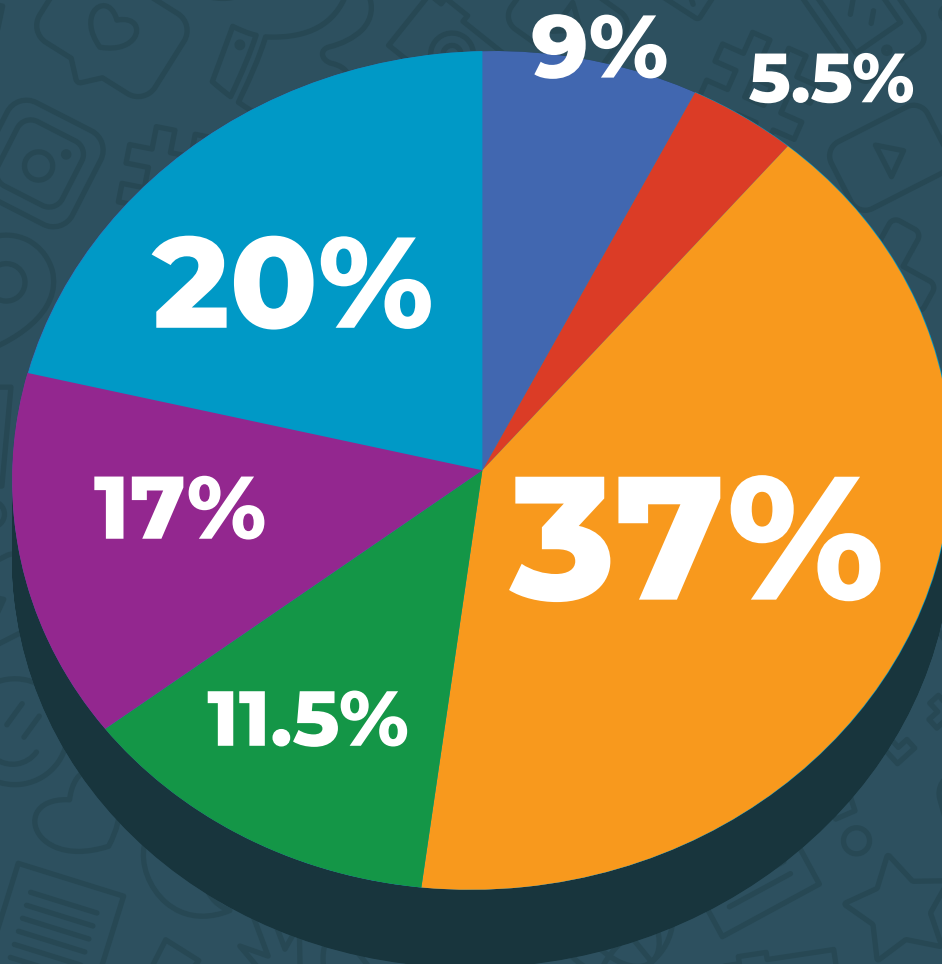


**We reviewed the LinkedIn feeds of 400 recruitment agencies in the UK and this is what we found..**



*Growing recruitment agencies with better marketing*

# HERE'S THE STATS:



- 9% (35 / 400) posted every working day
- 5.5% (22 / 400) posted around 3 times a week
- 37% (148 / 400) posted around twice a week
- 11.5% (46 / 400) posted around once a week
- 17% (68 / 400) posted around once a month
- 20% (80 / 400) never posted at all

