



# **Colorado Association of Litigation Support Professionals Monthly Meeting**

## **Creating a Marketable Online Presence**

Thursday, February 24, 2011

Presented by Lisa DiMonte

Resistance to social media is futile. Millions of people are creating content for the social Web. Your competitors are already there. Your customers have been there for a long time. Is it time for you to rethink [social media](#)?

*•Business Week, February 19, 2009*

<http://www.youtube.com/watch?v=IFZ0z5Fm-Ng>



## Key Takeaways from Video

- 80% of companies use social media for recruitment
- 95% of those companies are using LinkedIn
- 78% of consumers trust peer recommendations
- Only 14% trust advertisements
- We will no longer search for products and services; they will find us via social media
- 50 times greater chance of being on the FIRST page of a Google search if you have VIDEO on your webpage  
[http://blogs.forrester.com/interactive\\_marketing/2009/01/the-easiest-way.html](http://blogs.forrester.com/interactive_marketing/2009/01/the-easiest-way.html)

### [Connie Rossi | Facebook](#)

Friends: Gennaro De Filippis, Mary McCarthy, James Eldorado, Hayley Brass, John Demasi

Connie Rossi is on Facebook. Join Facebook to connect with *Connie Rossi* and others you may know. Facebook gives people the power to ...

[www.facebook.com/people/Connie-Rossi/626688003](http://www.facebook.com/people/Connie-Rossi/626688003) - [Cached](#) - [Similar](#)

### [Connie Rossi Pionzio | Facebook](#)

Friends: Tom Smith, James Rossi, Francis Carango, Barbara Cimino, Woglfm Wogl

Connie Rossi Pionzio is on Facebook. Join Facebook to connect with *Connie ...*

[www.facebook.com/people/Connie-Rossi-Pionzio/1582537183](http://www.facebook.com/people/Connie-Rossi-Pionzio/1582537183) - [Cached](#)

### [Company - Rossi Staffing Denver](#)

Rossi Staffing, LLC was formed in 2002 by *Connie Rossi*. Connie has over 25 years of experience as a litigation paralegal and brings that unique ...

[www.rossistaffing.com/company.html](http://www.rossistaffing.com/company.html) - [Cached](#)

### [Rossi Staffing Denver](#)

Aligning talent with opportunity. At *Rossi Staffing*, we help employers ...

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### [Connie Rossi profiles | LinkedIn](#)

View the profiles of professionals named *Connie Rossi* on LinkedIn. There are 8 professionals named *Connie Rossi*, who use LinkedIn to ...

[www.linkedin.com/pub/dir/Connie/Rossi](http://www.linkedin.com/pub/dir/Connie/Rossi) - [Cached](#)

### [Connie Rossi - LinkedIn](#)

Greater Denver Area - Owner, Rossi Staffing, LLC

View *Connie Rossi's* professional profile on LinkedIn. LinkedIn is the world ...

[www.linkedin.com/in/connierossi](http://www.linkedin.com/in/connierossi) - [Cached](#)

### [Connie Rossi \(connie\) on Myspace](#)

*Connie Rossi* (connie)'s profile on Myspace, the leading social entertainment destination powered by the passion of our fans.

[www.myspace.com/489873054](http://www.myspace.com/489873054) - [Cached](#)

### [Connie Rossi: Veromi's People Search and Business Directory](#)

*Connie Rossi* Index Page in the Veromi People Index. Veromi has the most comprehensive people and Business data base in the world.

With ...

[www.veromi.com/Connie-Rossi.aspx](http://www.veromi.com/Connie-Rossi.aspx) - [Cached](#)

### [Connie Rossi @ Reunion.com](#)

Find *Connie Rossi* @ Reunion.com - Now part of Mylife.

[www.reunion.com](http://www.reunion.com) > ... > [Clara Rossi - Irene Rossi](#) - [Cached](#)

### [Connie J. Rossi - Congressional Staffer Salary Data](#)

A searchable database of US congressional staff salaries free - and only here at LegiStorm.

