogs' and includes an introductory paragraph: 'Accenture professionals engage in ongoing communications regarding the latest in technology, industry insights and careers at Accenture.' It lists three blogs:

- Accenture Recruiters Blog**: 'The Accenture Recruiters Blog offers the personal opinions, experiences and thoughts of Accenture recruiters. Follow this blog for insight into careers at Accenture and our recruiting process.'
- Consulting Careers Blog**: 'At Accenture, we offer greater opportunity, greater challenge and greater satisfaction. Read the personal thoughts and experiences of some of our analysts and consultants as they share insights from their journeys to discover how great they can be with a consulting career at Accenture.'
- Consulting Intern Blog**: 'Meet Accenture interns and learn about their internship experience as they spend a summer working with us and finding out first-hand what life as a consultant is all about.'

A 'Social Media Networks' section encourages users to connect with Accenture on Facebook, LinkedIn, Twitter, and YouTube.

On the right side, there is a 'Recently Viewed' section with a plus sign. Below it is a 'Now Hiring in the United States' section listing three job openings:

- Lead Business Analyst, IL - Bloomington**: Includes 'View Details' and 'Save Job' links.
- Contract Specialist, CA - San Jose**: Includes 'View Details' and 'Save Job' links.
- Contract Manager, DC - Washington, DC**: Includes 'View Details' and 'Save Job' links.

A 'More Jobs' link is located at the bottom right of the job listings. Below the job listings is a 'Submit Your Resume' section with the text: 'Apply to jobs, track existing applications and make your resume visible to all recruiters, who can match'.

Websites – Trends

Goldman Sachs WHO WE ARE WHAT WE DO OUR THINKING CITIZENSHIP

CAREERS INVESTOR RELATIONS MEDIA RELATIONS WORLDWIDE LOGIN

CAREERS CAREERS BLOG

CAREERS BLOG

Stay on top of what's happening, get information, and learn about our people and career opportunities.

GOLDMAN SACHS 2012 ANNUAL REPORT

12 APR 2013

Our firm continues to help clients grow – providing the capital they need, enabling them to invest, helping them seize opportunities and managing their risks. By helping our clients reach their objectives, we help to support economic progress.

[READ THE REPORT AND WATCH VIDEOS OF OUR WORK WITH CLIENTS](#)

VIDEO: WORKING WITH OUR CLIENTS

12 APR 2013

In this video from our online annual report, a team of our bankers in Frankfurt and London talk about how they helped our client, Daimler AG, sell a big stake in EADS, the European aerospace giant. The successful transaction and proceeds of over \$2.1 billion improved Daimler's ability to focus on its core business.

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CATEGORIES

- ALL
- ADVICE & TIPS
- CITIZENSHIP
- CULTURE AND DIVERSITY
- NEWS AND EVENTS
- OUR PEOPLE
- OUR THINKING
- WHAT WE DO

VIDEO

[Tweets by @GoldmanSachs](#)

[YouTube](#) [LinkedIn](#)

Featured:



1. Professional.

2. Optimize.

3. Promote.

4. Host.

5. Batch.

KEVIN O'KEEFE'S
REAL LAWYERS HAVE BLOGS
ON THE TOPIC OF THE LAW, FIRM MARKETING, SOCIAL MEDIA, & BASEBALL

RLHB TOPICS
Social Media & Networking Publishing & Technology Best in Law Blogs Blog Essentials Legal Marketing Talk of the LexBlog Network

Posted in
Legal Marketing

By *Kevin O'Keefe*
on August 13th, 2007

Comments Print
TAGS: VIDEO, YOUTUBE

Share
Tweet
Recommend
Email

Top 5 tips for law firm online video

law firm online video Following our appearance on Lawyer2Lawyer's podcast on law firm's use of YouTube and online video, Technolawyer's Neil Squillante posted his top 5 tips for law firm online video.

Here's Neil's paraphrased list with a few of my comments.

1. Hire a professional. Hire a professional filmmaker, and it could be any film school graduate to create a storyboard, direct, and edit.
2. Optimize for search engines. When you upload your video to YouTube, carefully write your description with Google searches in mind and link back to your site. I've found Google indexing YouTube video's right along with other web content. But unless you create a title that describes the nature of the video, ideally including keywords relating to your niche area of the law, the video will never be found.
3. Promote your video. You must then execute a promotional plan to drive traffic to your video. At the very least, let your clients know about the video and encourage them to send the link to others.
4. Go local. YouTube's embedding code allows you to place the video you have uploaded at YouTube on your own blog or web site. It's free. If you're concerned about the YouTube brand there are other services that allow you to do the same. With the trust factor with Google's YouTube brand running high and most folks knowing you can click on the YouTube video on your site to get the code so it can be run on their blog, I'd use YouTube.
5. Make sequels simultaneously. Leverage your investment by producing several videos at the same time for release at different times.



