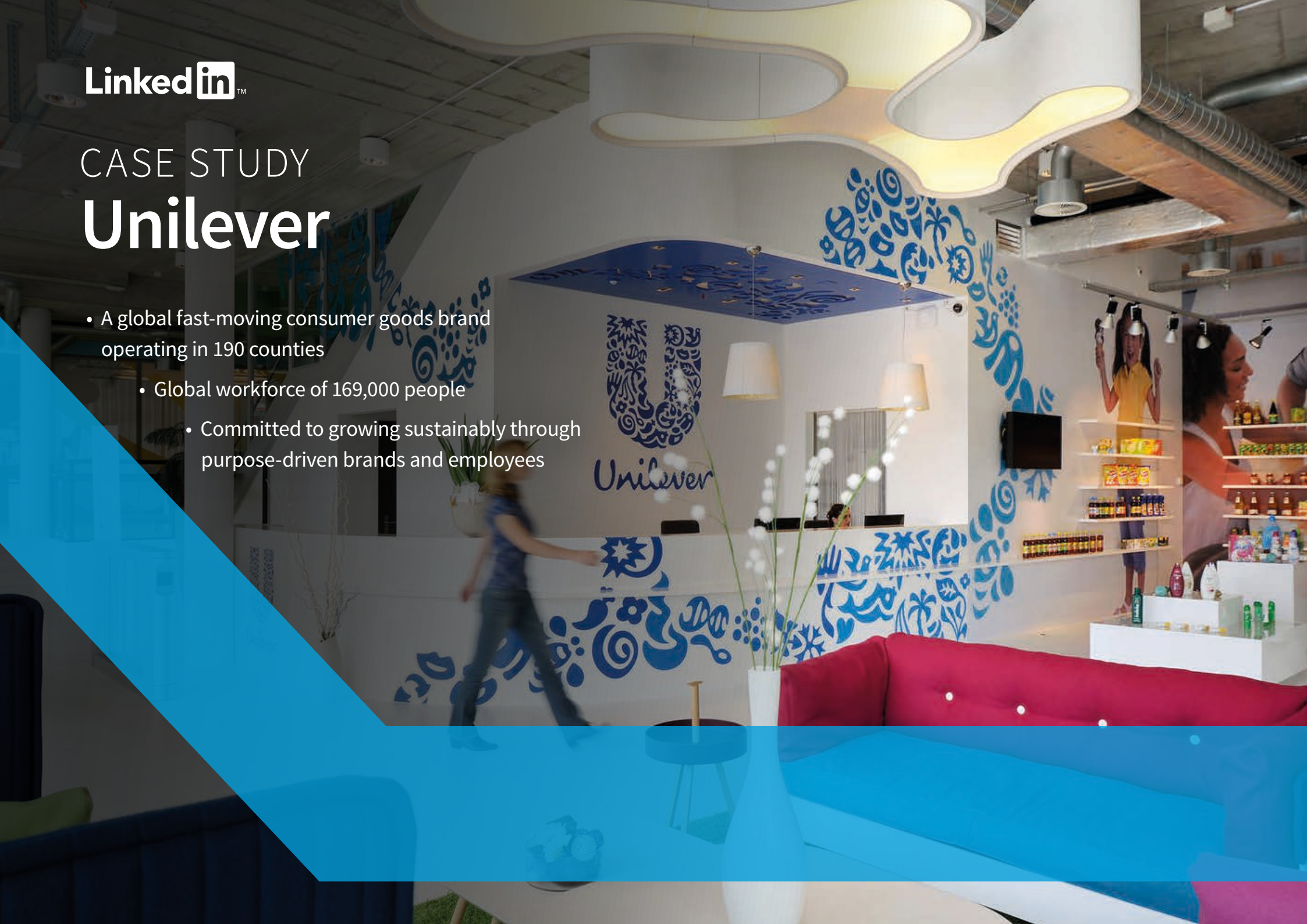




# CASE STUDY

# Unilever

- A global fast-moving consumer goods brand operating in 190 countries
  - Global workforce of 169,000 people
  - Committed to growing sustainably through purpose-driven brands and employees



# THE CHALLENGE

Unilever operates in 190 countries across the globe and prides itself on its sense of purpose in maintaining the highest standards of corporate behaviour towards the people, communities and environments they work in and support.

On any given day, 2 billion people use Unilever products, and this is not a responsibility taken lightly, with the ethos of creating a brighter future inextricably linked in the company's ambitious goals. This purpose is a key differentiator in the herculean task of finding and recruiting new talent.

That being said, there is enormous competition for the best people. So for Unilever, it can often be hard to find the right people for the right opportunity.

Building a talent pool and trying to stand out in a crowded recruitment space is key for this business.

It can be a challenge to authentically communicate the company culture and values to potential employees, and give an insight into life in the Unilever family, but this is a challenge that the company is embracing head-on.

UNILEVER

# THE SOLUTION

To stand out in the global recruitment market place, Unilever showcases life at the company through the voice of employees. “More than 150 employees from across our global workforce have shared their insights, expertise and experience on LinkedIn Pulse: the largest content sharing platform in the world. We share their stories with over 2.2 million followers on LinkedIn, and via the LinkedIn Elevate content-sharing platform. From there, colleagues can share across their social networks,” says Keeran Gunnoo, Unilever’s Global Employer Brand Director.

“Leveraging the employee voice offers a more authentic view of working at Unilever: our values, culture and what is important to us as an organisation” she added.

Unilever showcases employee blogs on the new LinkedIn Career Pages – providing insiders’ perspectives unavailable elsewhere. The company also regularly shares images and videos illustrating life within the organisation.

Unilever strategically targets this content to geographies, functions and audiences which will find it truly engaging. Recruiters also share the blogs with potential recruits, offering rich insights into the business which enable more informed decision-making about a career at Unilever.

*“The Next Generation LinkedIn Career Page allows us to show the world our Unilever through our employees”*



**Keeran Gunnoo**, Global Employer Brand Director



**12%**  
rise in job clicks

**51%**  
increase in page views

## THE RESULTS

The new LinkedIn Career Pages successfully bring the purpose of the organisation and the employee experience to life. Frequent country- or role-specific content updates (of life inside and outside of the office) are driving better engagement. By opening up this information to people on social media, Unilever has been able to extend their reach and help candidates make more informed decisions.

Unilever now has more than 2.2 million followers and has recently seen a +51% increase in page views per person since the introduction of the new LinkedIn Career Pages. By matching prospective employees with relevant jobs, the Next Generation LinkedIn Career Page has also increased job clicks by +12%. These figures demonstrate that the fresh approach to amplify the employee voice is having a real impact on attracting talent.

