



**Company size:** 47 employees  
**Headquarters:** Dubai  
**MSE Ranking:** #1 Specialist Boutique EMEA  
**LinkedIn Followers:** 172,289

## Who is MCG& Associates?

MCG& Associates is a contingency and executive search recruitment business with offices in Europe, the Middle East and Asia. They connect businesses and brands with the best communications, digital and tech talent from across the world. Honesty and integrity are two of their key founding principles.



## Establishing authority in specialist areas

MCG& Associates have a very clear-cut program that allows staff to develop their own content, meaning they can deliver great topical pieces – whether simple or lengthy posts – to showcase expertise in relevant areas and industries.

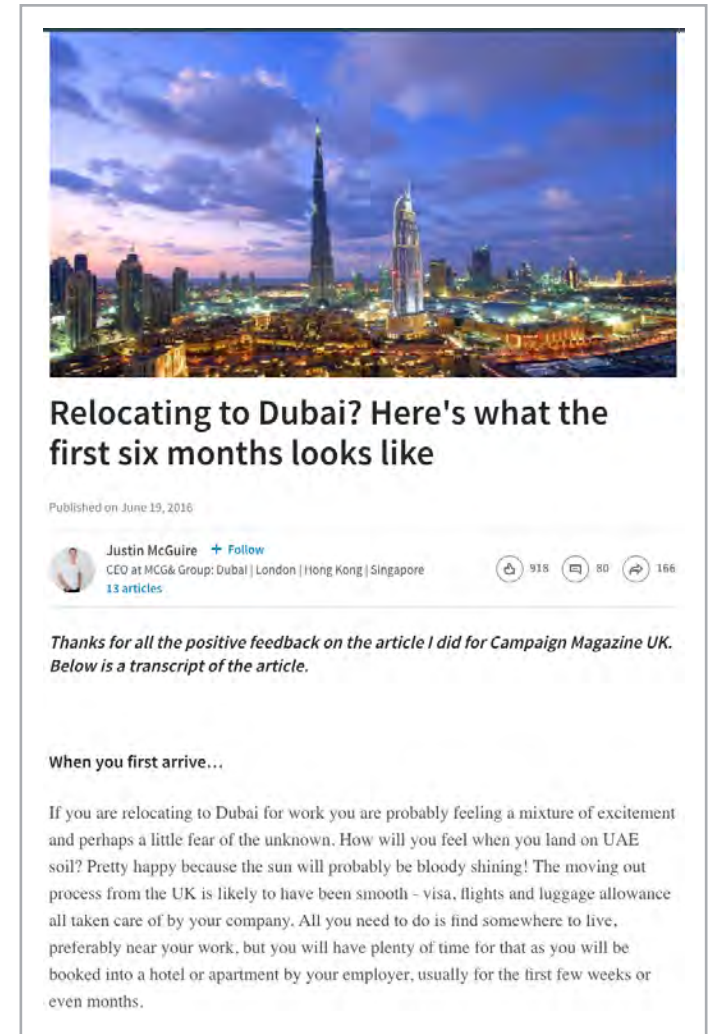
The team sponsor events which allows them to create content that is pertinent to the events' subject matter. This demonstrates authority within key industries online to complement their offline activity.

## Test content and learn to replicate what resonates

MCG& Associates have had incredible success through creating easily digestible themed content. For example, a top ten tip series was so impactful, it got picked up by the local press. For them, this success demonstrated the appetite of their audience and what they wanted to hear, which enabled them to continue creating content that resonates.

“ Being socially engaged is part of our DNA - everyone at MCG& creates and shares content with their professional networks. ”

Justin McGuire  
 CEO EMEA

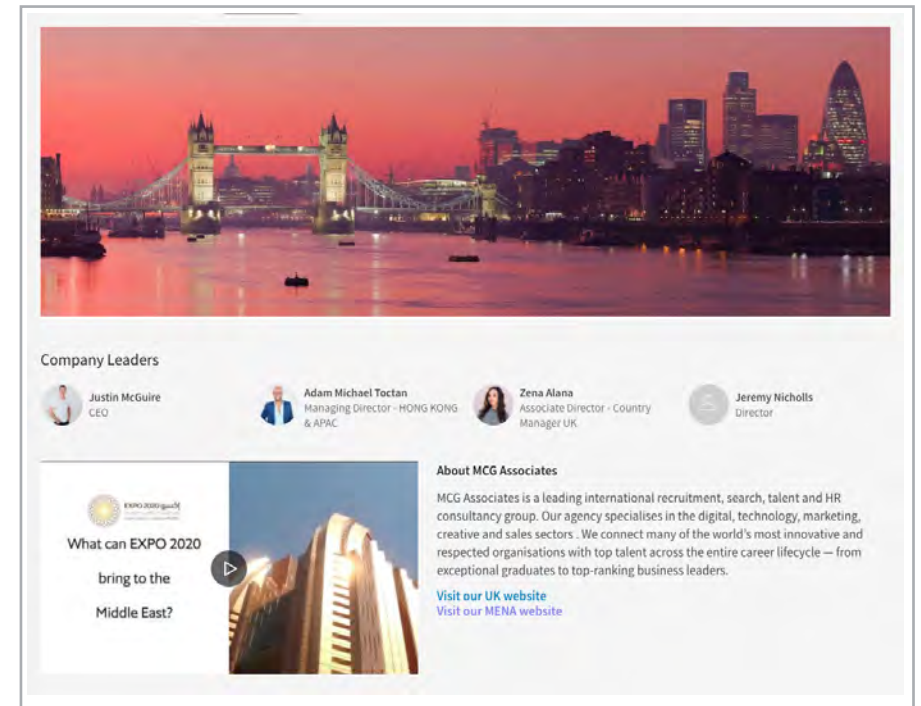


## Explore the use of video

Taking advantage of the most standout aspects of MCG& Associates locations and company culture, they created videos using stock footage and staff interviews. This resulted in highly shareable content that not only helped communicate what they're about, but also garnered great exposure through other publishers across a variety of social channels.

## 4 tips for social engagement...

- 1** LinkedIn is a great platform to publish content on and it also creates opportunities to be picked up by other entities. When this happens, your reach goes much wider than the network itself.
- 2** Implement a social media adoption program for your team that is easy to follow and assimilate into the daily routine.
- 3** Not only allow, but encourage your team to promote themselves – it contributes to establishing authority for the firm as a whole.
- 4** Be bold with your content – it's not just about industry news, it's also about people's tastes, interests and needs. You need to provoke a reaction and create a hook to entice people to engage with it.



“ Our staff’s LinkedIn profiles are polished, professional, precise and to the point. This will ensure that people trust and respond to conversations more readily. ”

Justin McGuire  
CEO EMEA

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](https://lnkd.in/MSE2017)

