



NETWORKING FOR THE SOCIAL NETWORKER

INCREASING EMPLOYER OUTREACH THROUGH TECHNOLOGY

WHEN DO I HAVE TIME TO DO EMPLOYER OUTREACH?

Collect and Report Employment Statistics

OCI

POST JOB NOTICES

Career Counseling

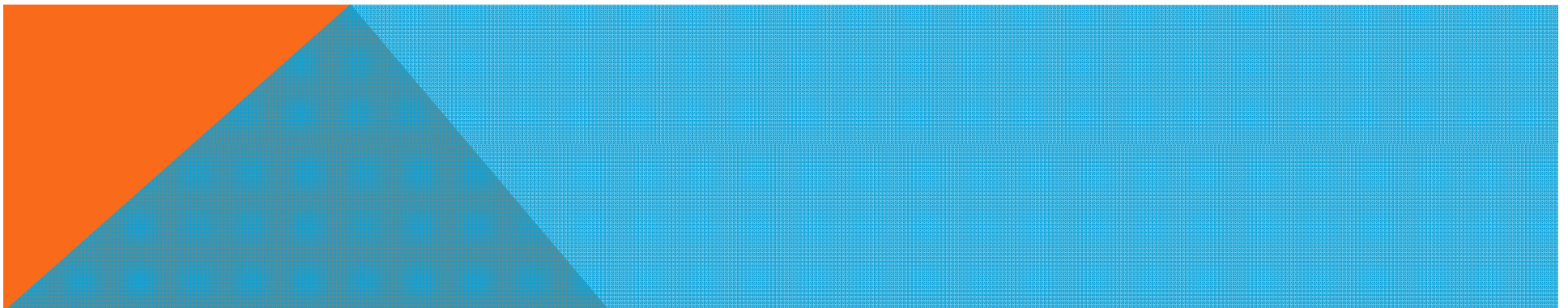
Draft Handouts

Programs and Panels

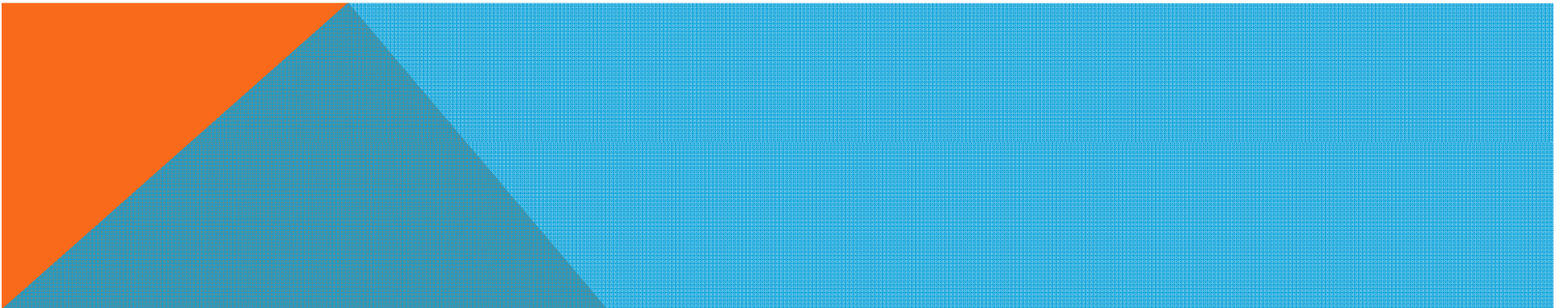
Reciprocity

Symposium Updates

Attend Alumni/Admission Events

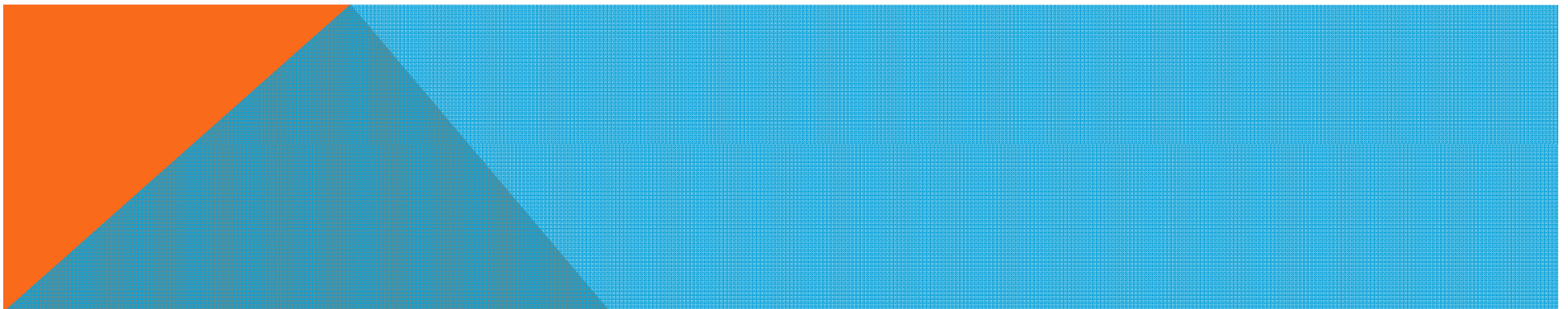


WHAT IS EMPLOYER OUTREACH?