High performance. Delivered.

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Accenture Careers in the United States

Looking for career opportunities? Start your search here.

Find

E.g. project manager, information technology, analyst, city

Graduates
Take your next step with Accenture

Experienced Hire
Work at the forefront of consulting and technology

Get Referred
Put yourself forward with an Accenture referral

Latest Job Openings

Junior Customer Service Representative
WA - Seattle
▶ Show Details
▶ Save Job

Underwriter II - Repurchase +
TX - Dallas
▶ Show Details
▶ Save Job
▶ More



Accenture Alumni
Reconnect with former colleagues or explore a return to Accenture.



Inclusion & Diversity
Join a company that values individual similarities and differences.



Employee Blogs
Follow the steps of employees on their career journey with Accenture.

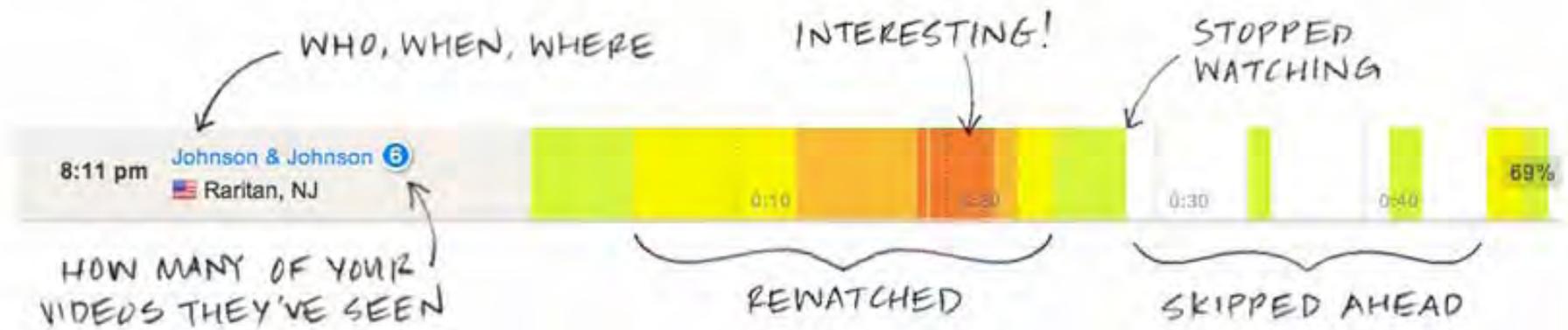
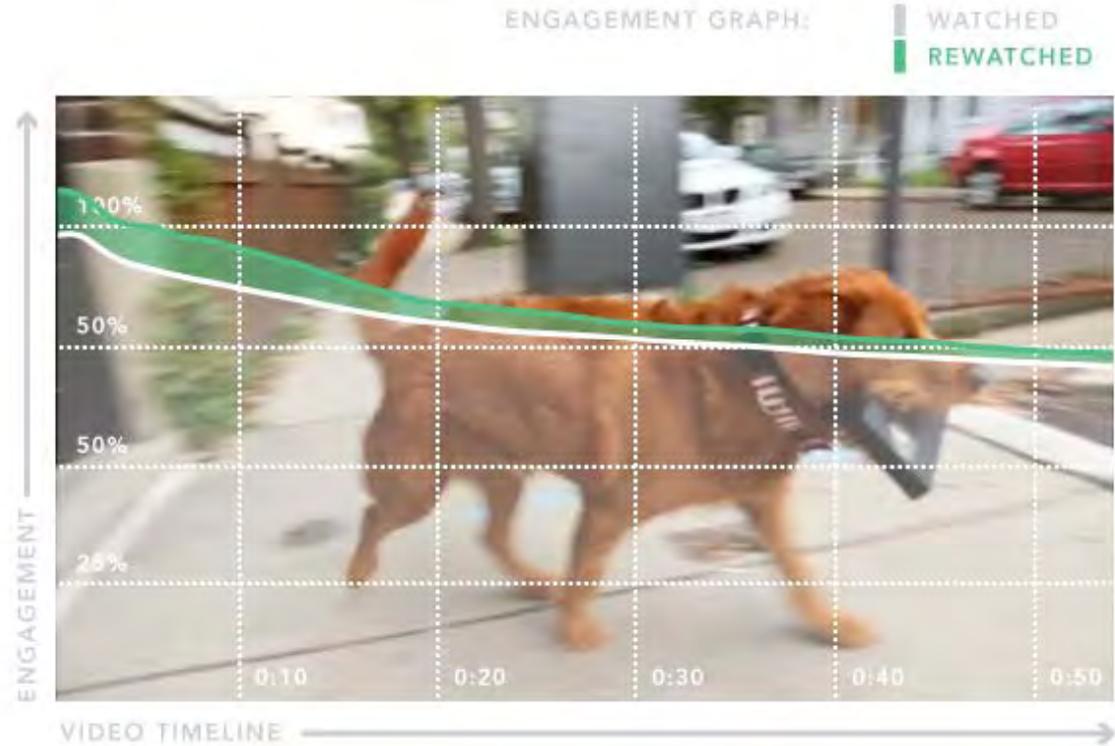
Employee Testimonial

