

Company size: 12 employees
Headquarters: Melbourne
MSE Ranking: #1 Specialist Boutique APAC
LinkedIn Followers: 14,372

Who is Blackbook?

Blackbook Executive was formed to provide permanent and contracting recruitment consulting services to a broad spectrum of organisations across Asia Pacific, specifically covering the design, build and supply market sectors.



Encouraging creativity through regular contribution

Social engagement forms part of the daily conversation at Blackbook, and employees are encouraged to be active and become regular contributors. Each consultant has a responsibility to develop content as well as staying on top of news and trends. “For example, one of our consultants has created a regular Q&A session targeted at senior executives to learn about careers, challenges, employment trends and salaries”.

An editorial plan accessible to everyone

Blackbook have developed an editorial schedule accessible to everyone. They believe that success lies in being consistent and relevant, so content creation needs to be holistic and the results impactful. Empowering consultants to understand what the key trends and issues are in their markets is instrumental to their success. Senior leaders lead the strategy and drive the culture by example, everyone plays their part.

Build your brand through social engagement

Being socially engaged allows Blackbook to build the necessary networks to build talent communities across the disciplines they focus on. Team members can be readily identified as industry experts through the sharing of relevant and thought-provoking information, contributing to better interaction with talent in the market place as well as current and potential clients.

“ Part of our induction training is focused on the usage of LinkedIn to make sure all employees can build their brand and contribute. ”

Clinton Holmes
Director, Blackbook Executive



4 tips for social engagement...

- 1 Encourage regular contribution from your team
- 2 Profile completion can be part of your onboarding process.
- 3 Making an editorial calendar that is accessible by everyone is key.
- 4 Make social media – and LinkedIn – a part of every conversation



“ Being socially engaged helps us to work with the best talent in the market place as well as work on the best opportunities across a range of organisations. ”

Matt Simpson
Director, Blackbook Executive

Find out more

LinkedIn's Most Socially Engaged Staffing Agencies 2017 celebrates the very best in social media recruitment across the world. To find out how you can become more socially engaged or to see more of this year's winners, click here <https://business.linkedin.com/talent-solutions/events/17/10/most-socially-engaged/staffing-agencies>

