

LEGAL MANAGEMENT

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HR Feature

HUMAN RESOURCES MANAGEMENT

Social Media Recruiting: Connect Your Way to Better Candidates

No costly formula required to find success recruiting with social media

Recruiting in the legal industry can be an overwhelming and costly task for time-strapped administrators. But as social media engagement by law firms continues to grow, so does the ease and prospect of finding your next team member through your own social media channels.



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For law firms in particular, attracting and retaining the best professional talent is crucial to success — and the competition is fierce. Given that people are a company's greatest asset, it is important to think strategically about how to best reach that top talent.

In many of the same ways social media has strengthened a company's ability to foster relationships and develop new business, platforms like LinkedIn, Facebook and Twitter allow them to leverage the value of their firm's online relationships — and the power of the referral — to engage a significantly deeper talent pool at little to no cost to the company.

As your workplace implements a social media recruitment strategy, consider following the lead of the professionals. For instance, in its *2014 Social Recruiting Survey*, Jobvite found that an overwhelming majority of recruiters are increasingly relying on and finding success with social media:

- **93 percent** of recruiters plan to use social media to support their recruiting efforts
- **73 percent** of recruiters have hired candidates through social media
- **83 percent** of jobseekers continue to flock to Facebook, but LinkedIn continues to be recruiters' top social network
- **44 percent** of recruiters report that social media has improved the quantity and quality of candidates for their positions

Recruiters are using social media to search for candidates, directly contact them, research and evaluate their experience. Recruiters even use it to encourage employee referrals and post job

announcements, among other things. How can you make it work successfully for your company? The following are some ideas on how social media recruiting can be effective for you.

QUICK HIT 1

While **83 percent** of jobseekers continue to flock to Facebook, LinkedIn continues to be recruiters' top social network.

THE COMPOUND GROWTH OF A SOCIAL MEDIA POST

In addition to posting your positions on the company's website and social platforms, proactively share the announcements with organizations and associations with which your company, attorneys and staff have an affiliation.

This approach not only allows you to reach into the daily newsfeeds of all of your friends and company's followers, but also the audiences of organizations like the ALA, which boasts a following of nearly 10,000 on [LinkedIn](#).

Sharing your job announcements with similar organizations, including local and state bar associations, paralegal associations and local chapters of ALA, can compound the reach of your announcements to the point where you are able to reach tens of thousands of potential candidates and referrals — all at no cost to the firm.

In addition to sharing on their social platforms, these organizations often allow members to post job announcements to their online job boards, as well, further adding to the visibility of your posting with only a few keystrokes.

ENGAGE YOUR ATTORNEYS AND STAFF IN THE SEARCH

Considering the employee referral continues to rein as the greatest source for identifying new hires (Jobvite reports that more than 40 percent of new hires come from referral), it behooves a company to engage their attorneys and staff in the social media search process.

QUICK HIT 2

In addition to encouraging referrals, prompt employees to share job announcements on their social media pages. This increases their own individual marketing by increasing their visibility on these platforms, while extending the reach of the job announcement.

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platforms, while extending the reach of the job announcement. An added bonus? It shows your company is hiring, which demonstrates your business is growing.

SOPHISTICATED SEARCH FUNCTIONS

Social media has changed the game in how you can evaluate potential candidates — before you even have a conversation with them. Just as recruiters are using social media to get the word out on a new position, they are using candidate profiles to keep tabs on them professionally, vet their experience, evaluate pre- and post-interview, and consider any endorsements and affiliations they may have within a given industry.

LinkedIn, in particular, has sophisticated search functions that allow you to identify potential candidates on your own using search criteria, including previous positions, education and geography, as well as the degree of connection they may have to your firm.

EFFECTIVE AND COST EFFICIENT

A 2012 [*study*](#) by McKinsey Global Institute (MGI) adds to the argument of taking the plunge. The study states that 70 percent of companies in the world use social technologies and that 90 percent of those companies report some business benefit from them.

What's more, social media not only makes it easier to identify talented individuals, but MGI estimates that "firms can reallocate the equivalent of 40 percent of recruiting costs through the use of social technologies." According to the study, "moving to social media can reduce costs of recruiting agencies and traditional recruiting advertising by, for example, using professional networks and expert forums to reach the most likely targets directly."

QUICK HIT 3

Using social media to perform background checks can be a murky area. To better avoid liability concerns, a company can focus on networks that are specifically designed for professional networking, such as LinkedIn.

The study also notes that although the legal industry has been slow to adopt social media platforms, many other professional services industries have made social media as an integral part of their broader recruiting strategies for communicating with potential employees, researching professionals based on their networks and recommendations, and posting vacancies. In return, these companies are being rewarded for their effective use of social media with greatly improved odds of gaining the top talent in their fields.

NOT THE END ALL, BE ALL TO RECRUITING

For companies implementing a social media recruitment strategy, it's imperative to be mindful of standard labor and employment regulations to avoid unintentional discrimination. Upon connecting with and recruiting potential employees via social media, it is common to research and explore their experience and background. However, using social media to perform background checks can be a murky area. To better avoid liability concerns, a company can focus on networks that are specifically designed for professional networking, such as LinkedIn.

It is also important to remember that social media is just one tool for recruiting top talent — it is not a complete solution and should not be used by itself. Recruiters can add significant value and results to your search, too, as can online advertising programs — many of which are available through social media platforms. Job search companies such as Indeed and CareerBuilder are also a good place to start.

Social media is a powerful, low-cost networking tool for recruiting top talent to a workplace. As you implement a recruitment strategy, consider how social media can help you locate and engage the best candidates.

ABOUT THE AUTHOR

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The banner features a stylized map of the United States with a network of grey dots and lines. Three red arrow-shaped callouts point to the West, Central, and East regions. The text 'CHOOSE YOUR DESTINATION.' is prominently displayed in red. To the right, the ALA logo (Association of Legal Administrators) is shown next to the text 'BUSINESS OF LAW CONFERENCES'. A red banner on the far right says 'REGISTER NOW'. At the bottom, a dark red banner contains the text 'EVOLVING THE BUSINESS OF LAW' and 'Don't miss the premier event for legal management professionals!'. The URL 'Visit alanet.org/blc.' is located in the bottom left corner.