



LinkedIn means  
smarter networking  
and increased visibility  
for Aker Solutions



### Highlights

**Aker Solutions was the first Norwegian company to exceed 100,000 LinkedIn followers and it now has more than 200,000 followers.**

**LinkedIn impacts 35 percent of Aker Solutions' new recruits, with more than 900 hires influenced by the company's LinkedIn activity.**

**Aker Solutions is on the 2013 list of most sought after employers on LinkedIn.**

### Profile

Aker Solutions, with its HQ in Oslo, is a global provider of products and services in engineering, construction, maintenance, modification and operation of oil and gas fields. The company has approximately 28,000 employees and operates in more than 30 countries.

### The Challenge

Aker Solutions was successfully using LinkedIn alongside other, more traditional, recruitment methods when Christian Scheen, Manager Executive Search and Sourcing joined Aker Solutions in September 2012, but Christian felt they could do even better.

He wanted to increase engagement from potential hires by boosting Aker Solution's visibility and encouraging employee activity on LinkedIn. Christian wanted to change mindsets around the way staff used LinkedIn in favor of more openness.

'LinkedIn's all about being personable and getting out there,' says Christian. 'Previously, people had been scared of being too visible, but, if we show how engaged and passionate we are, we can attract followers and build our employer brand.'

### The LinkedIn Solution

Aker Solutions now runs one Career Page, a Company Page and several Groups, as well as taking advantage of the metrics available on the effectiveness of the Job Slots it uses.

'We don't approach too many candidates' says Christian. 'We're not headhunting; I think that ruins the interview process. We're increasing our activity on LinkedIn so qualified prospects approach and follow us, not the other way around.'

Aker Solutions also wants employees, and managers in particular, to use their personal profiles and remain visible on LinkedIn when looking at the profiles of potential hires, so as to promote a more personable style of recruitment. 'We want to use LinkedIn more intelligently,' says Christian.

“People shouldn’t be afraid of being visible on LinkedIn. Showing you’re enthusiastic and proud of your work demonstrates your company’s values and improves your retention rate.”

**Christian Scheen**

Manager Executive Search and Sourcing at Aker Solutions

Real-world recruiting benefits

Recently being ranked eleventh in the Sunday Times’ list of Top 25 Big Companies to Work For is a feather in Nationwide’s cap, and shows it’s doing something right, but the company’s not getting complacent.

Putting the data it gets from LinkedIn to work allows Nationwide to continue to sharpen its recruiting tactics, develop its employer brand and build on the benefits it already enjoys:

**Always there**

‘LinkedIn is very supportive and eager to help,’ says Christian. ‘They’re always there and they’re continually making improvements to the user interface.’

**Intelligent networking**

‘LinkedIn’s a powerful networking tool,’ says Christian. ‘We can use it to engage with leadership groups who might know suitable candidates for executive management vacancies.’

**Attracting new talent**

Aker Solutions was the first Norwegian company to reach 100,000 followers on LinkedIn and it now has more than 200,000 followers, giving the company a valuable source of potential new hires.

**Boosting internal engagement**

Christian encourages Aker Solutions’ employees and managers to be fully visible on LinkedIn and use it proactively to attract new talent. This increased employee engagement also improves the company’s retention rate.

**Measurable results**

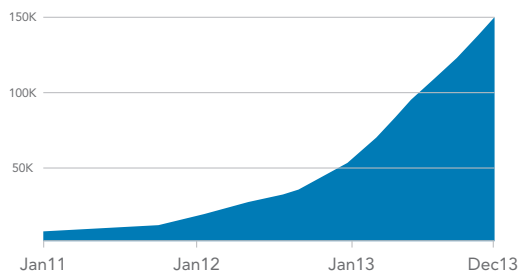
Aker Solutions’ increasing presence on LinkedIn now influences 35 percent of the company’s new recruits.

**Increasing visibility**

The company’s activities on LinkedIn have increased its employer brand index to 18 percent.

For Christian, LinkedIn is the definitive recruitment tool: ‘Managers ask me about the cons of employees being active on LinkedIn and I say, “what cons?” If prospective hires can see that our employees are enthusiastic, active and proud of their work, then it encourages them to follow or contact us.’

Total Followers



LinkedIn user tips

- Get your employees and managers visible and active on LinkedIn.
- Use LinkedIn Groups to further increase employee engagement and boost your employer brand.
- Use a Basic and Recruiter Licence. A basic licence lets you see who is looking at your profile.

For more information

<http://www.linkedin.com/company/aker-solutions>