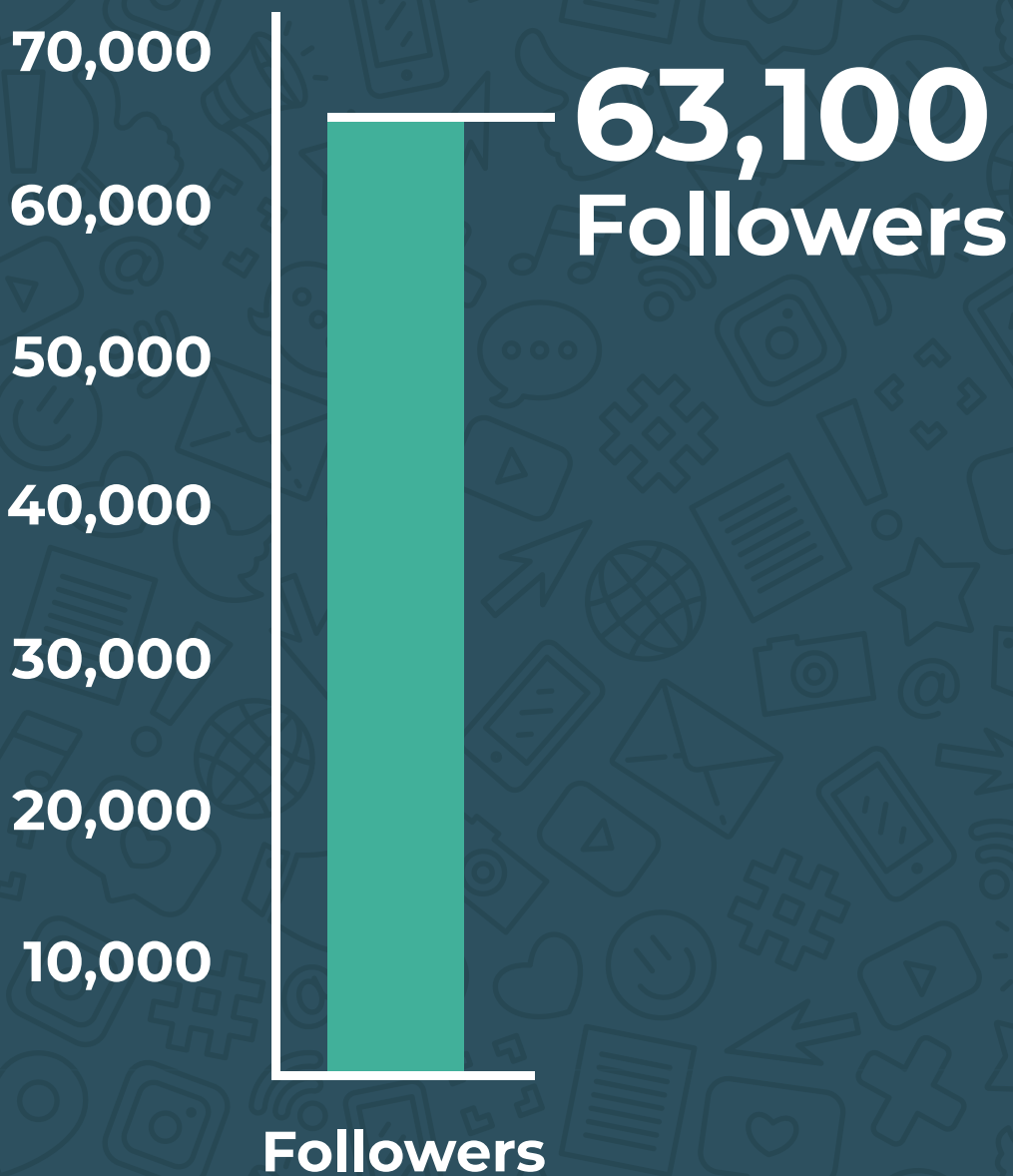
**26 recruitment agencies who have over  
10,000 followers didn't post anything,  
and are missing an opportunity to  
promote to their network**