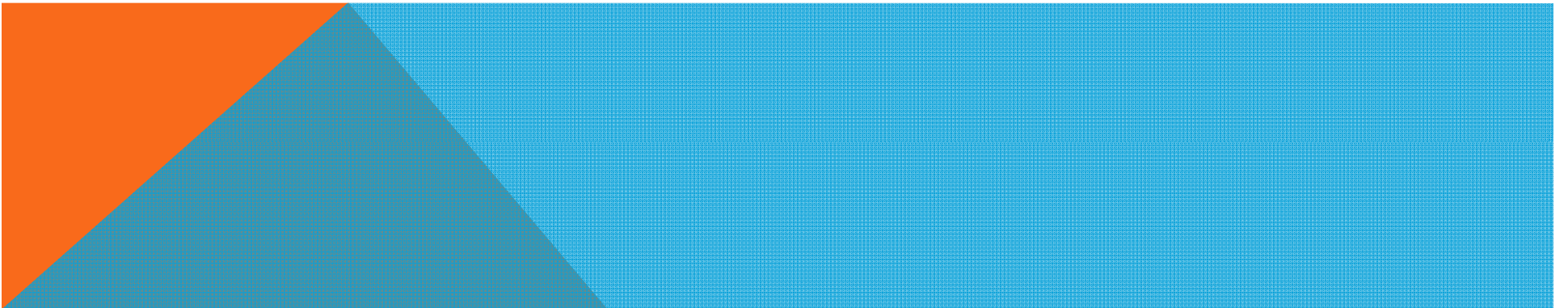


COMMON EMPLOYER OUTREACH ACTIVITIES

- Shoe Leather/Pounding the Pavement
- Partnerships with Bar Associations
- Advertising in Alumni Magazine/Newsletter
- Networking Events, Panels, Job Fairs
- Passive Networking
- Mentor and Shadow Programs
- Drafting for Legal Publications
- Small Firm “Appreciation Day”
- Alumni Events
- Adjuncts
- Diversity Events
- Externships



LOW TECH VS. HIGH TECH METHODS

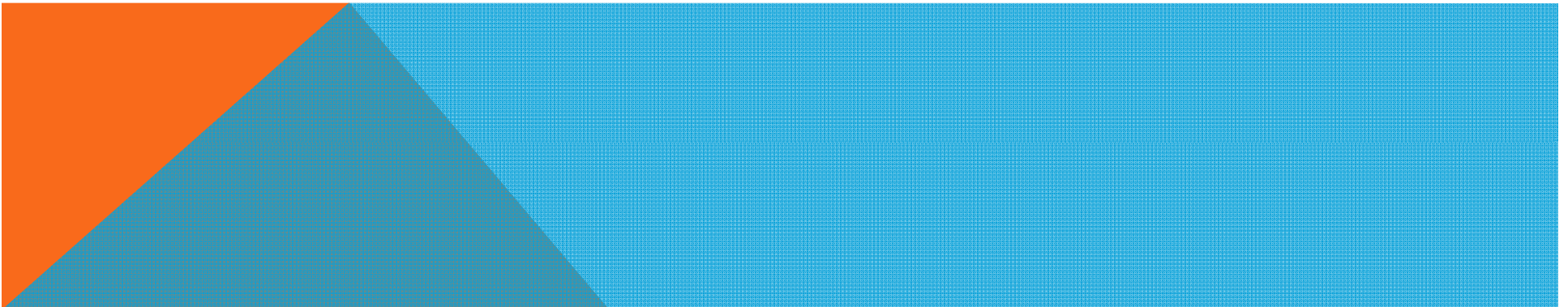


EFFECTIVE HIGH TECH PROMOTERS

- Obama 2012 campaign

Regular High Tech Users in our industry–

- Ari Kaplan
- Vic Massaglia, University of Minnesota
- Eric Goldman, Director– High Tech Law Institute Santa Clara Law
- Marina Feehan Sarmiento, Positive Counsel
- Susan Gainen, Pass the Baton
- Amanda Ellis, Amanda Ellis Legal Search