Media Help | PDF Help

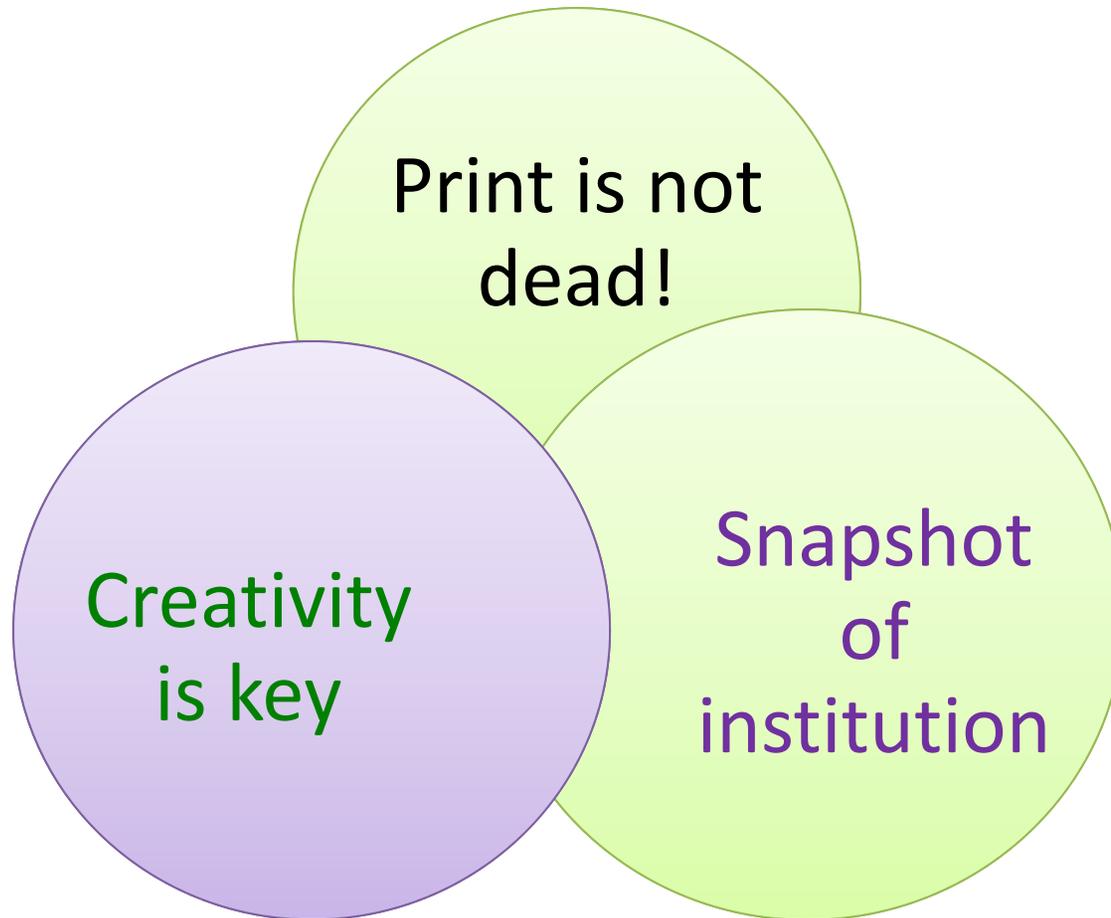
[View the transcript](#)

