



## Law Firms Create Website Videos

By Robin Salisian

What's "not the wave of the future" but "the wave of the present" according to law firm Drinker, Biddle & Reath's hiring partner, Audrey Talley?



10/12/07

Website videos.

"Over the summer, Drinker, Biddle & Reath posted a video on its career page, Fox Rothschild celebrated its 100th anniversary

with a video on its homepage, and Morgan, Lewis & Bockius put a 10-minute introduction on its homepage and another video on its pro bono page," says an [article](#) on [Law.com](#).

Most of the videos, according to HTMLawyers' Micah Buchdahl, are being put on recruiting pages. Drinker's three-minute video "has interviews with associates and partners [covering] the process of being recruited to starting as an associate to business development."

"This is the iPod, i-everything, Internet, electronic generation," said Talley.

But are potential recruits even watching the videos?

According to the same article, "when Buchdahl has done internal audits of firm Web sites, the first-years never mention the Web site as a reason they came on board."

One thing every firm needs to consider is its video budget. Jim Staples, the chief marketing officer for Fox Rothschild, said "the cost should be around \$25,000 to \$30,000...It doesn't have to be \$100,000, but it can't be \$5,000."

And Buchdahl advised firms, "If you're a large corporate firm and you're going to stick it on your homepage, it better be polished."

As far as length goes, videos must be kept short—between three to five minutes, said Staples. "You have to keep it short. Ten minutes, that's just too long."

EmploymentCrossing is the largest collection of active jobs in the world.

We continuously monitor the hiring needs of more than 250,000 employers, including virtually every corporation and organization in the United States. We do not charge employers to post their jobs and we aggressively contact and investigate thousands of employers each day to learn of new positions. No one works harder than EmploymentCrossing.

Let EmploymentCrossing go to work for you.