

Company Followers

On LinkedIn, members can choose to follow companies they are interested in to keep up-to-date with the latest company news, products, services, and job opportunities.

Power in Numbers

- 79% of followers are interested in job opportunities from companies they follow
- 78% of followers are more likely to accept an InMail message
- Followers are 6 times more likely than an average member to view your LinkedIn Career page

Locate Followers in Recruiter

In Recruiter, the **Company followers** filter narrows your search results to members who have chosen to follow your company. This filter helps you identify members who may be open to receiving messages, as they have already expressed interest in your company. When you reach out, remember that your goal is to represent your company's brand and guide the member in the "buying process" of finding a position that may fit for the next step in their career.

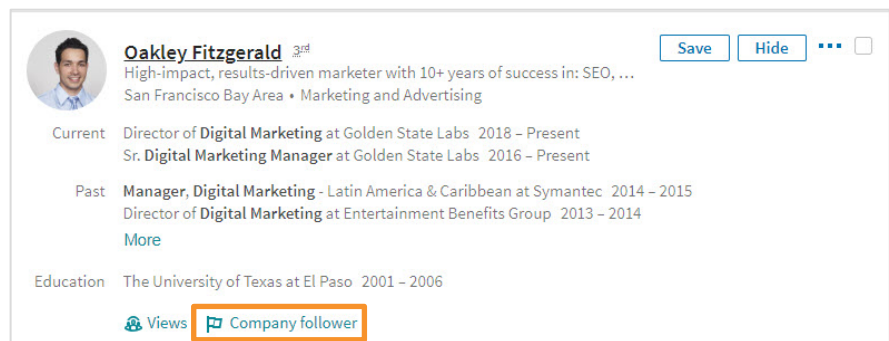
Followers Filter

From your search results, go to the **Advanced** filters and use the **Company followers** filter to locate members who are following your company on LinkedIn.



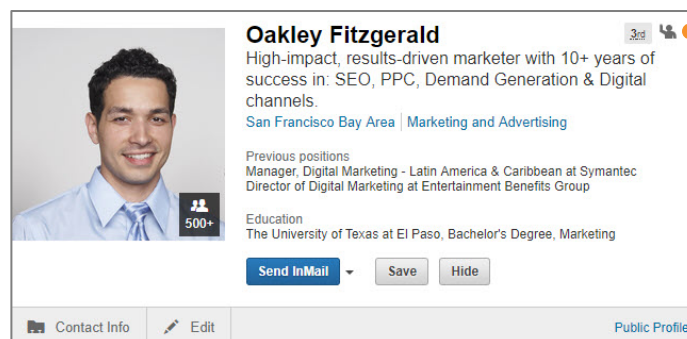
Search Results

In the search results, you will see **Company follower** near the bottom of a member's profile snapshot.



Profile View

Company followers can also be seen within the Recruiter profile view by the icon displaying a person with a raised hand in the top right corner of the profile card.



Click this icon to see all the companies this member follows.