



5 Ways to Instantly Connect with Your Recruits Online

Building a digital recruiting ecosystem takes time. It's a longer-term investment in your firm's talent pool. But with COVID-19 changing the game, you need to find ways to digitally connect with your recruits right away. Use the following tips to get started today.

Create an iPhone video.

Ask a partner to speak on an interesting topic. For example, you might have them discuss their most surprising case or tell the story of how they began their legal career. Alternately, you could have a partner and an associate speak together about how they collaborated meaningfully to win a case or resolve a matter. Publish the video to your website and share a snippet on LinkedIn.

Host entertaining and informative Zoom interviews.

Consider hosting a digital interview or talking with a relevant expert or politician. If you plan to host digital events for your remote summer associate program, invite a wider audience to attend.

Produce a fun video with your associates.

Ask your current class of summer associates to reflect on their experience or ask them to recount what they did to prepare for their interviews. Just be sure to make participation voluntary.

Produce a podcast.

Cover current events from a legal perspective or tell the story of a particularly compelling legal matter.

Host a webinar.

Focus on a topic that relates to career development in the legal field to engage your prospective hires.