TRADITIONAL EMPLOYER OUTREACH STRATEGY

Networking Event

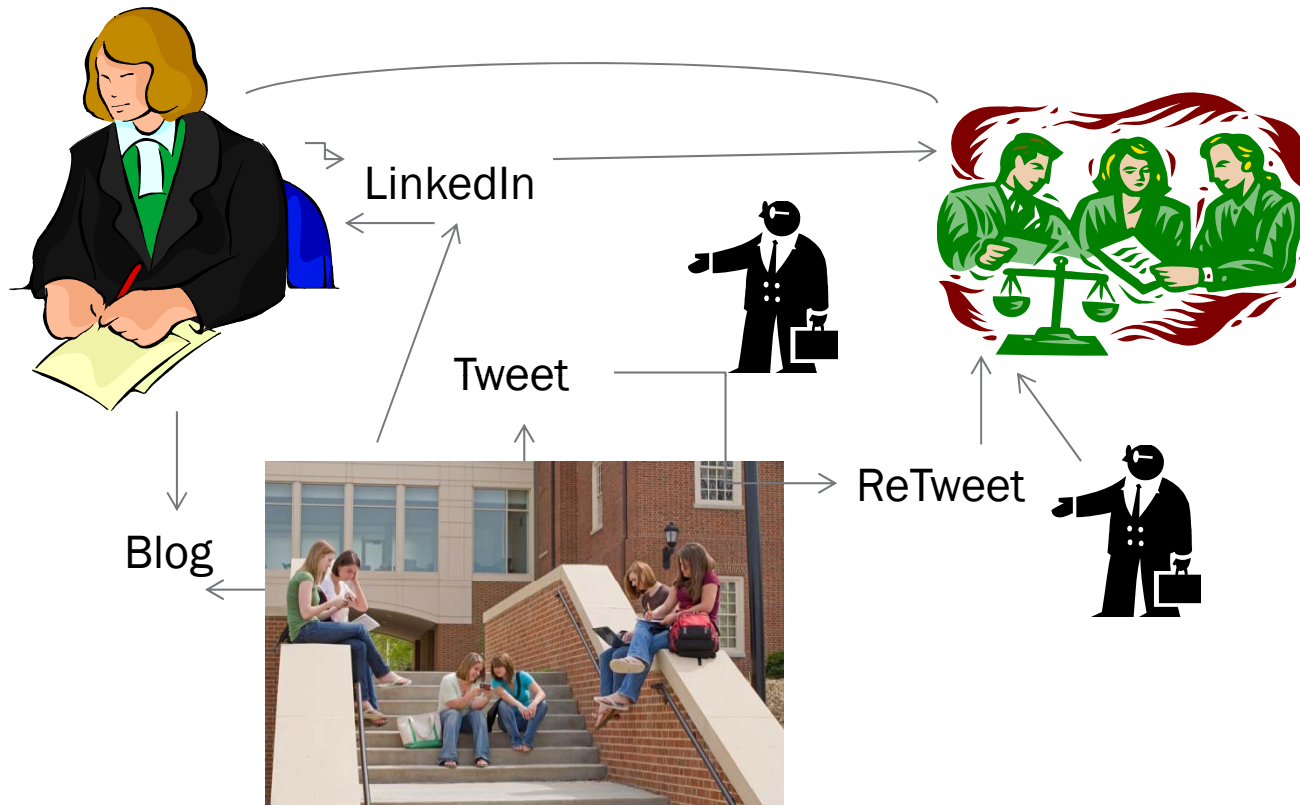


- Needs to be organized
- Happens at a scheduled time
- All parties must be physically present



- Hope that students represent themselves well and employers think highly of the school

EXAMPLE OF USING TECHNOLOGY TO ENHANCE TRADITIONAL METHODS



HOW DO I GET FOLLOWERS?



C.J.
Unfollow

Does anyone have a "legal themed" blog? If so, I'd like to start linking to it on the LCS blog and other social network sites.

posted August 19, 2010

Peter Brewer 10 hours ago • <http://dirtblawg.com/>

See more »

See all 33 comments »

