



F A Qs

Congratulations on being one of the top socially engaged staffing agency. Below are some frequently asked questions around the ranking. Get in touch if there's anything we missed!

APAC | Isabell Prior | iprior@linkedin.com
EMEA | Lucy Wren | lwren@linkedin.com
NAMER | Grace Chensoff | gracec@linkedin.com

1. How did LinkedIn discover LinkedIn's Most Socially Engaged Staffing Agencies? What is the methodology?

We take into account the social reach, employee engagement, employment brand and content marketing power of search and staffing firms on LinkedIn. We do this by investigating thousands of data points, over the past year, for more than 60,000 Search and Staffing companies listed on LinkedIn. The data is collected from September 1st 2016 until August 31st 2017.

2. What are the key areas an agency needs to be successful in to be featured on the ranking?

The three key areas LinkedIn is measuring are Content Marketing, Social Reach and Social Engagement and Social Recruiting.

Content Marketing:

An Agency's content efforts measured by members' engagement with that content.

- Content – Company updates, sponsored updates, influencer and employee posts and employee shares
- Member engagement – likes, shares, comments, follows and clicks

Social Reach and Social Engagement

An Agency's presence on LinkedIn, measured as our member's:

- View and apply for Jobs
- Follow your Company Page
- Research a Career Page
- See and engage with company content

Social Recruiting

How effective your consultants are at:

- Establishing professional brand through profile completeness and rich content
- Finding the engaging with the right people
- Building meaningful networks



F A Qs

3. What are the different categories in the ranking?

There is one global list which ranks agencies that have more than 500 employees associated with your company page on LinkedIn. In addition, we have a number of regional rankings:

NAMER region:

Most Socially Engaged Medium Enterprise List (Employee size 15-499)

Most Socially Engaged Specialist Boutique List (Employee size 1-14)

APAC region:

Most Socially Engaged Medium Enterprise List (Employee size 15-499)

Most Socially Engaged Specialist Boutique List (Employee size 1-14)

EMEA region:

Most Socially Engaged Medium Enterprise List (Employee size 50-499)

Most Socially Engaged Specialist Boutique List (Employee size 1-49)

4. The number of employees in my organisation is different to the amount on my LinkedIn page – am I in the right category?

The data that we use for calculating the Most Socially Engaged staffing agencies is LinkedIn data only. As we are unable to identify who is an official employee or not (e.g. they could be a contractor) we are unable to mitigate for this. Moving a company into another category would lack integrity as we would be unable to take out the impact of having non-official employees associated with the company page – as they will be contributing to reach, SSI and TBI – and therefore we would not be comparing like for like.

5. Can I promote our agency's achievement on social media?

You sure can! Please hold off until October 19/20th before you promote your ranking. The list is confidential until **9:00 a.m. BST on Thursday, October 19th, 2017.**