



**Company size:** 8 employees

**Headquarters:** Ohio

**MSE Ranking:** #1 Specialist Boutique NAMER

**LinkedIn Followers:** 10,829

## Who is Ciresi & Morek?

Ciresi & Morek is a national search firm based out of Northeast Ohio that specializes in the industrial sector. Their clients include Fortune 500, private equity and privately held companies, acting as an extension of any business, working diligently to find top-tier talent.



“ We proactively partner with our customers and candidates to achieve their goals ... We stand by what we do. ”

Robert Ciresi  
CEO

## Social media content that reflects company values

Ciresi & Morek know that they wouldn't be able to bring together top talent and companies if they weren't engaged and active in ways that set them apart from the competition. The reputation of their company and the values they hold are taken into consideration in every task. Their interaction on social media aims to reflect their company ethos to be upfront and transparent.

## A thoughtful approach to content – for both the audience and the team

The team at Ciresi & Morek provide authoritative content for their audiences by sourcing and creating thoughtful pieces that relate to most frequently asked questions by clients and candidates.

Their editorial calendar provides a framework that works for everyone. Not wanting to set a publishing schedule that was unrealistic but still ambitious, the team set goals to create content at least once per week. Ensuring there's always something new and relevant for their audiences is the driving force behind the strategy.

## Embracing the push to become socially engaged

Aside from a learning curve and gaining familiarity with social networking tools, the team at Ciresi & Morek has embraced the push to become socially engaged. They continue to expand their content efforts, as well as encouraging employees across the firm to achieve full profile completion and continue building their networks.

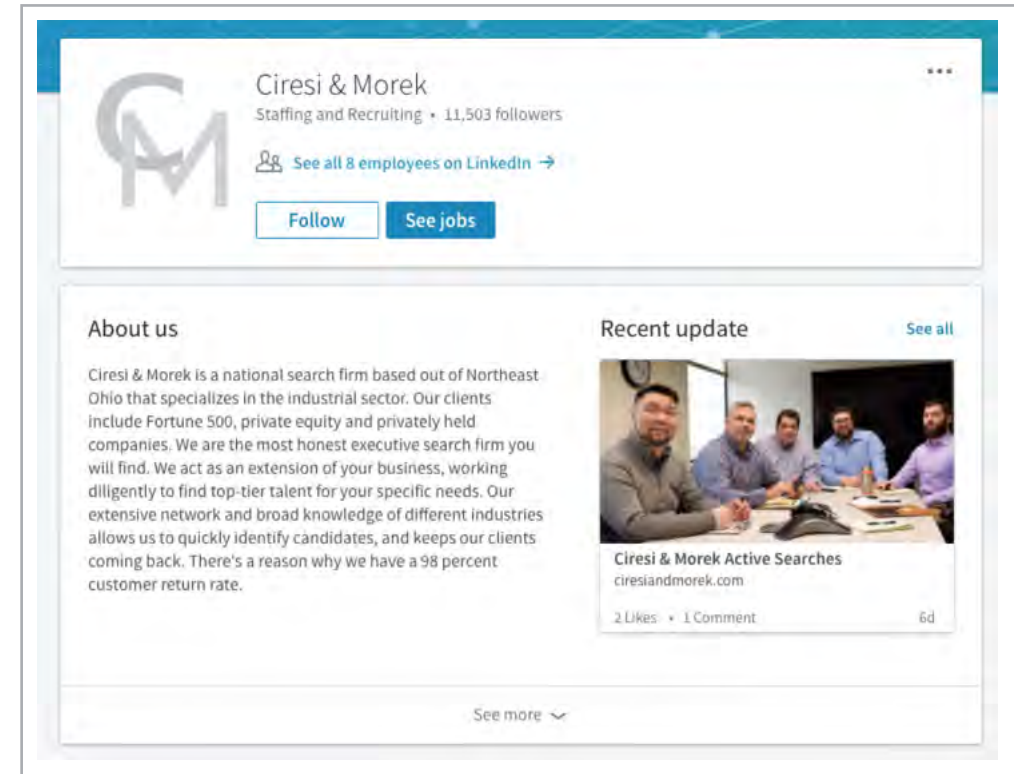
They also strive to be intelligent in their approach, ensuring their tracking and reporting evolves to enable them to deliver the most valuable, relevant content our audiences need.

“ Our content is based on the questions both clients and candidates ask us. If the people we’re talking to have these questions, there are probably hundreds more online asking the same things. ”

Mark Morek  
Managing Partner

## 4 tips for social engagement...

- 1 Smaller teams or firms should consider their other responsibilities and balance them with a commitment to publish quality over quantity.
- 2 To deliver value as quickly as possible, start with what clients and candidates want to hear about.
- 3 Understanding what resonates will make content production more efficient.
- 4 Include employees in the processes. Their insights, knowledge and experience are the key to success.



Find out more

LinkedIn's Most Socially Engaged Staffing Agencies 2017 celebrates the very best in social recruitment across the world. To find out more and to access tips and insights, click here: [lnkd.in/MSE2017](http://lnkd.in/MSE2017)

