

# HILL COMMUNICATIONS X HATFIELD & SCHWARTZ

FIRM INTRODUCTIONS AND RESEARCH FINDINGS





# About Hill Communications

Run out of the S.I. Newhouse School of Public Communications, Hill Communications is a student-run public relations firm that has been at the forefront of providing individualized communications services to its clients for over 20 years. The firm is only one of 21 student-run firms that is nationally affiliated with the Public Relations Student Society of America.



# Introductions



**Kendall Hymes**

**Major: Public Relations**  
**Minor: Information Management & Technology**

**Presearch & Online Presence Management**



**Andrea- Rose Oates**

**Majors: Public Relations and Policy Studies**

**Writing/Media Relations**



**Ava Poeta**

**Majors: Public Relations and Policy Studies**

**Writing & Research**



**Gabby Mussalli**

**Major: Public Relations**  
**Minor: Data Analytics**

**Writing, media relations**



**Leah Kim**

**Majors: Public Relations & International Relations**

**Social Media & Research**



**Gustavo Madero**

**Majors: Public Relations and Political Science**

**Writing and Research**



# COMPETITOR ANALYSIS



# Nukk-Freeman & Cerra, P.C.



- Female-owned law firm with offices in New Jersey, New York and southern California.
- Specialties include employment law, business and legal audits, litigation defense, and workplace investigations.
- They focus on helping business stay compliant with different changes in labor and employment regulations.
- WBENC Certified and Active Member of NAMWOLF
- Have a team dedicated to developing meaningful and impactful employment law training.
- Board: 11 partners, 11 Counsels, 11 Associates

# What are they doing right and what things should we adopt?

- “News & Insights” page on their website with up-to-date articles about recent changes in labor legislation.
  - An effective way of marketing and gaining potential new clients
- Online newsletter sign up link right on their website, as well as registration for educational seminars.
  - Newsletters are also posted on their LinkedIn which helps their engagement through different platforms.

# Carmoagnola and Ritardi, LLC



- "Employment boutique representing management in all facets of labor and employment law matters"
- Established and ran in New Jersey
- Exclusive member of New Jersey's WorkLawNetwork
- Specializing in business and commercial law, training and investigation law, employee litigation law, employment policies, ad noncompete law
- Team of seven lawyers

# What are they doing right and what things should we adopt?

- Their website does a great job with organizing their website to make it easily accessible
- They convey their brand clearly throughout their online presence
- They keep their blog up-to-date with the latest updates in their field





# Kluger Healey, LLC



- "For employers of all sizes, business owners and managers; we provide employment law solutions on any issue involving employees. From human resources counseling and policy development, the defense of employment litigation, union avoidance strategies, collective bargaining, to workplace training and investigation"
  - Pays special attention to issues of integrity and professionalism
- Human resource counseling, employment law litigation, labor relations, business litigation, workplace investigation, and employment law training
- 8 attorneys with 4 offices in New Jersey, New York, and Pennsylvania

# What are they doing right and what things should we adopt?



- Buttons for each of their 6 speciality areas are the first things you see - clearly describe what they do and where to learn more about their services.
- Segmentation for news articles and other forms of media that highlight their team members. A good display of their public acclaim.
- Each member of their group has their own contract information on the website as well, which contributes to a more personal connection with clientele.

# SOCIAL MEDIA

# LinkedIn Metrics

- Follower count- 346
- Posting frequency- once a month
- Total likes for past five posts- 48
- Average likes for past five posts- 9.6



# To increase H&S's online presence and engagement

- Lean into trends in order to better bridge the gap between the legal industry and popular culture
- Post more frequently on LinkedIn. We can create a content calendar in order to plan consistent posts

# Potential ideas for an H&S TikTok presence

- Content that ranges from "Day in the Life" of a partner/associate to helpful tips about the legal industry
- Follow tiktok trends and incorporate legal knowledge to have law information that is popular and trendy
- Reference LVLUP Legal on TikTok





THANK YOU