⏪ ⏩ Pause

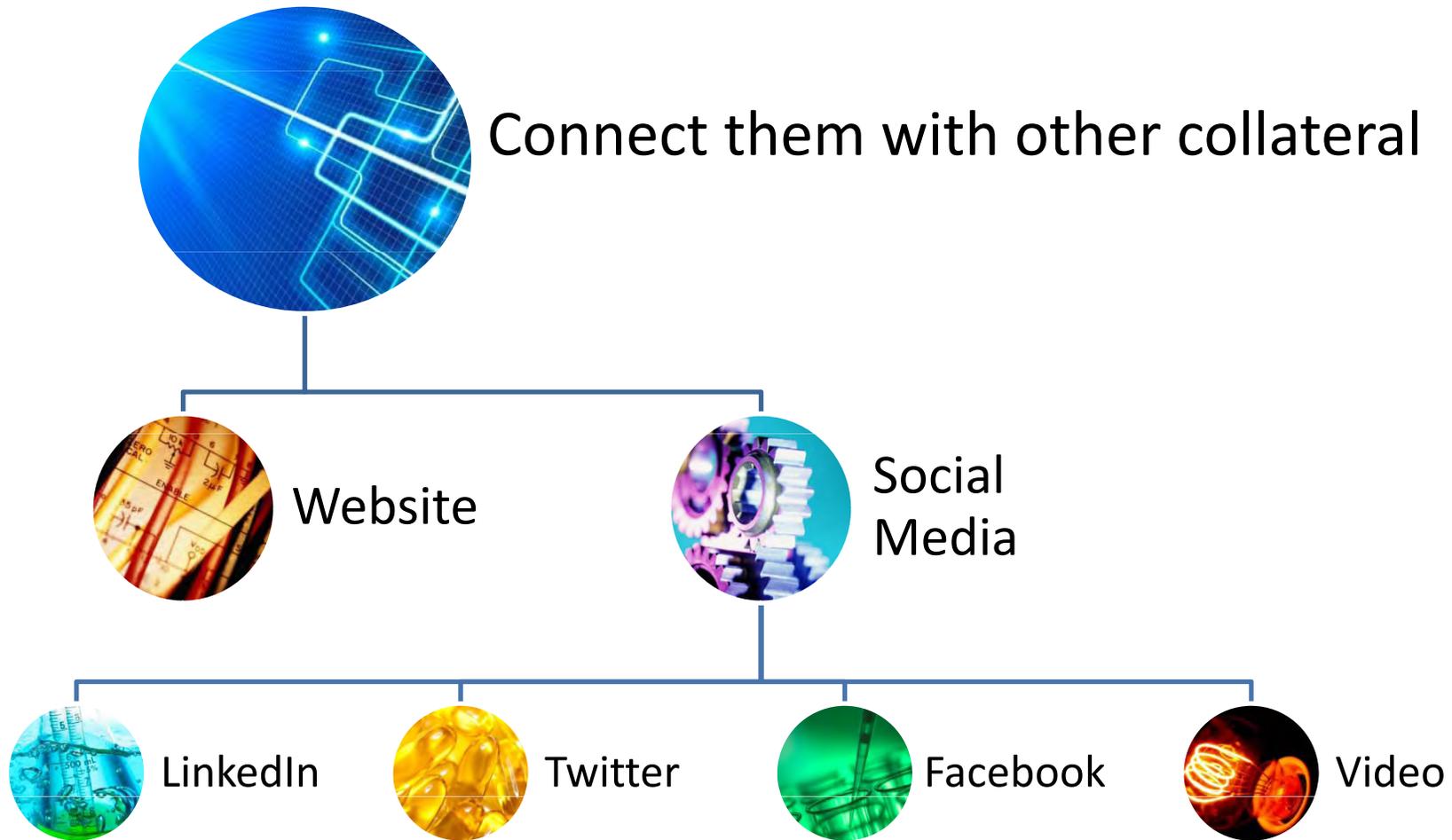
VIDEO ANALYTICS



Brochures? In 2013?



Brochures in 2013



Brochures in 2013

- Repurpose ≠ Regurgitate
- Work with BD, Marketing Department
- Involve Professional Development Team
- Produce professionally
- Small Decision Party
 - The smaller, the better, the faster, the cleaner the process

LinkedIn - Introduction

- Mid-sized firm with limited resources
- Partnered with Marketing for content
- Started posting available jobs
- Increase in traffic happened right away

Sample Job Posting

Corporate Finance/Real Estate Staff Attorney

Chapman and Cutler LLP - Chicago Loop (Greater Chicago Area)



Job Description

Chapman and Cutler LLP is seeking to hire a Staff Attorney to join the Real Estate group in the Corporate Finance Department in the Chicago office. The successful candidate will have a minimum of 3 years of real estate-related legal experience as well as familiarity and/or experience with the following:

- * drafting and negotiating mortgages and other common real estate documents
- * reviewing, drafting and negotiating commercial leases
- * title and survey review
- * real estate closings
- * working knowledge of environmental issues in real estate transactions

The ideal candidate will be well-versed in the above issues as they relate to the perspectives of banks and institutional investors as well as developers, landlords, credit tenants and real estate investors.

