

Hays trailblazes new social strategies and tools for big rewards

Hays

Size: 9420 employees

Industry: Recruitment

Description: Global professional and skilled staffing agency.

Global recruitment agency Hays puts the audience at the heart of its strategy

Global recruitment company Hays was an early adopter of LinkedIn's many tools and strategies, which helped the staffing agency dramatically improve its social reach and engagement, making it one of the most followed and influential companies on the platform.

Hays is one of the oldest and largest recruitment companies in the world, operating in 33 countries across 20 specialist industries, such as construction, IT, retail and accounting and finance.

Its ongoing relationship with LinkedIn, which started in 2010, supports the organisation's three major business model tenets: People, Technology and Brand. Together, the two businesses are building a 'best-in-class' capability and a platform that draws in customers with valuable information.



“Customer-centricity is certainly a key theme for us... How we can better understand what each individual wants to see from us will enable us to add even more value and, longer term, ensure our ongoing success in this competitive marketplace.”

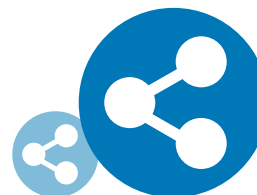


Lucy Sharp
head of marketing, Hays Australia

in Follow

1.4 MILLION

TOTAL OF 1.4 MILLION LINKEDIN FOLLOWERS WORLDWIDE



USING LINKEDIN ELEVATE EMPLOYEES SHARING ONLINE INCREASED 2.2X.

Highlights



Hays puts its audience at the core of all the content it delivers.



Socially engaged staffing agencies have a top-down approach to their social strategy.



Hays has three main objectives for its content and social strategy to keep them accountable and on track.

Lessons learned

- 1 We decided to turn our in-depth knowledge of the world of work into industry-leading content and provide a platform for our consultants to share their expertise more easily in the business communities in which they operate.
- 2 Finding talent is just the first step, but building lasting relationships through effective engagement and great service remains the most important activity.
- 3 Our approach has focused on effective content creation and distribution, and training and inspiring our teams to interact more with our customers through LinkedIn



Results



Employees sharing online increased 2.2x compared to pre-Elevate average, while Elevate accounts for 37% of all impressions.



Total of 1.4 million LinkedIn followers worldwide, and the most in Australia.



Growing Content Marketing Score (CMS), which is already higher than any of its competitors in Australia.

Building an audience with a powerful social content strategy

As digital platforms began to supersede traditional media, Hays recognised the need for long-term engagement strategies on its online platforms, which is where content stepped in.

“Our commitment to using content across the LinkedIn platform - before it was fashionable or proven to be successful in engaging with the LinkedIn audience - was definitely a leap of faith,” says Hays Australia head of marketing Lucy Sharp.

Hays used its deep network of consultants and experts to develop localised content for each of its audiences in different locations. The company promoted content with LinkedIn Talent Solution tools, ranging from topical sector-specific articles, such as a Q&A with a Johnson & Johnson senior executive to local salary guides and market insights.

Hays CEO Alistair Cox led this initiative, publishing some 40 articles after he was named one of LinkedIn’s 150 highly influential global business leaders and industry personalities

alongside Sir Richard Branson, Bill Gates and President Barack Obama.

Three main objectives of the social strategy

LinkedIn provides Hays with the perfect platform to move beyond simple job board postings.

Hays’ main objectives using LinkedIn were:

1. Build awareness and trust with hiring managers and candidates before they actively look for new talent or jobs.
2. Enrich the company’s existing relationships between transactional interactions.
3. Position Hays’ employees as industry experts and more than just recruitment consultants.

Hays’ strategy, working with LinkedIn Talent Solutions, drove the agency’s followers to more than 1.4 million worldwide. The company has also developed more than 260 LinkedIn Groups with 140,000 combined members as a tool for their consultants to share content.

Working together to find new technology solutions Hays and LinkedIn work together to find ways for technology to further benefit the relationship between both organisations. For example, Hays’ internal data and systems merge with LinkedIn’s real-time data, providing consultants with the insights they need to make informed decisions for their clients and candidates. This is a key differentiator for Hays, as the combined data allows the staffing agency to offer more relevant and targeted job openings to candidates and better solutions to its clients’ hiring needs.

Another example is Hays partnering with LinkedIn through the development of the social media company’s Elevate product, which drives audience engagement through a company’s employees. This early contribution allowed Hays to refine the platform to its business and employees, and now the staffing agency has a 77% active sharer rate among its consultants.

Discover LinkedIn Talent Solutions

[LinkedIn Recruiter](#)

[LinkedIn Job Slots](#)

[LinkedIn Career Pages](#)

For more on LinkedIn Talent Solutions:
business.linkedin.com/talent-solutions