# THOSE WHO POSTED EVERY WORKING DAY



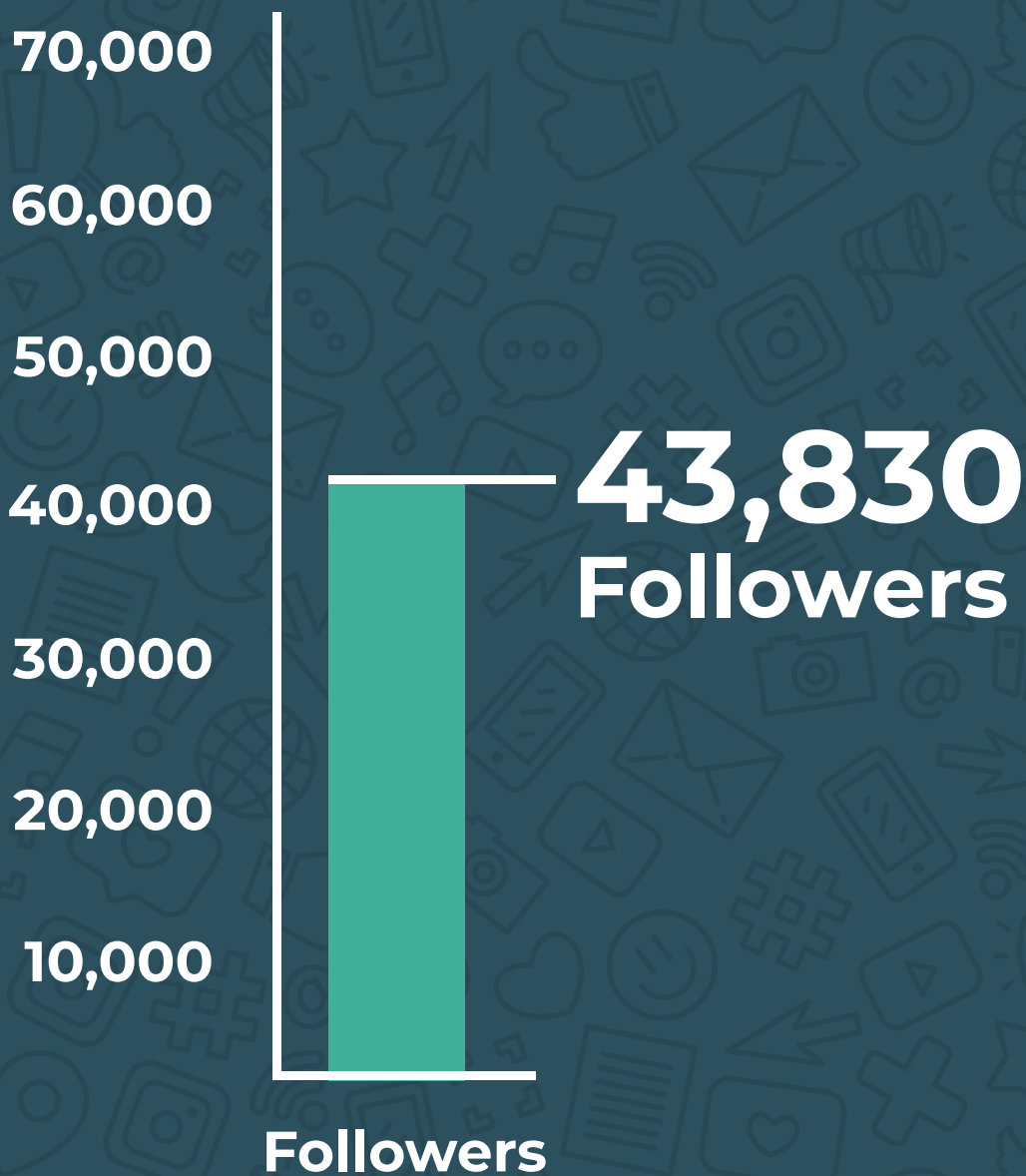
The number of followers in this group ranged from ~90 to ~700,000