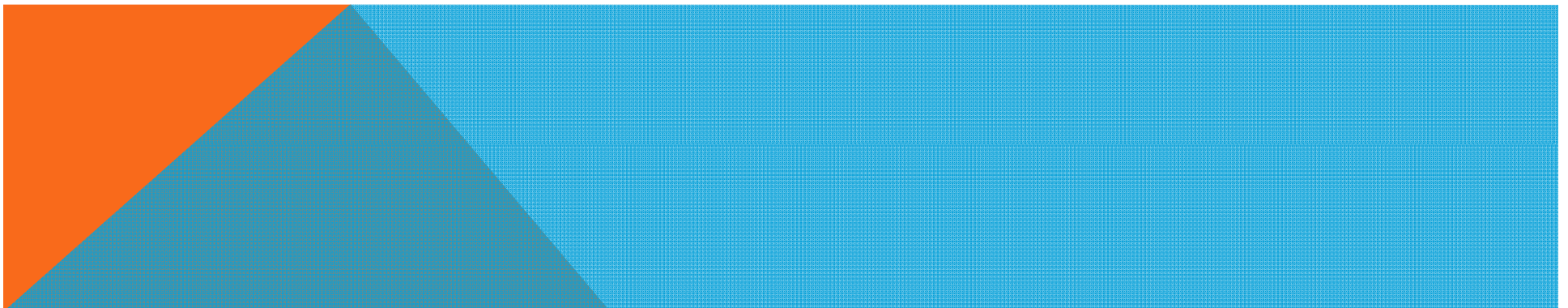


Like

Comment

Follow

More ▾



ENGAGING ALUMNI ON LINKEDIN



What practical skills do students need to learn in law school?

Law schools are reshaping their curriculum to develop more "practice ready" graduates. What skills should students seek to develop ...



ABA: Law schools getting the message on practical skills

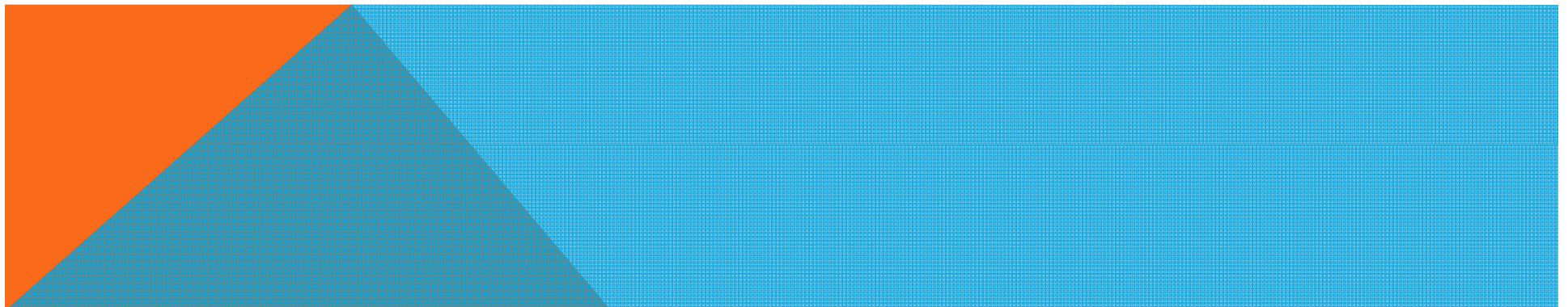
law.com

The dismal job market for newly minted lawyers has influenced how most law school administrators approach their course offerings, with 76 percent of the institutions surveyed by the American Bar Association reporting that...

posted 9 months ago

Carol Stratford 2 months ago · I know I'm coming in late to this discussion, but here's a story of someone who graduated during the recession: When I was GC at a ... »

[See all 10 comments »](#)



USING SOCIAL MEDIA TO HIGHLIGHT ALUMNI

**Santa Clara University Law Career Services** shared a link.
April 2, 2012

What is it REALLY like to practice law? What can I do in law school to prepare for being a lawyer?

Meet guest blogger Akshay Verma (SCU Law '06) who will be discussing these questions and will share his experiences during his time at SCU Law and since his graduation.

Visit the LCS blog at <http://bit.ly/Hg5NZQ> to read Akshay's first entry!

**LCS Blog**
[bit.ly](http://bit.ly/Hg5NZQ)
LCS Blog

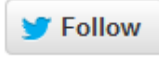
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Lloyd E. Dakin Esq. @Lloyd_Dakin 
Patent Attorney - BSEE



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San Jose, South Bay Area, Divorce, Child Custody, Child Support, Family, Estate Planning Law Firm.