[www.legistorm.com/person/Connie\\_J\\_Rossi/71003.html](http://www.legistorm.com/person/Connie_J_Rossi/71003.html) - [Cached](#)

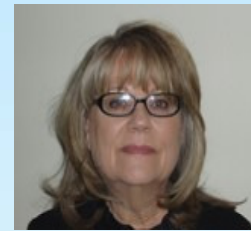
- 1. High-definition photo
- 2. Profile summary focusing on the value you provide and how your work will benefit the client or organization
- 3. Content
  - a. Blogs
  - b. White papers
  - c. Press Releases
  - d. Presentations
  - e. Podcasts
  - f. Videos / Product Demos
- 4. Commenting on the content of others

**Before**



Connie Rossi

**After**



Connie Rossi

## Profile Summary

**Before:** President and Owner of Rossi Staffing, LLC.

Prior to opening Rossi Staffing, LLC, I was the general manager for a legal services staffing company, Attorneys Service Center. Prior to entering the staffing business, I was a paralegal in Denver where I worked for both plaintiff and defense firms.

I have also been an instructor at the University of Colorado-Denver and a guest lecturer at Community College of Denver and the University of Colorado-Denver. I have also taught seminars locally and nationally.

Member:

- \*Past member, Board of Directors, Colorado Women's Hall of Fame
- \*American Staffing Association
- \*Colorado Staffing Association, Vice President-Membership
- \*Rocky Mountain Paralegal Association
- \*National Federation of Paralegal Associations, Inc.
- \*National Association of Legal Assistants
- \*Mile High Association of Legal Support Staff
- \*Colorado Association of Legal Support Staff
- \*COALSP

I began operating my company in November 2002 as primarily a legal staffing services entity. Due to overwhelming requests, we have expanded our client base to include corporations, oil & gas companies, investment bankers, engineering firms, accounting firms, real estate development companies, and international manufacturing corporations. We not only provide staffing services for our clients, we also offer consultation to our clients and prospective clients regarding staffing needs/trends, and project assessments.

## Profile Summary

**After:** Leads a team of dedicated account managers who listen to the needs of employers and match those needs with the personalities and professional goals of candidates.

Rossi Staffing specializes in recruiting highly qualified talent for leading Colorado corporations and law firms. Rossi Staffing is a full-service provider that partners with clients to cover their temporary, temp-to-hire, and direct hire legal recruiting needs.

The team at Rossi Staffing provides access to the best career opportunities in Colorado and provides a supportive environment with outstanding benefits, training resources and educational support.

Rossi Staffing is a woman-owned firm that has been a driving force in the Denver staffing market since 2002 because of its commitment to immersion in both the clients' businesses and the candidates' careers to fully understand their priorities and direction.

### **Key Differentiators**

- Aligning talent with opportunity
- Long-term candidates placed by Rossi average 6+ years in positions where placed
- Over ninety-five percent (95%) of clients have been clients for eight (8) or more years and are the number one referral source

**Write about your area of expertise or passion**

**Connie Rossi's blogs:**

1. Resume "Dos" and "Don'ts"
2. Broaden Your Scope of Service
3. Interview Tips for that First Interview
4. Are Job Boards an Effective Way of Finding the Right Job for You?
5. Dynamics of a Good Hire

→ White Papers

→ Presentations

→ Write articles for associations

Get interviewed on legal news shows

→ **Legal Broadcast Network**

<http://www.legalbroadcastnetwork.com/>

→ **MyLegal.com**

<http://www.mylegal.com>

→ **Legal Talk Network**

<http://www.legaltalknetwork.com/>

→ **Local TV Shows**

Subscribe to industry blogs and comment regularly to increase online visibility

<http://www.staffingindustry.com/me2/dirmod.asp?sid=349DF6BB879446A1886B65F332AC487F&nm=Blogs&type=Blog&mod=Search&mid=67D6564029914AD3B204AD35D8F5F780&tier=9&exe=Y>

<http://www.eplicaservices.com/blogs/eplicaservices/>

<http://denniswolff.wordpress.com/>

<http://www.recruitingblogs.com/>

<http://www.fistfuloftalent.com/>

<http://www.toprecruitingblogs.com/>

<http://www.recruitersnetwork.com/blogs/index.htm>

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### [Connie Rossi - LinkedIn](#)

Greater Detroit Area - Advanced Purchasing at Kongsberg Automotive

View *Connie Rossi's* professional profile on LinkedIn. LinkedIn is the world ...