# THOSE WHO POSTED AROUND 3 TIMES A WEEK



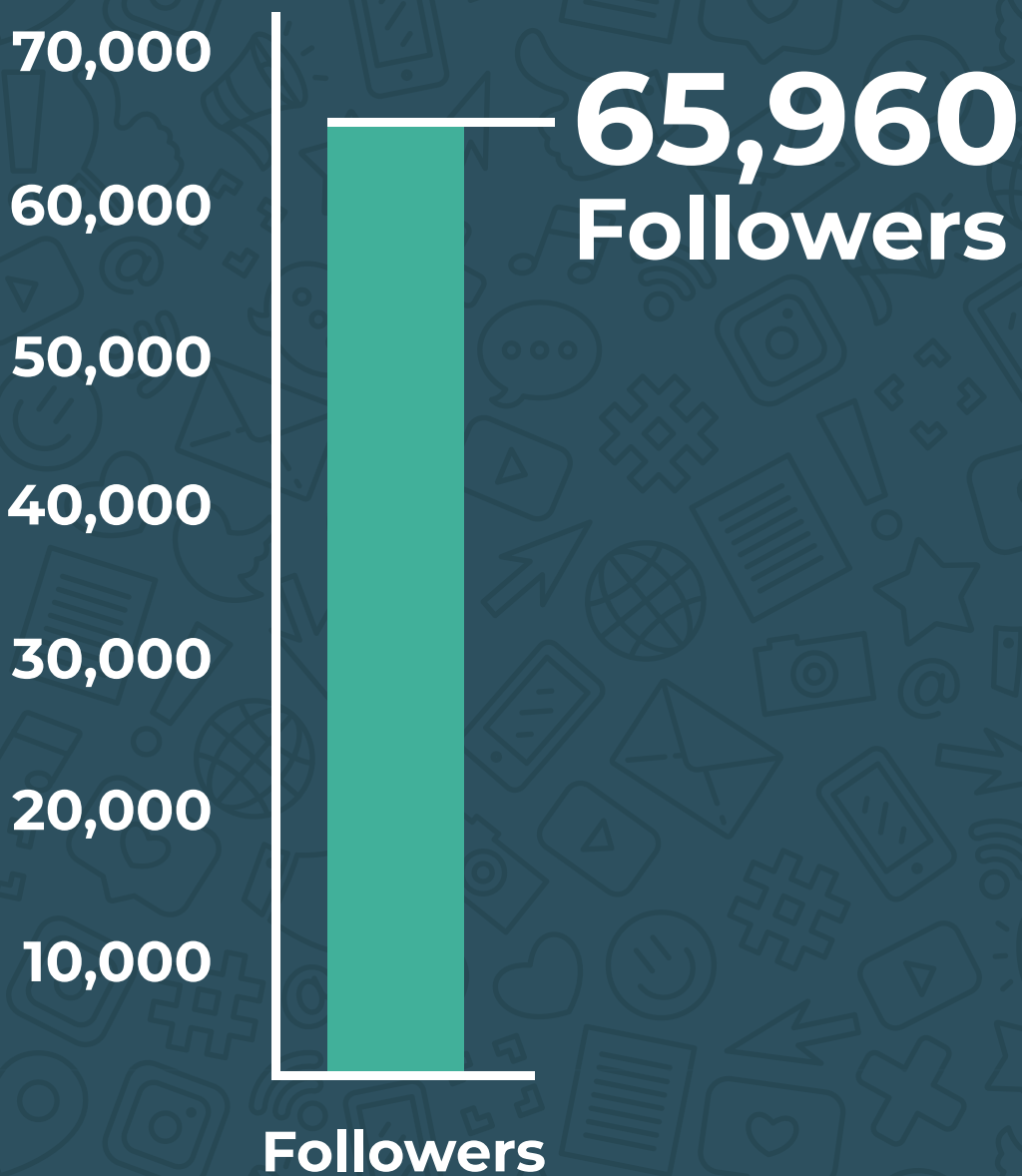
Number of followers in this group ranged from ~1600 to ~212,000



