Which Social media platforms do you use most:	PINTEREST	TWITTER	FACEBOOK	INSTAGRAM	GOOGLE+	LINKEDIN
Personally?						
Professionally?						
Within your organization?						

PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES

decor, crafts/diy, cooking, fashion, health

USERS ARE:
17% MALE
83% FEMALE

20 MILLION ACTIVE USERS

TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION in the US

BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

241 MILLION ACTIVE USERS

FACEBOOK

SOCIAL SHARING SITE THAT HAS 1+ BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES

COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

1+ BILLION ACTIVE USERS

INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF #HASHTAGS

AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

200 MILLION ACTIVE USERS

GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

25-35 YEAR OLDS ARE THE MOST ACTIVE

540 MILLION ACTIVE USERS

LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT

POWERS 50% OF THE WORLD'S HIRES

300 MILLION USERS

Statistics as of 4.25.2014 Designed by: Leverage - leveragenewagemedia.com

NALP #Recruiting: Reaching a Digital Generation 1 "Like" at a Time

Audience Engagement - Business Case Worksheet

Pre-Planning

1) Choose Your Social Media Platform:

Facebook	Instagram	Twitter	Pinterest

2) Choose Your Target Audience:

Law Students	Laterals	Firm Employees	All the Above

3) Choose Your Decision Maker:

Manager	Director	C-Suite Leadership

*If you predict your firm or law school will have multiple rounds of approval, please list those approvals here:

Approval Round 1	Approval Round 2	Approval Round 3	Approval Round 4

Making the Case

o This is the social media platform we should be using:

Social Media Platform/Account Request

o Here are the people we hope to reach with that platform:

Target Audience

o You may have the following reservations; I will provide solutions for those in the following ways:

Reservations and/or Risks to Consider	Resolutions & Plan to Handle

o Here's some marketplace data to support the case:

Quantitative & Qualitative Data

o Target Timeline & Resources:

Submission to Director	Incorporate Edits from Director	Submit to Upper Management	Approval Goal
May 1, 2017	May 7, 2017	May 13, 2017	June 1, 2017

Team Member to Handle	Team Member to Handle	Team Member to Handle	Team Member to Handle
Sally (Recruiting) Steve (Marketing)	Phoebe (Recruiting)	Sally (Recruiting) Steve (Marketing)	Christine (CEO) Bill (Director of Marketing)

Top 50 Law Schools by Rank (US News & World Report 2016)

		Facebook	Twitter	LinkedIn	Instagram	YouTube	Pinterest	Flickr
	No. (out fof 54 schools)	**54**	**54**	**54**	**49**	**50**	**16**	**33**
		100%	**100%**	**100%**	**91%**	**93%**	**30%**	**61%**
1	Yale	X	X	X	X	X	X	X
2	Harvard	X	X	X	X	X	X	X
2	Stanford	X	X*	X	X	X	X	X
4	Columbia	X*	X*	X	X*			X
4	University of Chicago	X	X*	X	X	X		
6	NYU	X	X	X	X	X		X
7	University of Pennsylvania	X	X	X	X	X	X	X
8	UC Berkeley	X	X*	X	X	X		X
8	University of Michigan (Ann Arbor)	X	X	X	X	X		X
8	University of Virginia	X	X	X	X	X		X
11	Duke	X	X*	X	X	X		X
12	Northwestern	X	X	X	X	X		X
13	Cornell	X	X*	X	X	X		X
14	Georgetown	X*	X*	X	X	X*	X*	
15	University of Texas Austin	X	X*	X	X	X		X
16	Vanderbilt	X	X	X	X			
17	UCLA	X	X	X		X		
18	Washington University at St. Louis	X	X	X	X	X		X
19	USC	X	X	X	X	X		X
20	Boston University	X	X	X	X	X		X
20	University of Iowa	X*	X	X		X		
22	Emory	X*	X	X	X	X	X	
22	University of Minnesota	X*	X	X*	X	X*	CSO only	X
22	University of Notre Dame	X*	X*	X	X	X		X
25	Arizona State University (Sandra Day O'Conner College of Law)	Y*	X*	X*	X*	X		X*

25	George Washington University	X*	X*	X		X*		
25	Indiana University -- Bloomington (Maurer School of Law)	X*	X*	X	X	X		X
28	University of Alabama	X*	X	X	X	X		X
28	UC Irvine	X	X	X	X	X		X
30	Boston College	X*	X	X	X	X		
30	Ohio State University (Moritz)	X*	X*	X	X	X		
30	UC Davis	X	X	X	X	X		X
33	College of William & Mary (Marshall - Wythe)	X	X	X		X		
33	University of Georgia	X	X*	X	X	X		X*
33	University of Washington	X	X	X	X	X		X
33	University of Wisconsin - Madison	X	X	X		X	CSO	
37	Fordham	X	X	X	X			X
38	BYU (Clark)	X*	X	X	X	X*	CSO	CSO
38	UNC - Chapel Hill	X	X*	X	X		CDO	X
40	Univeristy of Arizona (Rogers)	X	X	X	X	X	X	
40	University of Colorado - Boulder	X*	X*	X	X	X*		X
40	University of Illinois - Urbana Champaign	X	X	X	X	X		
40	Wake Forest	X	X	X	X	X		X
40	Washington and Lee	X*	X	X	X	X	X	
45	George Mason	X*	X	X	X*	X		
45	Southern Methodist University (Dedman)	X*	X*	X	X*	X		X
45	University of Utah (Quinney)	X	X	X	X	X		

48	University of Florida (Levin)	X	X*	X	X	X		
48	University of Maryland (Carey)	X	X	X	X	X		
50	Florida State University	X	X	X	X	X	X*	
50	Temple University (Beasley)	X	X	X	X	X	X	X
50	Tulane	X*	X	X	X	X		
50	UC Hastings	X	X*	X	X	X*	X	X
50	University of Houston	X	X	X	X	X	X	

NOTE: X* = Law School and CSO have separate accounts.

