

Talent

Company size: 521 employees

Headquarters: Sydney

MSE Ranking: #1 Medium Enterprise in APAC

Linkedin Followers: 83,841

Who is Talent?

Talent is a progressive and highly innovative global technology and digital recruitment specialist supplying thousands of contract and permanent professionals across APAC, EMEA and North America.



“ We’ve created a culture in the business where all teams are writing, sharing content and interacting with their audience on an ongoing basis. ”

Jon Butterfield

EMEA CEO & Non-Executive Director,
Talent International

Adding value to the conversation

Talent recognises that being socially engaged facilitates forging strong connections with clients and employees. Additionally, they understand that it’s vital to be part of the social conversation, adding value to it wherever they can.

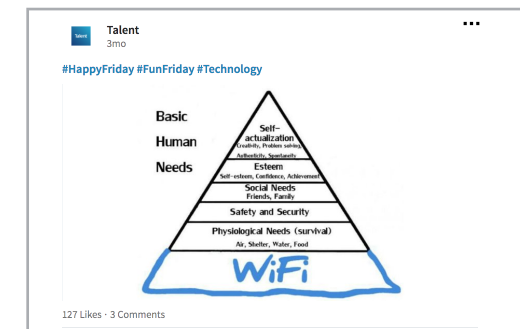
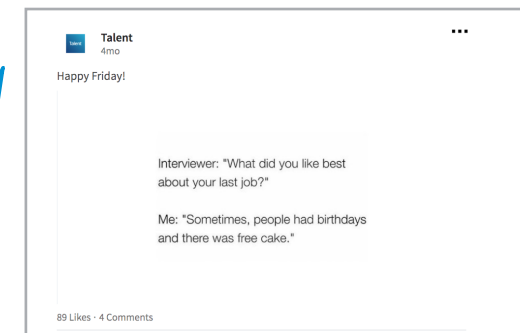
Breaking down barriers and encouraging change

Empowering their teams to become socially engaged is a priority. They acknowledge that for some people, this will come naturally, and for others, barriers exist, such as time constraints or lack of confidence. In order to turn any barriers into opportunities for success, they have diligently put processes in place that make it easy for specialist recruiters to write engaging content .

Talent’s brand is synonymous with leadership and innovation. Social media provides a great platform for communicating these values.

Creating engaging content

The team aims to create content that is fresh and engaging, avoiding repurposed content "that's been done before". With increasingly short attention spans, your content has to have something of interest to grab people's attention.



4 tips for social engagement...

- 1** Keep content calendars simple and share them with all relevant stakeholders. Don't over-complicate – it won't go far!
- 2** Encourage teams to become socially engaged by providing helpful frameworks. Internal guidelines, screening services, templates and incentive programmes can stimulate content creation.
- 3** Measure success. Pick metrics that are relevant to your objectives and track them.
- 4** Monitor what your customers and candidates are interested in. This will inform your content and will help you stay relevant.



“ Prioritising thought leadership over generic content is crucial to keeping an audience hooked. ”

Marc Neilsen
APAC CEO, Talent International

Find out more

LinkedIn's Most Socially Engaged Staffing Agencies 2017 celebrates the very best in social media recruitment across the world. To find out how you can become more socially engaged or to see more of this year's winners, click here <https://business.linkedin.com/talent-solutions/events/17/10/most-socially-engaged/staffing-agencies>

