Social engagement strengthens interaction & influence

Frequent and strategic social engagement has increased their ability to attract and target high-quality talent, whilst also strengthening relationships between the organisation and those interacting with their brand.

As a socially engaged staffing firm, GQR develops targeted content that speaks directly to its audience. This helps address the needs of a variety of candidates and clients at the local and global level in real-time – establishing trust and credibility between both parties, and ultimately enhancing brand awareness.

Encouraging engagement from employees organically

Through our LinkedIn activity, we have been able to locate the most unique talent to fill the world’s most niche roles - this has a direct impact on our bottom line.

Kate Jamieson
Global Finance Manager

Who is GQR?

GQR operates at the cutting-edge of human capital, where talent is most highly valued and innovation most highly sought. They seek to be the very best within their field by pairing exceptional people with exceptional careers. They specialise in Banking & Finances, Energy & Engineering, Technology and Life Sciences.

For example, the success of one campaign or content piece could be a high degree of views and engagement; while the success of another could mean higher conversion rates. Overall, the three key metrics they leverage to monitor and measure the success of content are reach, engagement and sentiment.

Measuring content success is a fluid process

The way GQR measures the success of a piece of content largely depends on the type of content and the pre-determined objectives established ahead of time.
Social engagement must always be voluntary – minimizing barriers and establishing the right culture is essential for people to be enthusiastic about it. One of the keys to doing this successfully is by rallying support from senior leadership – they often communicate the impact social engagement can have on business and relationships.

4 tips for social engagement...

1. Create a brand that is visually captivating and helps define your brand experience and purpose in a genuine, authentic way.

2. Offer a glimpse into your company culture to build awareness and trust. You can use talent acquisition videos showcasing your offices, locations, social events and more.

3. Empower your employees to leverage their specialist knowledge to illustrate your teams know the ins and outs of the industries they cover.

4. To be an effective social advocate, find the balance between sharing original content and ideas, commenting and sharing each other’s posts, and networking within various groups. Do this frequently to establish credibility and trust amongst followers.

"Active and frequent engagement on social media gives us the platform to exert a high degree of interaction and influence."

Khash Shahmiri
Director

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: Inkd.in/MSE2017