



Ten Tips for Using Social Media for Lateral Recruiting

By Guy Alvarez

1. Create short videos from partners and associates of the practice group you are recruiting for. This will enable potential candidates to get a sense of who they will interview with and who they would work with. Promote these on social media
2. Use hashtags when posting jobs on Twitter and also when trying to build relationships. Hashtags enable you to categorize your content and also to look for people who are actively writing about different practice areas. Explore recruiting hashtags on Hastagify.com. Create your own hashtag - #yourfirmjobs so you can easily go back and find your job postings.
3. Build your network on LinkedIn. Engage with active and passive candidates. Join LinkedIn groups – particularly niche groups related to the jobs you’re recruiting for - and participate in discussions.
4. Create original content that is of value to potential candidates. Don’t just post jobs. Provide information on the firm’s interview process and what candidates that interview should expect.
5. Create blog posts or short videos from attorneys at your firm who came into the firm as laterals. They should describe the culture at the firm and how they liked the integration process as a lateral.

6. Create Twitter lists to monitor potential candidates. Create practice specific or industry Twitter lists. Seek out influencers and engage with them on Twitter.
7. Publish posts and videos to Facebook that highlight the culture at the firm as well as the firm's initiatives and involvement in pro-bono activities and not-for-profit causes as well as community involvement.
8. Use social media to identify similarities and connections between candidates and current firm attorneys. Look for things like volunteer work, interests, hobbies and non-professional networks, which might be a match.
9. Use social media to do research on candidates you are considering, get a sense of who they are, what they care about and use social media to conduct your due diligence on a candidate.
10. Be creative and think outside the box. "Think like a lateral" when trying to pitch your firm to potential hires. Try to figure out internally what message you want to send to potential recruits and make sure that everyone involved in the process, from partners to associates to recruiting personnel, emphasizes that message when communicating with lateral candidates.

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SOCIAL TALENT BRAND EXERCISE

IDENTIFYING AND SHARING YOUR TALENT BRAND

What problem can your firm solve for laterals?

Who are your competitors? What do you like about their brand? What do you dislike?

What about your leadership, talent management strategy, or culture sets your firm apart?

Are there unique stories about your talent background – holistically or individually? How can you share those with your talent constituency?

What are your hashtags and taglines to communicate your brand identity?

YOUR PERSONAL BRAND

What is my personal professional brand? Where is my subject matter expertise?

What content should I be sharing, following, creating to promote my brand?

What three actions can I take next month to improve my professional social brand?

How can I leverage my personal brand to attract lateral talent to the firm?

EMPOWERING YOUR TEAM

Who are the attorneys in my firm that are active or willing to be active on social?

How can I leverage their social activity to communicate lateral brand and needs?

What is needed to get more people involved in social media?

How can I incentivize people to get involved in our social media efforts?

CONTENT IDEAS

Attorney/Practice/Office Highlights

Open Searches/Pipeline Building

Culture

Growth