Top 50 Law Firms (Vault Top 100 Law Firms for 2017)

		Facebook	Twitter	LinkedIn	Instagram	YouTube	Google+
	No. (out of 50 firms)	**25**	**31**	**36**	**1**	**11**	**10**
		50%	**62%**	**72%**	**2%**	**22%**	**20%**
1	Cravath						
2	Wachtell						
3	Skadden	X	X	X			
4	Sullivan & Cromwell		X	X			
5	Davis Polk						
6	Simpson Thacher						
7	Latham	X	X	X		X	
8	Kirkland						
9	Cleary			X			
10	Gibson Dunn	X	X	X			
11	Weil	X	X	X			X
12	Paul Weiss	X		X			X
13	Covington	X	X	X			
14	Sidley	X	X	X			
15	Quinn Emanuel						
16	Boies Schiller						
17	Debevoise						
18	Jones Day	X	X	X		X	X
19	Williams & Connolly						
20	White & Case	X	X	X		X	X
21	Ropes & Gray	X	X	X			
22	Wilmer Hale						
23	Morrison & Foerster		X	X			
24	Paul Hastings	X	X	X		X	
25	Arnold & Porter	X	X	X			X
26	O'Melveny						
27	Clifford Chance			X			
28	Baker McKenzie	X	X	X			
29	Akin Gump		X	X			

#	Firm						
30	Proskauer	X	X	X			X
31	Hogan Lovells		X	X		X	
32	Goodwin	X	X	X			
33	Linklaters		X	X		X	
34	Mayer Brown	X	X	X			
35	Cooley	X	X	X			
36	Shearman	X	X	X			
37	Cadwalader						
38	Munger Tolles & Olson		X	X			
39	K&L Gates	X	X	X		X	X
40	Allen & Overy	X	X	X		X	
41	DLA Piper	X	X	X	X	X	
42	Milbank	X		X			
43	Orrick	X	X	X			
44	Baker Botts		X	X		X	X
45	Fried Frank						
46	Morgan Lewis	X	X	X		X	
47	Wilson Sonsini	X	X	X			X
48	Freshfields		X	X			X
49	King & Spalding						
50	Cahill Gordon			X			

Top 50 Non-Law Firm Companies (Fortune 100 "Best Companies to Work For" 2016)

		Facebook	Twitter	LinkedIn	Instagram	Pinterest
	No. (out of 50 Companies)	**48**	**47**	**49**	**36**	**26**
		96%	**94%**	**98%**	**72%**	**52%**
1	Google	X	X	X	X	X
2	Acuity	X	X	X		
3	Boston Consulting Group	X	X	X	X	
4	Wegmans Food Markets	X	X	X	X	X
5	Quicken Loans	X	X	X	X	X
6	Robert W. Baird	X	X	X		
7	Kimley-Horn & Associates	X	X	X		
8	SAS Institute	X	X	X	X	
9	Camden Property Trust	X	X	X		
10	Edward Jones	X	X	X		
11	Genentech	X	X	X		
12	WL Gore & Associates			X		
13	Nugget Market	X	X	X	X	X
14	Ultimate Software	X	X	X	X	
15	The Container Store	X	X	X	X	X
16	Burns & McDonnell	X	X	X	X	X
17	David Weekley Homes	X	X	X	X	X
18	CHG Healthcare Services	X	X	X	X	
19	NuStar Energy	X	X	X		
20	Kimpton Hotels & Restaurants	X	X	X	X	X
21	Stryker	X	X (multiple)	X		X
22	Hilcorp					
23	Salesforce	X	X	X	X	X
24	ARI	X	X	X		
25	Baptist Health South Florida	X	X	X	X	X
26	Recreational Equipment (REI)	X	X	X	X	X
27	Credit Acceptance	X		X		
28	**Cooley**	X	X	X		X
29	Southern Ohio Medical Center	X	X	X	X	X

30	Veterans United Home Loans	X	X	X	X	X
31	Workday	X	X	X	X	X
32	Baker Donelson	X	X	X	X (diversity)	
33	Plante Moran	X	X	X	X	
34	Intuit	X	X	X	X	X
35	St. Jude Children's Research	X	X	X	X	X
36	USAA	X	X	X	X	X
37	**Perkins Coie**	X	X	X	X (diversity)	
38	World Wide Technology	X	X	X	X	X
39	Riot games	X	X	X	X	
40	Vmware	X	X	X	X	X
41	**Alston & Bird**	X	X	X		
42	Scripps Health	X	X	X	X	X
43	KPMG	X	X	X	X (recruiting)	X
44	Navy Federal Credit Union	X	X	X	X	X
45	Build-A-Bear Workshop	X	X	X	X	X
46	Texas Health Resources	X	X	X	X	
47	Hyatt Hotels	X	X	X	X	X
48	Hyland (onBase)	X	X	X		
49	EY	X	X	X	X (multiple)	
50	Aflac	X	X	X	X	X
51	Goldman Sachs	X	X	X	X (quotes)	
52	Cadence	X	X	X		
53	PwC	X	X	X	X (multiple)	

NOTE: *Three (3) additional companies were included since 3 law firms made the list. Law firms were not included in summary data.