[www.linkedin.com/pub/connie-rossi/6/350/70a](http://www.linkedin.com/pub/connie-rossi/6/350/70a)

### [Connie Rossi | Facebook](#)

Friends: *Joey Russo*, *Stan Wald*, *Joena Russo Vitale*, *Jackie Petersen*, *Sayda Alongi*

*Connie Rossi* is on Facebook. Join Facebook to connect with *Connie Rossi* and others you may know. Facebook gives people the power to share and makes the ...

[www.facebook.com/people/Connie-Rossi/1125496866](http://www.facebook.com/people/Connie-Rossi/1125496866) - [Cached](#)

### [Dynamics of a Good Hire, by Connie Rossi](#)

Feb 22, 2011 ... For assistance with your hiring needs in Denver and its surroundings, contact *Connie Rossi* at Rossi Staffing. ...

[www.mylegal.com/Content.aspx?topic...of\\_a...Connie\\_Rossi](http://www.mylegal.com/Content.aspx?topic...of_a...Connie_Rossi) - [Cached](#)

### [Connie Rossi \(connie\) on Myspace](#)

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### [Faculty and Staff - Lincoln School](#)

*Connie Rossi-Rains*, Principal, Kindergarten *Connie Rains* has been instrumental in the successful re-opening of Lincoln School. ...

[www.lincolnschoolsalinas.org/people](http://www.lincolnschoolsalinas.org/people)

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**Order of results emphasizes professional accomplishments, writings and comments**

## **BEFORE**

Facebook  
Facebook  
Rossi Staffing Denver  
Rossi Staffing Denver  
LinkedIn  
LinkedIn  
MySpace  
Veromi's People Search  
Connie Rossi Reunion  
Congressional Staffer Salary Data

## **AFTER**

Rossi Staffing Denver  
Rossi Staffing Denver  
LinkedIn  
LinkedIn  
LinkedIn  
Facebook  
Dynamics of a Good Hire  
MySpace  
Lincoln School  
Congressional Staffer Salary Data

# My Favorite Tips

Same username, photo, bio and summary on all social media sites

Check out which sites come up first for you in a Google search and make sure they're updated and accurate

Status updates should include:

- a. professional activities such as speaking engagements and attendance at conferences and workshops
- b. link to your blogs, articles, white papers, press releases, presentations, podcasts, videos

# My Favorite Tips

Complete your LinkedIn profile in full

Create friends lists on Facebook and change settings to control which friends see status updates

Request recommendations and/or ratings and reviews

Regularly review privacy settings

Avoid making negative comments

- Upload blogs, white papers, presentations, press releases, podcasts, videos
- 30-minute telephone meeting with Lisa
- Guest on the MyLegal.com radio show, "The Legal Exchange"
- Vizibility SearchMe Button™

## **From the Colorado Bar**

[Rule 7.1. Communications Concerning A Lawyer's Services](#)

[Rule 7.2. Advertising](#)

**“(a) Subject to the requirements of Rules 7.1 and 7.3, a lawyer may advertise services through written, recorded or electronic communication, including public media.”**

[Rule 7.3. Direct Contact With Prospective Clients](#)

**“(a) A lawyer shall not by in-person, live telephone or real-time electronic contact solicit professional employment from a prospective client when a significant motive for the lawyer's doing so is the lawyer's pecuniary gain...”**

[Rule 7.4. Communication Of Fields Of Practice](#)

[Rule 7.5. Firm Names and Letterheads](#)

[Rule 7.6. Political Contributions To Obtain Legal Engagements or Appointments By Judges](#)

From the American Bar Association:

[http://www.americanbar.org/content/dam/aba/migrated/2011\\_build/ethics\\_2020/20110124.authcheckdam.pdf](http://www.americanbar.org/content/dam/aba/migrated/2011_build/ethics_2020/20110124.authcheckdam.pdf)

## **Tools of the Trade**

[Social Mention](#): Allows you to scan the social Web for mentions of your brand/company and other user-generated content into a single stream of information. No cost.

[www.socialmention.com](http://www.socialmention.com)

[Posterous](#): Easy blog tool, enabling you to start blogging within 15 minutes and one email.

[www.posterous.com](http://www.posterous.com)

[Namechk](#): Searches over 200 social media sites to check for availability of your name or brand.

[www.namechk.com](http://www.namechk.com)

# Questions

Lisa DiMonte:

[lisa.dimonte@mylegal.com](mailto:lisa.dimonte@mylegal.com)