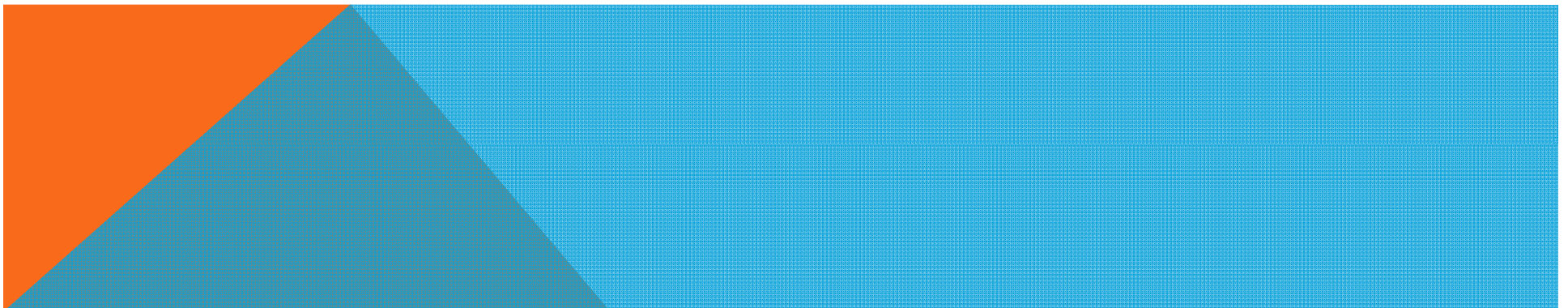
 **Knobbe Martens** @KnobbeMartens
Knobbe Martens is an agent of innovation, providing clients worldwide with forward-focused IP law services including patents, trademarks, & copyrights.

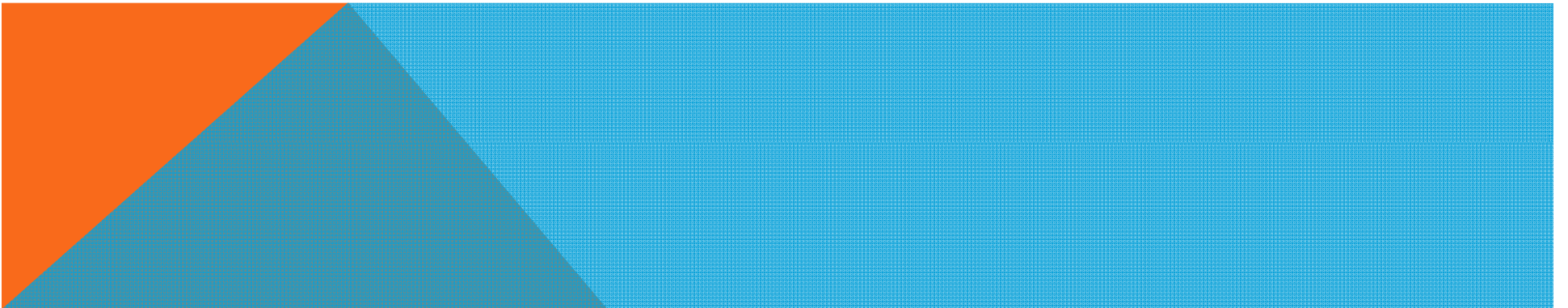


 **Cooley Recruiting** @cooleycareers
The inside scoop on legal recruiting at @CooleyLLP. Follow us for the latest recruiting news, job-seeking tips and more!



HOW DO I BUILD A SOCIAL MEDIA PLAN?



NOT ALL WORK IS CREATED EQUAL

Competitive Work:

Creates sustainable competitive advantage and distinctiveness (it creates differentiation in the marketplace).

Competitive-Enabling Work:

Enables or facilitates competitive work but does not itself directly create competitive advantage.

Essential Work:

Neither creates advantage nor facilitates the work that does, but it must be done well for the organization to operate.

Compliance Work:

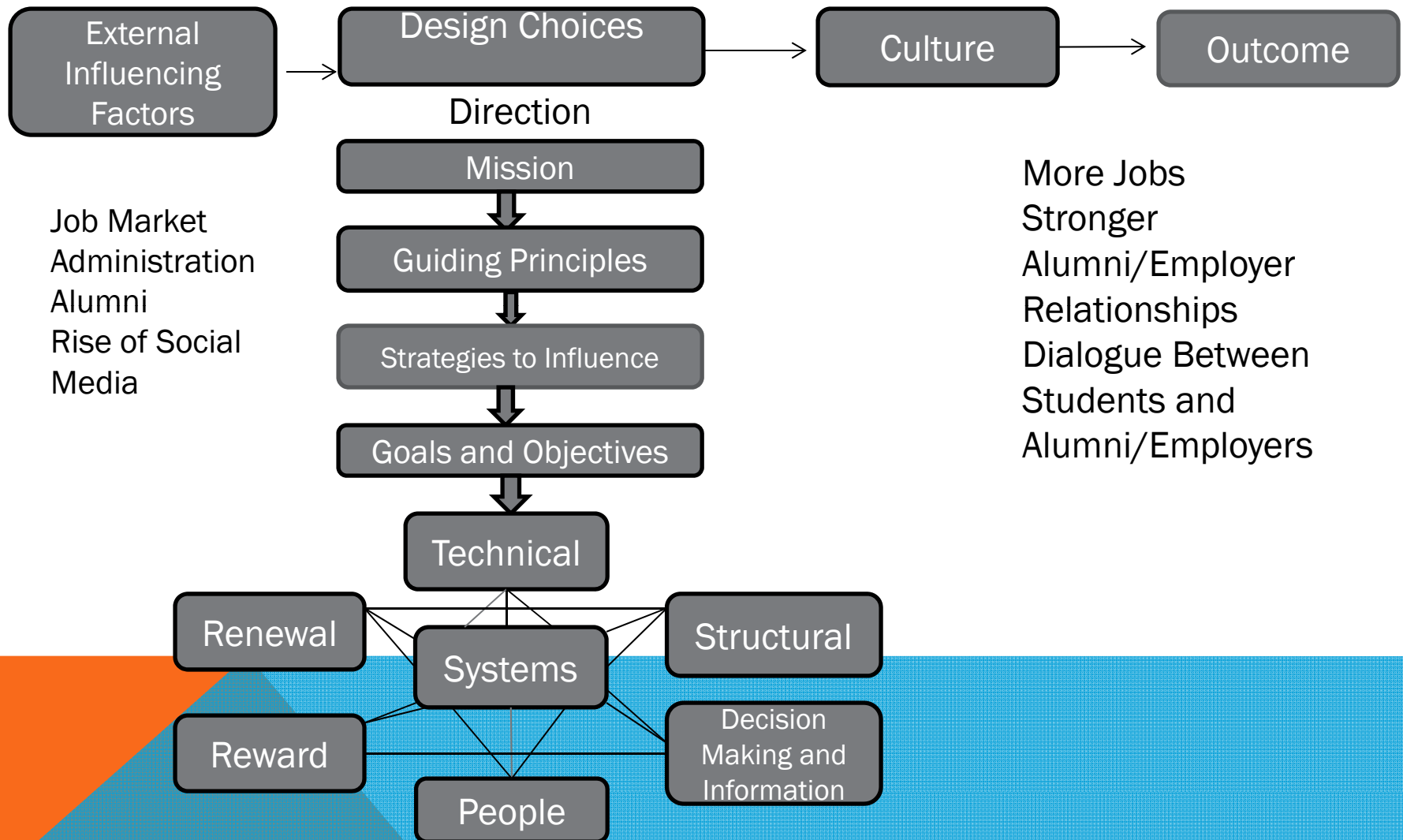
Performed to manage legal risk to the organization.

Nonessential Work:

No longer adds value to the organization and should be eliminated.

FROM: "RUNNING INTO THE WIND: 5 STRATEGIES FOR
BUILDING A SUCCESSFUL TEAM" BY PAUL GUSTAVSON AND
ALYSON VON FELDT

IMPLEMENTATION IS AN ORGANIZATIONAL DESIGN PROCESS



FROM: "RUNNING INTO THE WIND: 5 STRATEGIES FOR BUILDING A SUCCESSFUL TEAM" BY PAUL GUSTAVSON AND ALYSON VON FELDT

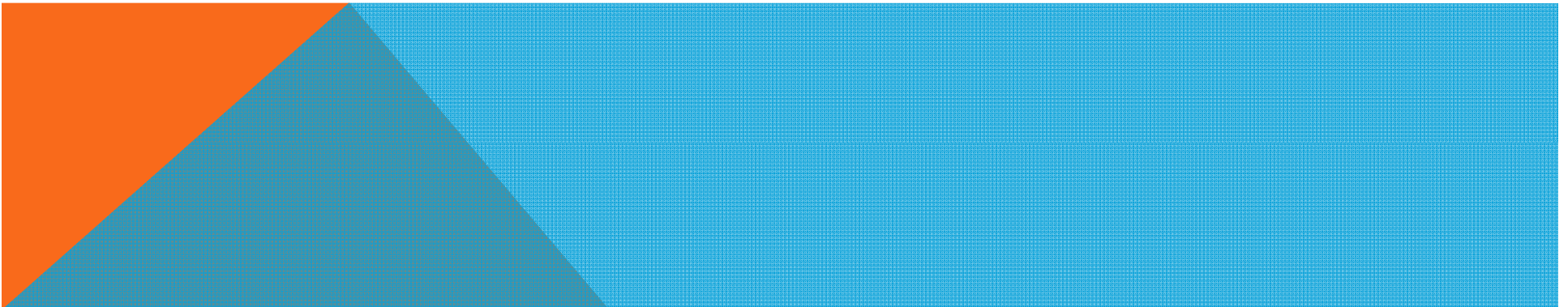
DESIGN IN ACTION AND HOW SOCIAL MEDIA FITS INTO OUR PLANS

STRATEGIC ANCHORS

1. Connect students with alumni network, prospective employers and job listings.
2. Advise and teach students how to successfully find employment and manage their careers.
3. Develop Career Service's "best practices" to enhance our professionalism and become more effective in serving our constituents.