Candidates must be admitted to and members in good standing of the Illinois bar.

The ability to simultaneously handle multiple transactions is essential. The ideal candidate will have strong interpersonal, analytical and writing skills as well as solid academic credentials.

To apply, please submit your cover letter and resume using the link provided. All applicants will be considered; however, the hiring decision will be made based on qualifications for the position.

Chapman and Cutler LLP is an Equal Opportunity Employer M/F/D/V/SO.

Apply on Company Website

24 people have clicked

Save job | View saved jobs »

Share job [in](#) [f](#) [t](#)

Stop following

Posted By



Katie Smith (YOU)
Legal Recruiting and Professional Development Coordinator at Chapman and Cutler LLP

Salary Range for Jobs Like This

Salary Bonus Total Cash

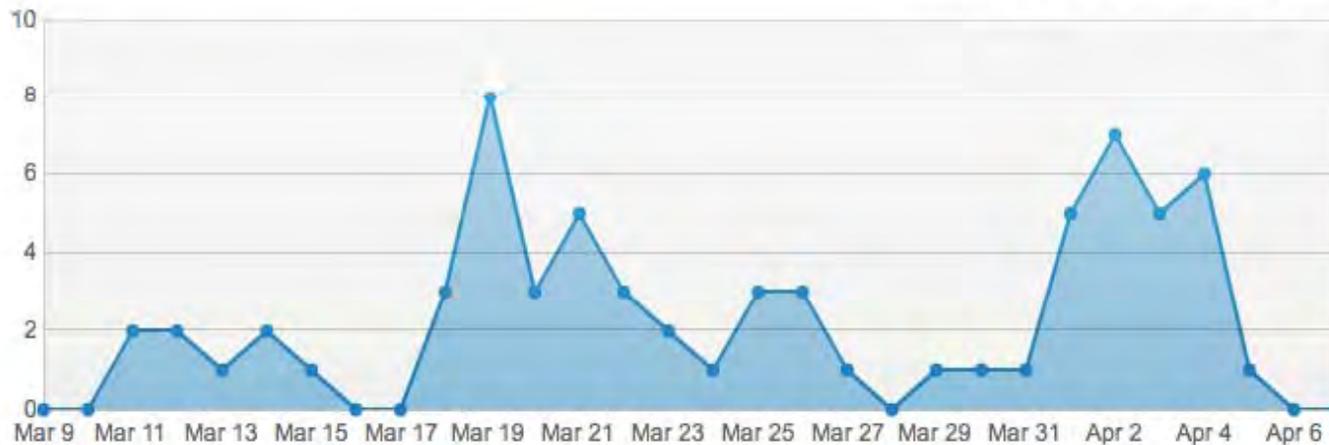


Job Postings Analytics

Job Analytics *Beta* Total ▾ Last 30 days ▾ 

Summary Views **Apply Clicks** Shares

70 apply clicks from 2 jobs

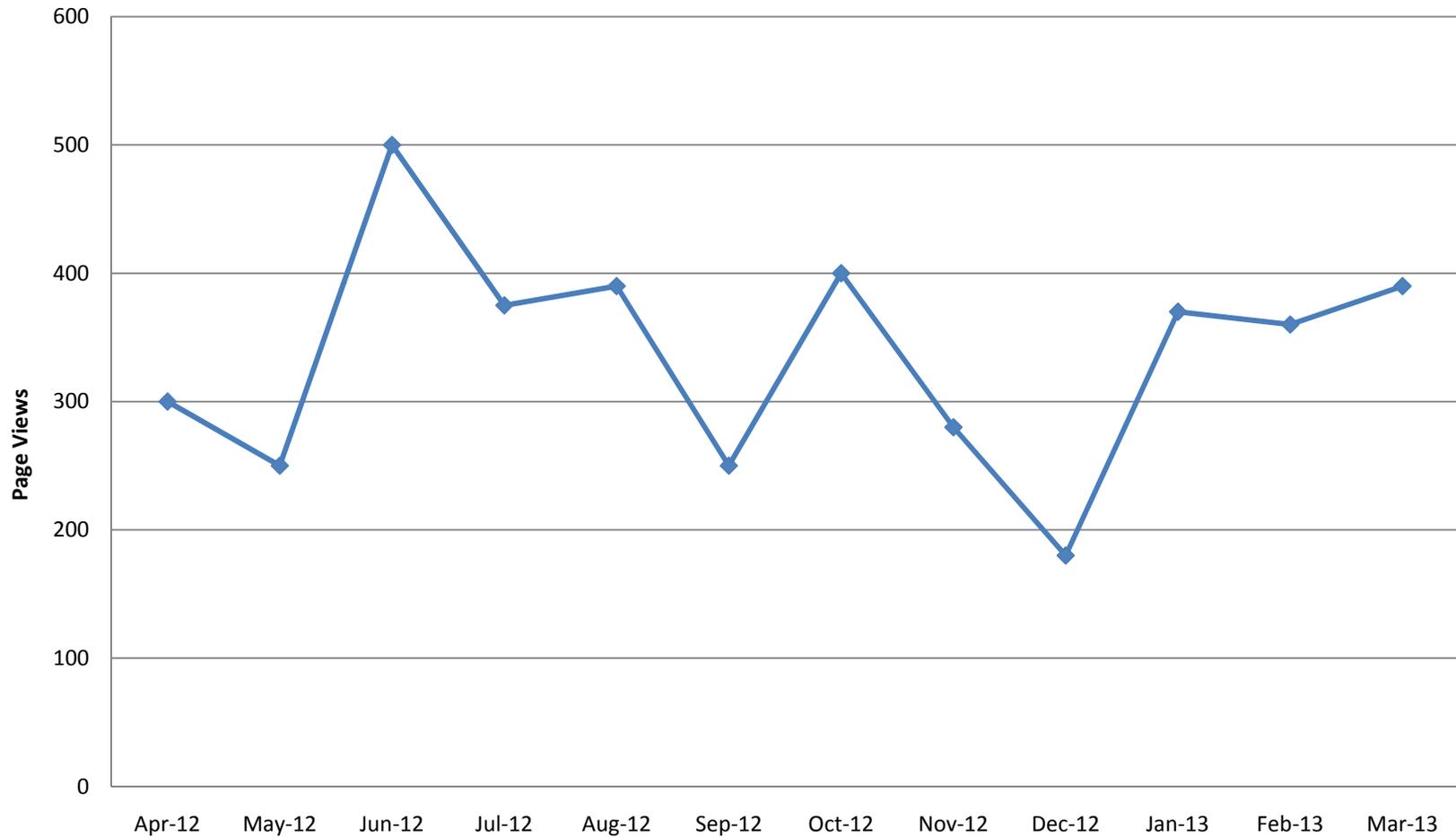


Job Detail - Last 30 days (2 Jobs)

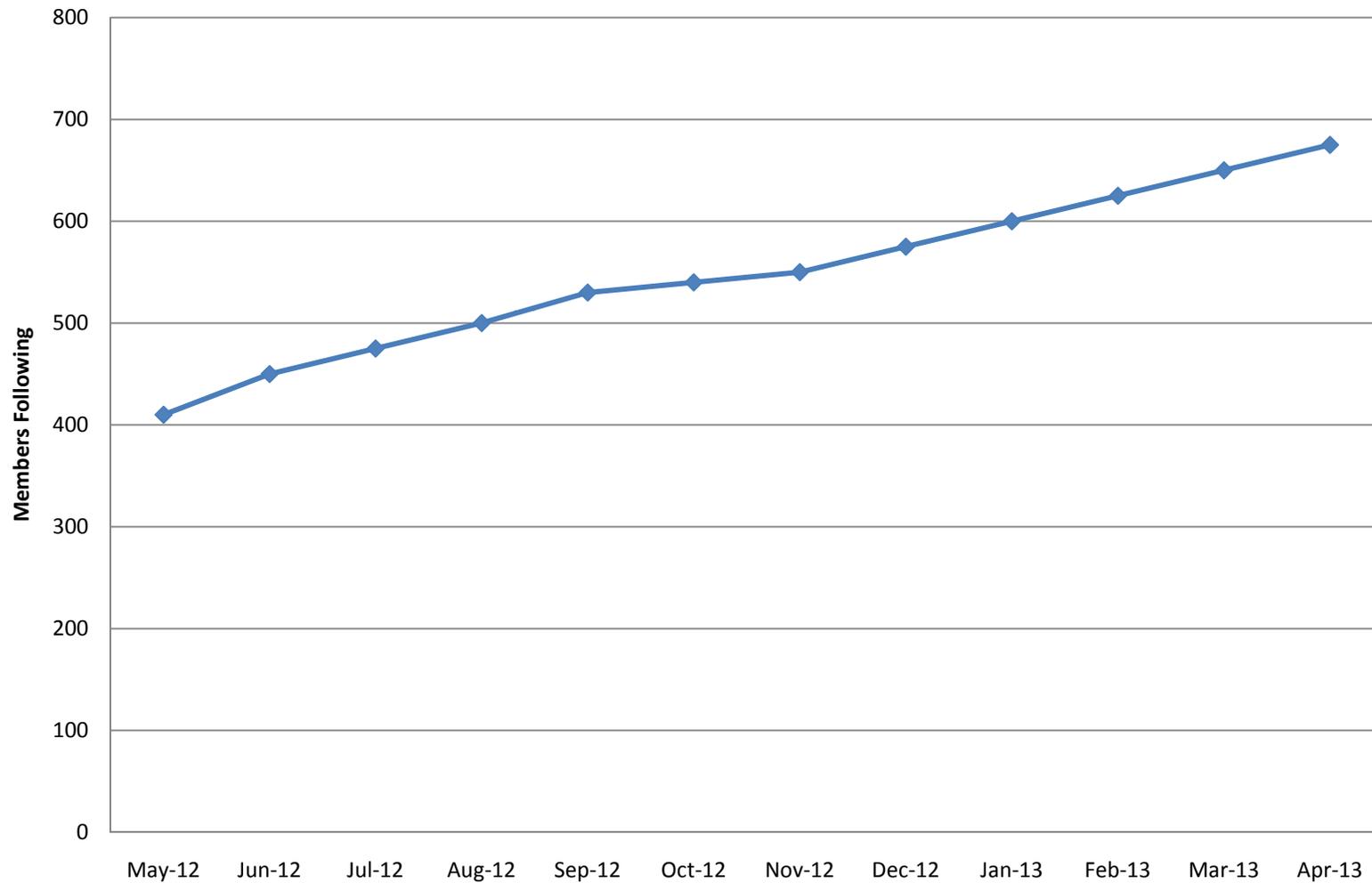
[Download Data](#)

