

PageGroup

Company size: 6,000+ employees

Headquarters: London

MSE Ranking: #1 Large Firms Global

LinkedIn Followers: 1,332,390

Who is PageGroup?

Michael Page, Page Personnel and Page Executive are part of PageGroup, and are worldwide leaders in specialist recruitment across a wide variety of disciplines and industries. Since 1976, they've provided a range of services that help organisations to attract and retain top talent, setting the standard within the recruiting profession for specialist service, with a personal touch.



Demonstrating the benefits of being socially engaged

Social media has long formed a key part of PageGroup's overall marketing strategy. Being engaged on social is about much more than simply sourcing and connecting with potential candidates and clients.

Employee ambassadors help to reinforce the firm's specialist propositions, raise the personal profiles of consultants and build brand trust and authenticity among candidates, clients and potential recruitment consultants.

Empowering employees to represent the brand

PageGroup believes that a socially engaged company shows that it is willing to empower and trust its employees to communicate and promote branded content (jobs, articles, press releases). Developing an internal LinkedIn user guide that provides staff with step-by-step instructions to improve their profiles, they provide support and guidance.

Whilst a large proportion of their staff are engaged in social media from a personal point of view, they ensure that employees understand the true value of social for commercial purposes, sharing relevant and timely content that helps to build their personal brand as well as that of the company's.

Maintaining a consistent online presence

PageGroup's approach is geared towards serving the right people with the right content at the right time and engaging with candidates at every stage of the funnel – not only when they're looking for a job.

They aim to be much more than a recruitment partner for their clients – content is built around the topics that matter to them, whether that's insights and opinions specific to their industry or general guidance on new strategies, changes in legislation or new approaches to talent management.

“ Our priority moving into 2018 is to continue providing exceptional service with data-driven, personalised content, ensuring our candidates and clients are at the very heart of everything we do. ”

Eamon Collins
Group Marketing Director

“ Engaged employee ambassadors are an effective method of content distribution to our online community - far beyond a company’s own reach. ”

Matt Mowlam
Group Digital Director

4 tips for social engagement...

- 1 Attract top talent by promoting what makes your company great – the culture, rewards, opportunities, partnerships, awards, employee feedback and charity commitments.
- 2 Curate content as much as you create – social media is about being social, so don’t be afraid to share content from fans, clients and candidates who’ve had a positive experience.
- 3 Listen! Analytics will tell you if your audience care about your output. Set realistic but ambitious targets, with a process to continuously review performance. Consider deep audience segmentation for hyper-relevant content delivery.
- 4 Ensure your social engagement activity and content marketing aligns with the over-arching business objectives and goals.

David Mann • 2nd
Director - Retail & Fashion at PageGroup
PageGroup • Chartered Institute of Personnel and Development
London, United Kingdom • 500+

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