# THOSE WHO POSTED AROUND TWICE A WEEK



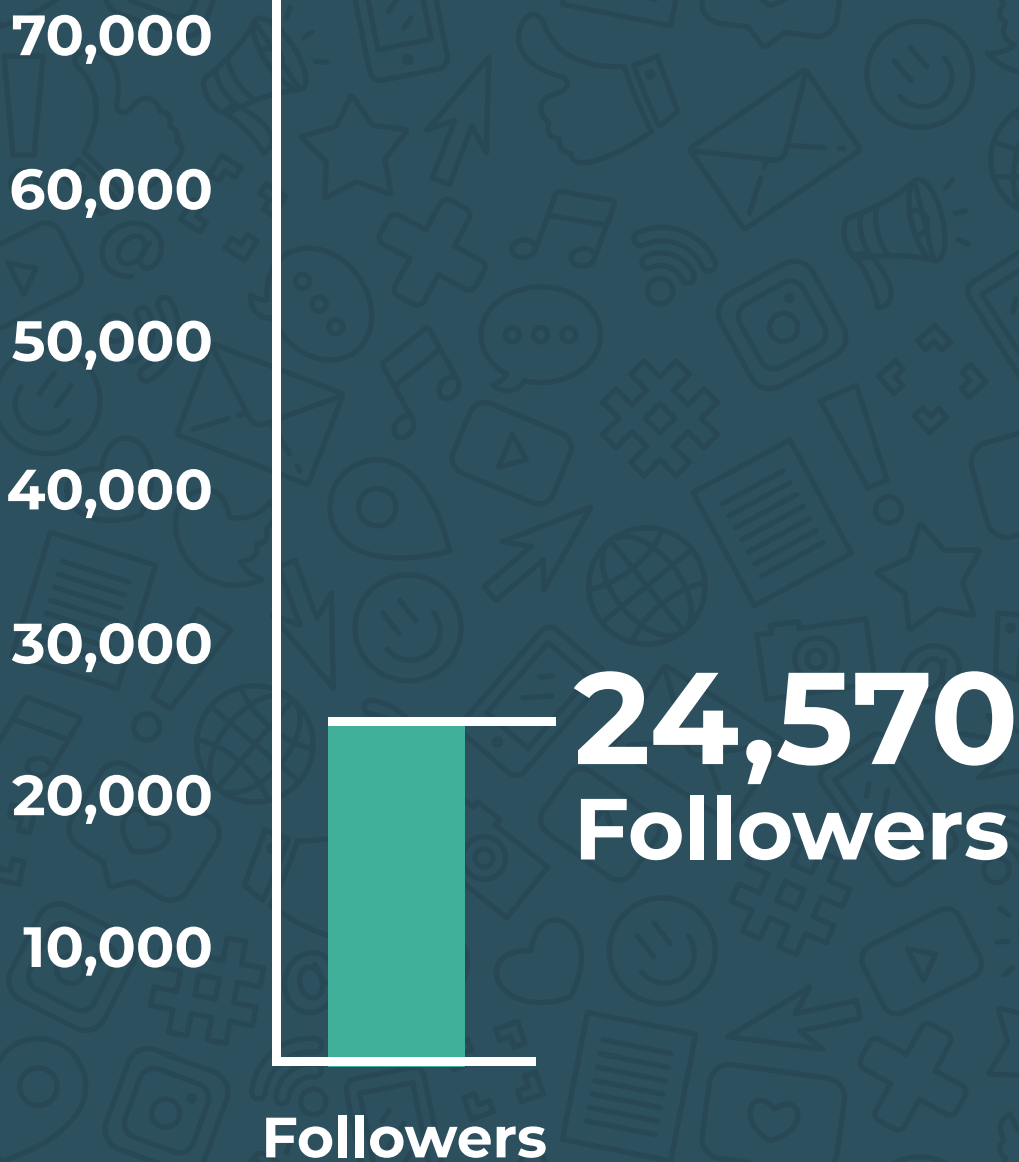
Number of followers in this group ranged from ~600 to ~2,500,000