Job Title	Status	Poster	Views	Apply Clicks	Shares
Corporate Finance/Real Estate Staff Attorney	Open	Katie Smith	326	45	2
Associate with 2-5 Years of Transactional Experience	Open	Katie Smith	249	25	1

Effect on Overall Site Traffic



Effect on Member Interest



Status Updates

- Similar to a Facebook status update or tweet
- Highlight Firm news and events

Status Update Examples

Chapman and Cutler LLP Todd R. Plotner, a partner in Chapman's securitization and structured finance practice group, has been named a BTI Client Service All-Star for 2013. This list, based on interviews with General Counsel and their direct reports at Fortune 1000 companies, recognizes lawyers "... more

Chapman Partner Todd Plotner Named a 2013 BTI Client Service...

chapman.com · Print PDF Todd R. Plotner, a partner in Chapman's securitization and structured finance practice group, has been named a BTI Client Service All-Star for 2013. This list, based on interviews with General Counsel and their direct...

Chapman and Cutler LLP We're hiring! Our San Francisco office is looking for an associate with 2-5 years of transactional experience (preferably finance focused). Visit our Careers page on LinkedIn for more details and a link to apply.

Other Status Update Suggestions

- Firm Sponsorship of Industry Events
- Recruiting Events
- Community Service
- Recognition of New Partners, Counsel
- Summer Program News
- OCI Schedule
- Announcement of New Hires

Leverage Your Existing Resources

About Chapman and Cutler LLP



- [Our First 100 Years ▶](#)
- [Our Clients ▶](#)
- [What We Do ▶](#)
- [Offices ▶](#)
- [Diversity and Inclusion ▶](#)

More About Chapman and Cutler LLP

- [Why Choose Chapman ▶](#)
- [Information for Law Students ▶](#)
- [Information for Experienced Attorneys ▶](#)
- [Staff Opportunities ▶](#)
- [Making a Difference ▶](#)

Additional Content Possibilities

- Recruiting Videos
- Featured Employees
- Alumni Program Connection
- Connect to LinkedIn Groups (new!)

