

Social Media/ Website Committee Report

by Stuart TenHoor, Esq.

The Website/ Social Media Committee has been hard at work over the past six months raising the profile of NALSC not only within our membership but also in the legal community at large. The committee members are Jordan Abshire, Kevin Bacon, Natalie Thorsen Harris, and Chair Stuart TenHoor.

Click

There's a continued focus on outreach via social media which has increased our visibility on LinkedIn with 10x the post views over 2023. That's a great start, but we need your help to boost results. Please be sure to *CONNECT* with and *FOLLOW* NALSC and our Executive Director, Stephanie Ankus, on LinkedIn. Also, please *LIKE*, *COMMENT* on, and *SHARE* our frequent informative LinkedIn posts about various industry topics. You can be a force multiplier with just a few clicks. (BONUS: Those quick and easy clicks increase your own social media visibility at the same time, as well.) This is a win/win for everyone!

Listen

Don't miss a single episode of "Recruiter Stories," the official podcast of NALSC established in 2022. Since our late February 2024 annual conference, we recorded three new episodes hosted by NALSC Vice President of Long Range Planning, Jordan Abshire, replacing our previous host extraordinaire Scott Love, who did such an excellent job creating this podcast series—thank you, Scott!

The new episodes include profiles of new Board Members Stuart TenHoor, Kevin Bacon, and Esther Alpert, along with interviews with Toyota Motors Managing Counsel Mey Ly Ortiz and ethics partner Hillary Gerzhoy, both of whom will be featured speakers at our upcoming September 27 Symposium. In the coming weeks, another podcast should be available. This one features a conversation with NALP President Nikia Gray, our closing speaker at the Symposium, about legal hiring trends and forecasts.

Future episodes of Recruiter Stories will introduce more speakers from our Symposia and Conferences, including our Fall Symposium keynoter, Paralympian Trevon Jenifer, fresh from the Paris games—and provide

teasers with valuable information they will discuss in their in-person presentations. More episodes are due out shortly, so stay tuned!!
[You can listen now.](#)

If you have any suggestions of subject matter experts on topics of interest to our membership, please send them to info@nalsc.org.

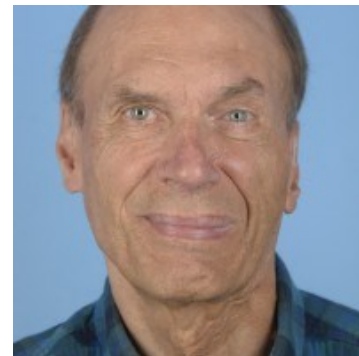
Refresh

We're exploring a website refresh. To that end, our members recently completed a survey to gather information on how our website currently meets their expectations and how it can be improved. The website includes many tools and resources available to both our members and other website visitors. We hope you're already making the most of them, including our job board; ShareServ; schedule of upcoming virtual presentations; useful tips on recruiting; past newsletters with index; searchable member directory; the Universal Lateral Partner Questionnaire (U-LPQ); and much more. We're open to any further ideas and suggestions to make our website both valuable and user-friendly. Please send your comments to info@nalsc.org.

Brag

We also encourage our membership to add the NALSC logo (which you can get from headquarters) to your website and email signature, with a line that reads: "(This search firm) is a proud member of NALSC and is accountable to the NALSC Code of Ethics®."

Working together, the Committee and NALSC members can raise the profile of not only our organization and the legal recruiting profession, but that of our own search firms, as well.



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