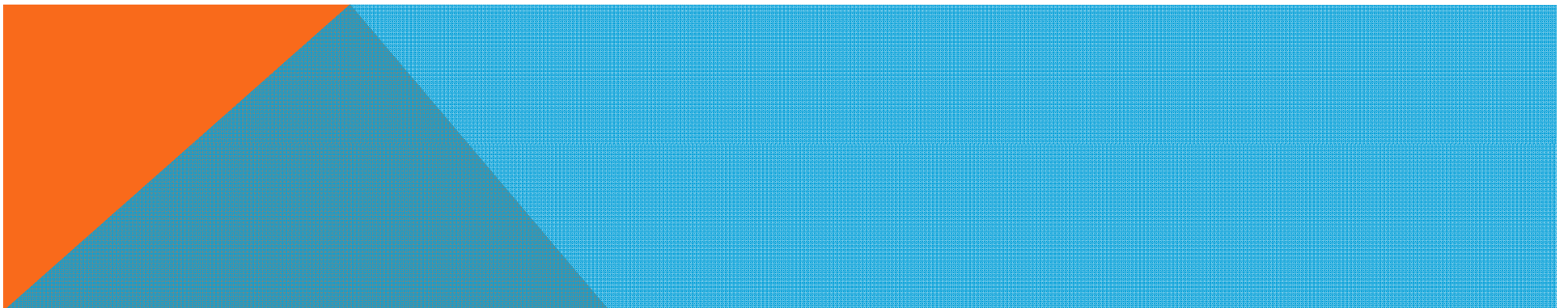
OBJECTIVES

1. Phone bank after sending OCI invitation (low tech)
2. Create Mentor program using LinkedIn (high tech)
3. Send letter and phone bank '70 to '75 alumni (low tech)
4. Record video of alumni with direct appeal to hire students (high tech)
5. Highlight accomplishments of alumni on social media outlets (high tech)



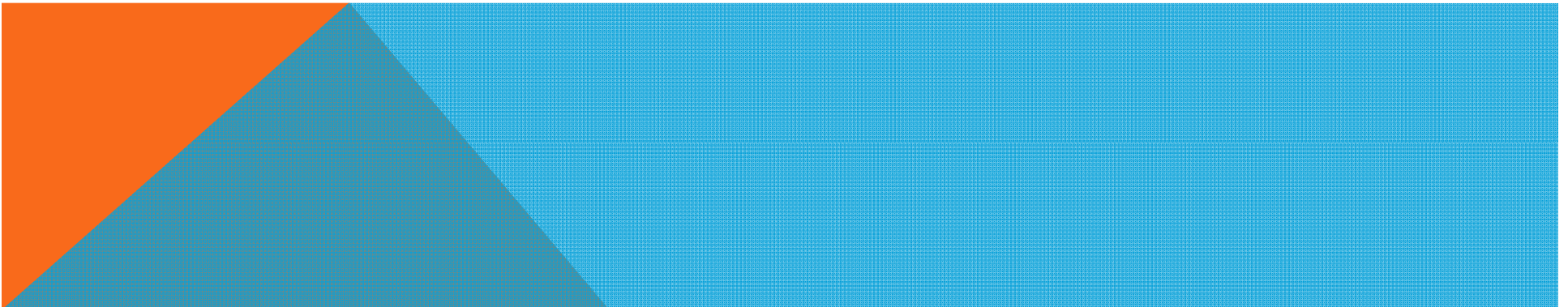
IMPLEMENTING YOUR SOCIAL MEDIA PLAN

- Who is our audience?
- What outlets do they use?
- What message are you trying to convey?
- Who will craft the message and be responsible for it?
- Who will respond to questions?
- How do we spark conversation?
- How do we measure success?
- Where do we go from there?