# THOSE WHO POSTED AROUND ONCE A WEEK



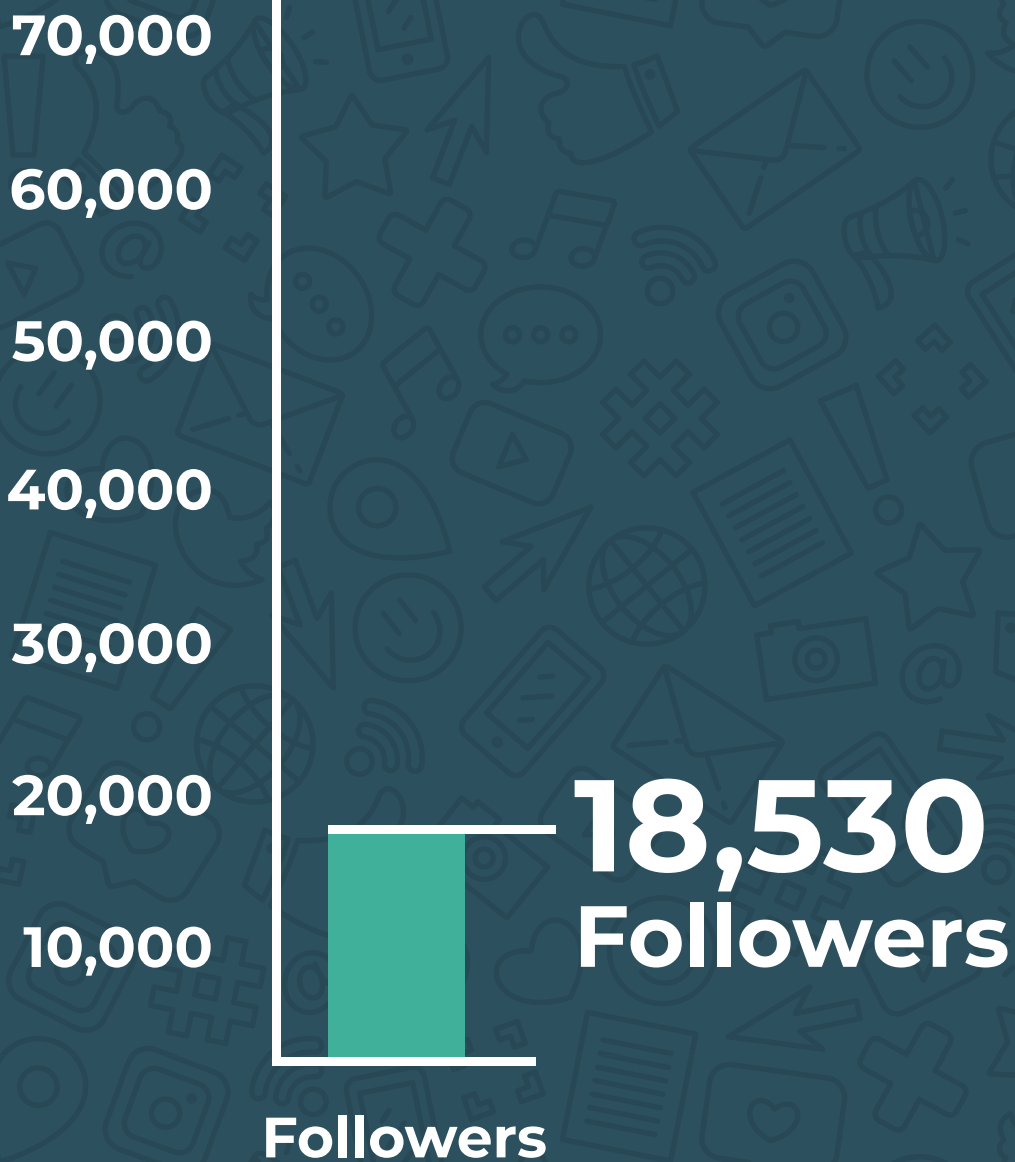
Number of followers in this group ranged from ~160 to ~344,000



