



Unilever

Employee voices attract the right people to Unilever.

SUCCESS STORY

Global consumer goods company **Unilever** has 2.5 billion people using its products on any given day. Committed to the people and communities it serves, the company strives to find and recruit the best people who also align with its values. Rich employee-produced content on LinkedIn Career Pages helped the company effectively communicate the Unilever culture to attract and recruit the right candidates.



Growth in followers

Following Unilever's new campaign launch, the company's LinkedIn followers quickly grew to 2.2 million, and now stand at 7+ million.



Increased interest in openings

With more people visiting Unilever's LinkedIn Career Page, click-throughs on job postings increased 12%.



Well-informed candidates

Rich content is attracting more candidates who are well informed and more aligned with company values.



THE CHALLENGE

Standing out in a competitive global market

Unilever is committed to maintaining the highest standards toward the people, communities, and environments it serves globally. To that end, finding and recruiting people who align with its corporate values is critical. Unilever needed a way to communicate its unique culture to potential employees.

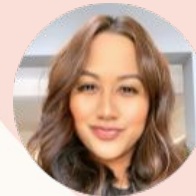
THE SOLUTION

Showcasing the culture

To drive recruitment on a global scale, the company leveraged LinkedIn to showcase the Unilever culture. Employees from around the globe share their experiences through published articles on LinkedIn, which the company shares on its [LinkedIn Career Page](#). Unilever also posts images and videos illustrating life at the company, amplifying content by targeting geographies, functions, and relevant audiences. The strategy drives engagement and helps the company extend its reach to passive potential candidates.

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By leveraging the employee voice [on LinkedIn], we are able to share a more authentic view of what it is like to work at Unilever—our values, culture, and what is important to us as an organization.



Keeran Gunnoo

Global Employer Brand Director
Unilever

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