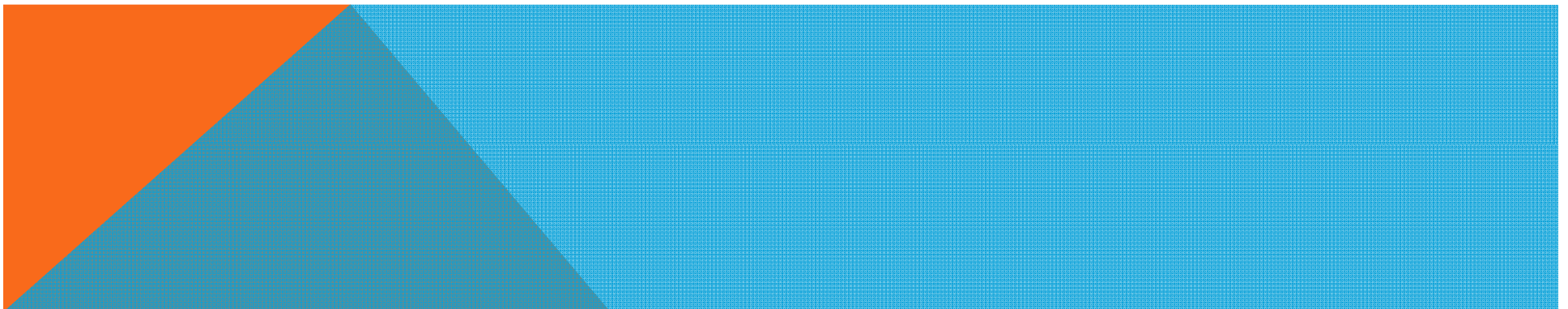
DUTIES OF STUDENT COMMUNICATIONS TEAM

- Create, maintain and promote the use of all social media sites and website used by Career Services Office.
- Use social media sites, web site and LCS blog to market jobs, internships, networking opportunities, programs and events.
- Engage in student and employer outreach for guest blogging, YouTube videos, Facebook and Twitter comments and involvement with marketing and internal and external promotion.
- Update and maintain Google calendar of events, programs and networking opportunities on campus and off.



5 TIPS FOR IMPLEMENTING A SOCIAL MEDIA PLAN

1. **CREATE** a communications plan and dedicated team. Decide what methods and resources will work best for your audience and begin to integrate them into your outreach.
2. **DEVELOP YOUR CHANNELS** with consistent messaging and marketing. The social media and online resources you utilize should have specific purposes for your audience.
3. **DRAW YOUR AUDIENCE IN.** It's not enough to just "put stuff out there." Engage your audience by making your content interesting, informative, fun and lively.
4. **PROVIDE FEEDBACK.** Interact with your audience. Respond to comments, questions and ideas. Let your audience know you are interested in what they have to say!
5. **KEEP IT TIMELY.** Don't let your information stay stagnant! Update your social media and website content several times per week, if not more.



RESOURCES

Tweeting for Dummies: <http://tinyurl.com/24fblru>

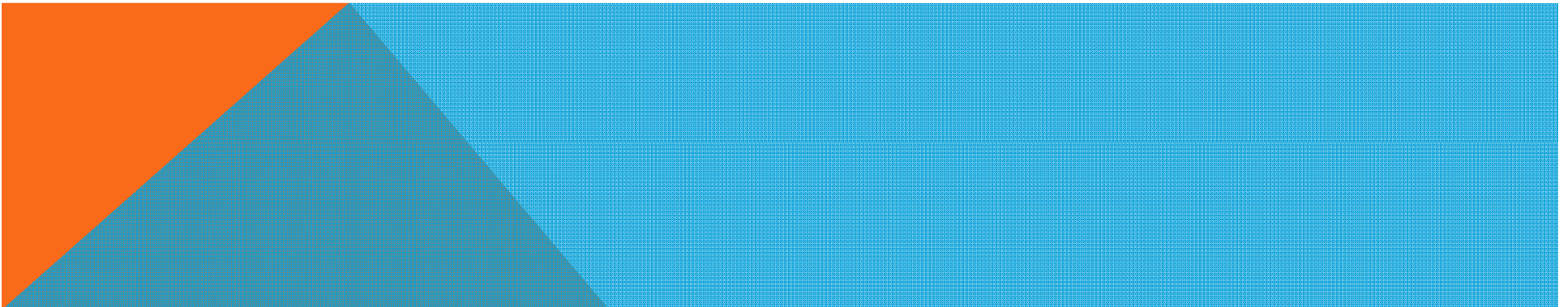
Twitter Support: <https://support.twitter.com/>

Bitly: <https://bitly.com/>

LinkedIn Webinars: http://help.linkedin.com/app/answers/detail/a_id/530

Wordpress Support and Getting Started: <http://en.support.wordpress.com/>

Facebook: <https://www.facebook.com/help/?ref=pf>



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