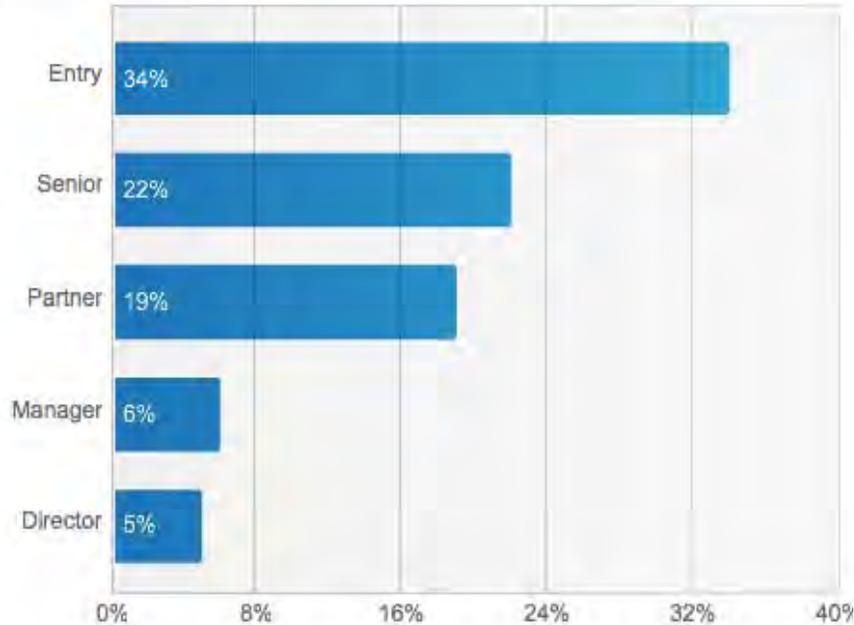
Follower Insights

- Seniority
- Industry
- Function
- Region
- Company Size
- Employee/Non-Employee

Sample Follower Insight Charts

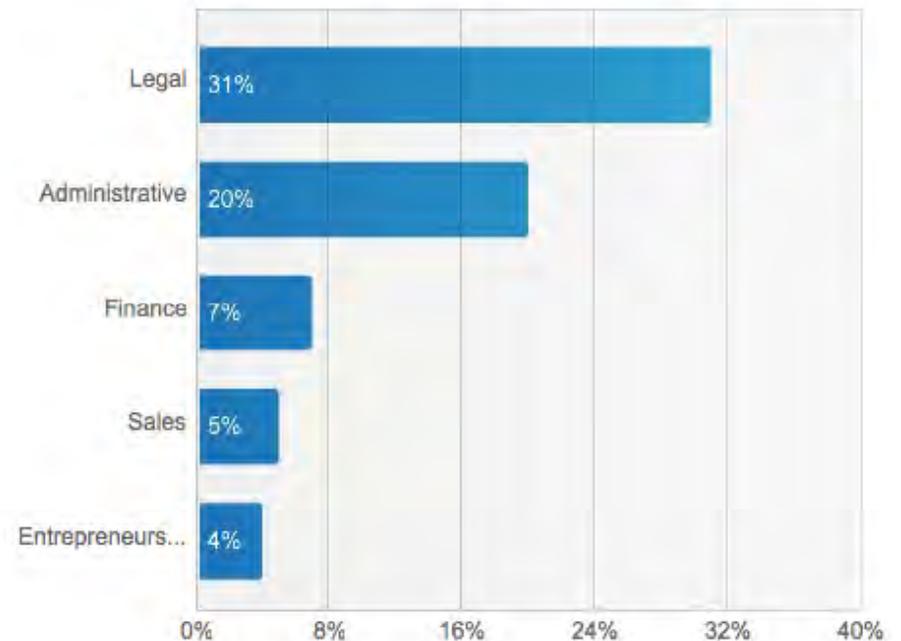
FOLLOWER DEMOGRAPHICS

Seniority Industry Function Region Company Size Employee



FOLLOWER DEMOGRAPHICS

Seniority Industry Function Region Company Size Employee



Additional Page Insights

People Also Viewed



Kirkland & Ellis LLP
Law Practice



Vedder Price, P.C.
Law Practice



Winston & Strawn LLP
Law Practice



Schiff Hardin LLP
Law Practice



Seyfarth Shaw
Law Practice



**Neal, Gerber & Eisenberg
LLP**
Law Practice

LinkedIn - Summary

- Don't be intimidated
- Job postings = simple way to increase traffic
- Status updates = easy and effective
- Use LinkedIn to drive traffic to firm website
- LinkedIn-specific content not needed

Twitter – What to Tweet

- Firm News
- Attorney News
- Market Happening
- Other

When to Tweet

- When is rush hour?
- When are the roads clear?
- How to tell (can you tell?)
- Ask (your) PR Firm!

Measuring Tweets

- Who's following?
- Is it important to know?
- What should you measure?
 - Tools for measuring
 - Take-aways

Other Media

- Mobile Apps
- Text-to-shortcode

Come Together (right now)

- Relate *all* Social Media
 - Consistent Message
 - Drive, Maintain Interest
 - Create *good* User Experience

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