



Company size: 180 employees

Headquarters: London

MSE Ranking: #1 Medium Enterprise EMEA

LinkedIn Followers: 89,395

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.



“ 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

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.

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.

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.

Encouraging engagement from employees organically

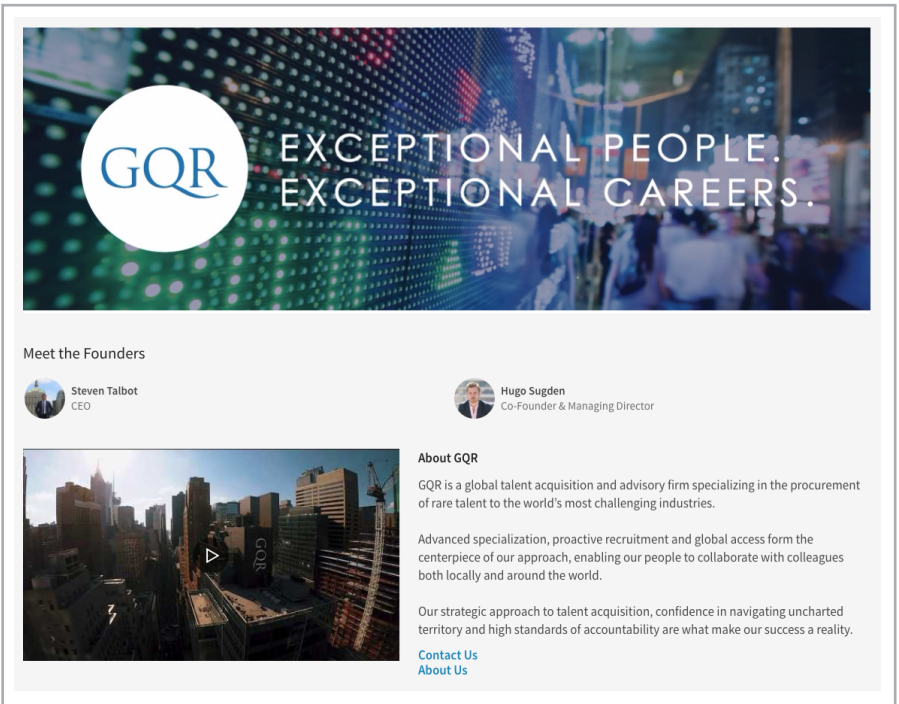
In an effort to combat challenges in getting people to become more socially engaged, GQR implemented various different strategies.

For example, they developed an intranet where company news, industry trends, polls and other key company information is published. This is easily accessible to all employees, making it very easy for people to share relevant content that is already well-branded with the right messaging.

Social engagement must always be voluntary – minimising 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.



The screenshot shows a LinkedIn post from GQR. At the top is a video player with the GQR logo and the text "EXCEPTIONAL PEOPLE. EXCEPTIONAL CAREERS." Below the video is a "Meet the Founders" section with two profiles: Steven Talbot, CEO, and Hugo Sugden, Co-Founder & Managing Director. Below this is a video thumbnail of a city skyline with a play button and the GQR logo. To the right of the video is an "About GQR" section with the following text: "GQR is a global talent acquisition and advisory firm specializing in the procurement of rare talent to the world's most challenging industries. Advanced specialization, proactive recruitment and global access form the centerpiece of our approach, enabling our people to collaborate with colleagues both locally and around the world. Our strategic approach to talent acquisition, confidence in navigating uncharted territory and high standards of accountability are what make our success a reality." At the bottom of the "About GQR" section are links for "Contact Us" and "About Us".



“ 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: lnkd.in/MSE2017