# THOSE WHO POSTED AROUND ONCE A MONTH



Number of followers in this group ranged from ~30 to ~355,000

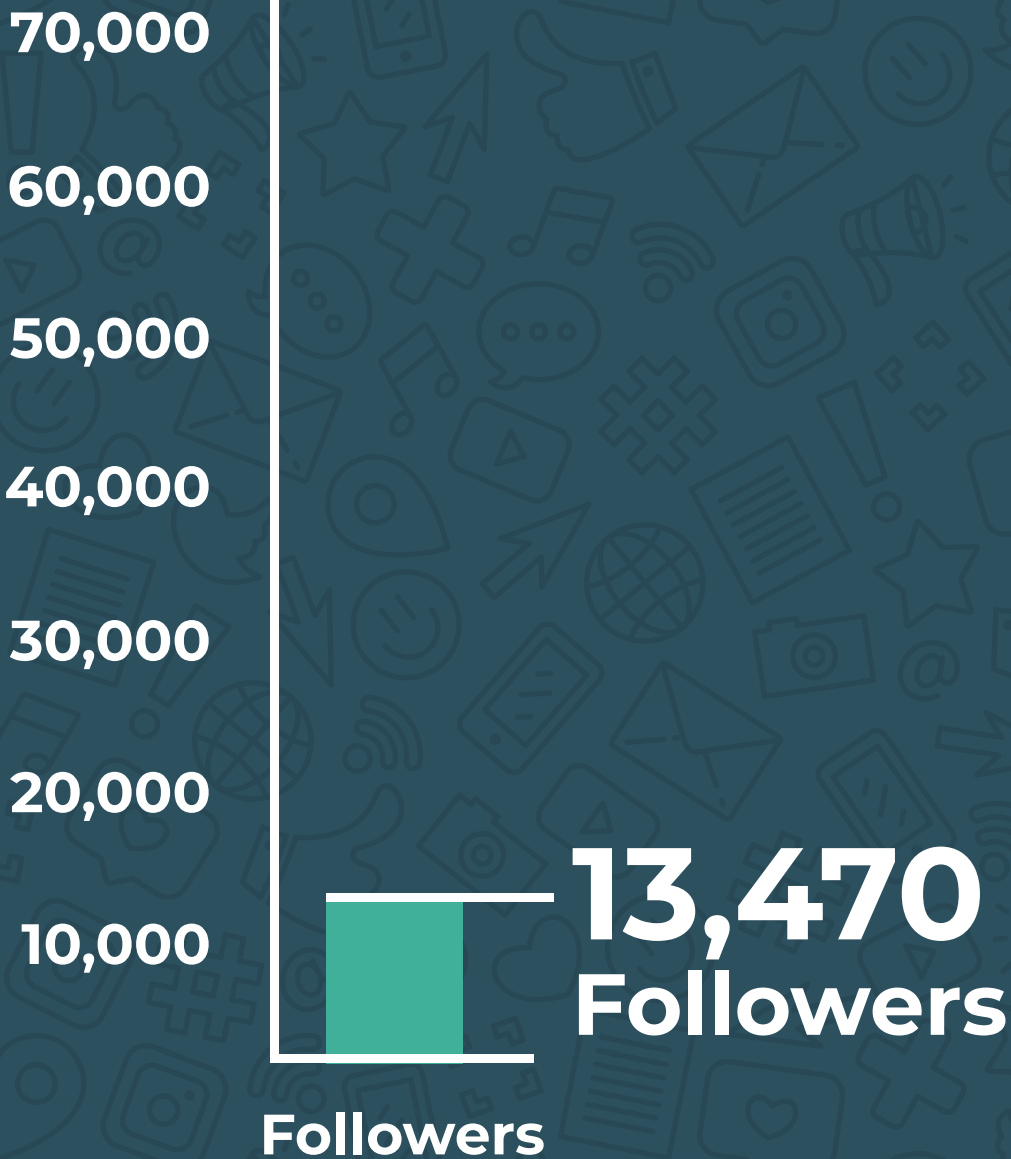




# THOSE WHO NEVER POSTED AT ALL



Number of followers in this group ranged from ~15 to ~157,700



# OUR OBSERVATIONS

## Posts include



Jobs



Internal promotions



New hires



Birthdays



Testimonials



Motivational quotes



Memes



Company events



Podcasts



Webinars



Polls



Industry news



Industry awards



World events  
(e.g. Mental Health awareness)



**Engagement varies dramatically from company to company**



**Tagging people or companies improves the chances of better engagement**

Looking for help with your  
LinkedIn social media?

**GET IN TOUCH TODAY**

