



ORGANIC **EMPLOYER BRANDING**

HIGHLIGHTS

- 792% increase in Twitter followers in one year
- From zero to nine well-attended Twitter chats
- Increased engagement with the business
- Gained buy-in from key stakeholders and recruiters

CLIENT

An American learning science company and one of the largest educational publishers; currently operating in 28 countries, and offering products and services to more than 135 countries in 60 languages.

SITUATION

The client tasked AGS with increasing hires and enhancing brand perception by improving its employer brand digital presence.

CHALLENGE

This client suffered from very low engagement on its careers Twitter channel.

OUTCOME

- AGS organized and hosted 9 highly engaged and well-attended Twitter chats
- Twitter followers increased from 157 to 1,972 (Over 1,000% increase)
- At least 1 direct hire from Twitter resulted

INNOVATION

ROI can be hard to demonstrably attribute to social media; however, studies show that hiring rates are 3.3 x higher among candidates who engage with a company's social content before demonstrating an interest in working for their brand.

So AGS provided a dedicated social media manager to help the client grow their careers Twitter account. The manager utilized research, built social media influencer relationships and crafted a strategic content plan based on client needs to achieve this objective.

The channel became a credible and consistent online resource for information on available roles, the application process, and company culture via an increase in quality and quantity of posts. Content was uploaded at least five times each day that included career advice, company articles, educational and digital technology information and, of course, the client's vacancies.

AGS also implemented the use of a custom hashtag on the channel to deliver a consistent presence across job post tweets, Twitter chats, etc.

As we built the account from ground up, we determined a need to engage in current events to provide a path for growth. Our Twitter chats are consistently new and innovative. Each month we have a different topic and a new expert panel. We tailor our content to our audience. By doing so, we have been able to grow organically.

Every new follower is personally welcomed and invited to join talent community. We reply to relevant tweets and retweet relevant content. The result is an engaged and robust community of job seekers and fans of the brand.



ABOUT ALLEGIS GLOBAL SOLUTIONS

Allegis Global Solutions is founded on a culture that is passionate about transforming the way the world acquires talent by delivering client-focused solutions that make a difference for businesses worldwide.