

WE REVIEWED THE LINKEDIN FEEDS OF 400 RECRUITMENT AGENCIES IN THE UK AND THIS IS WHAT WE FOUND...

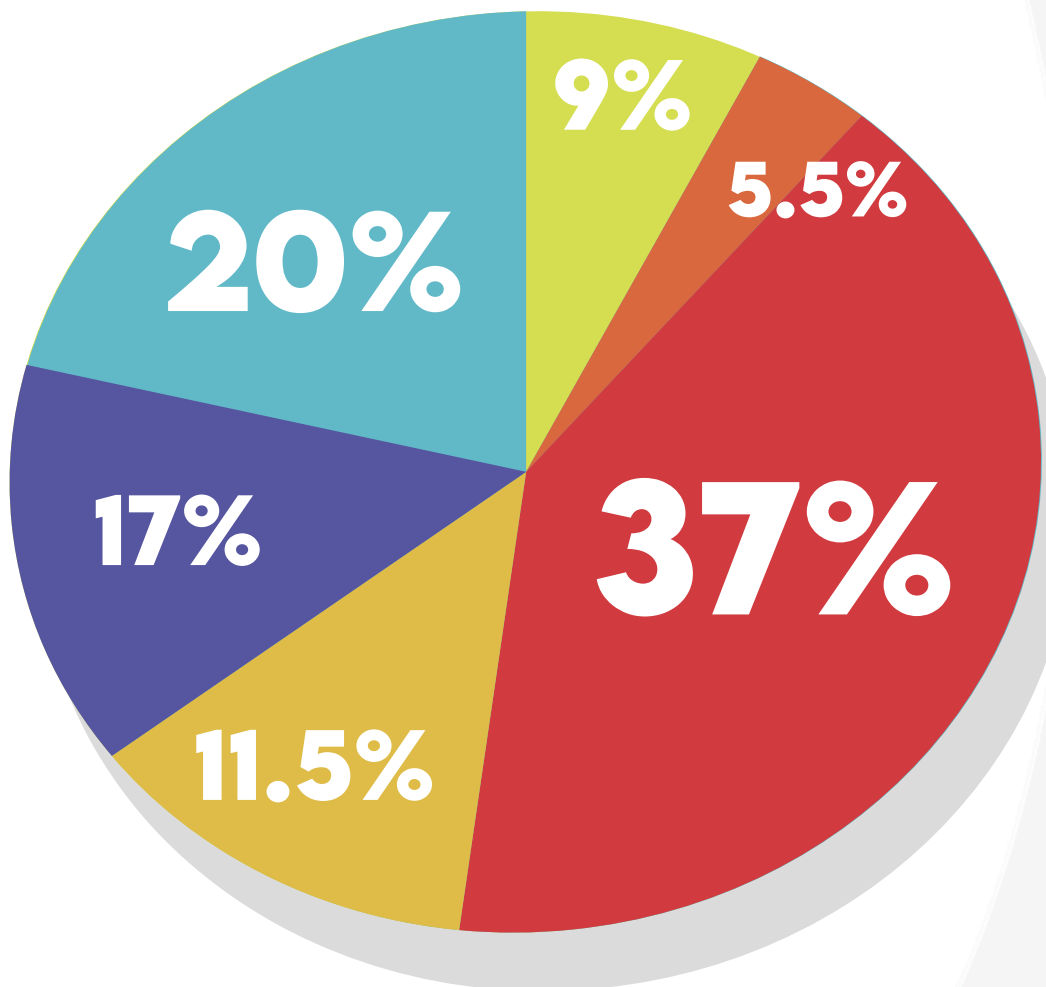


RECBOUND

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



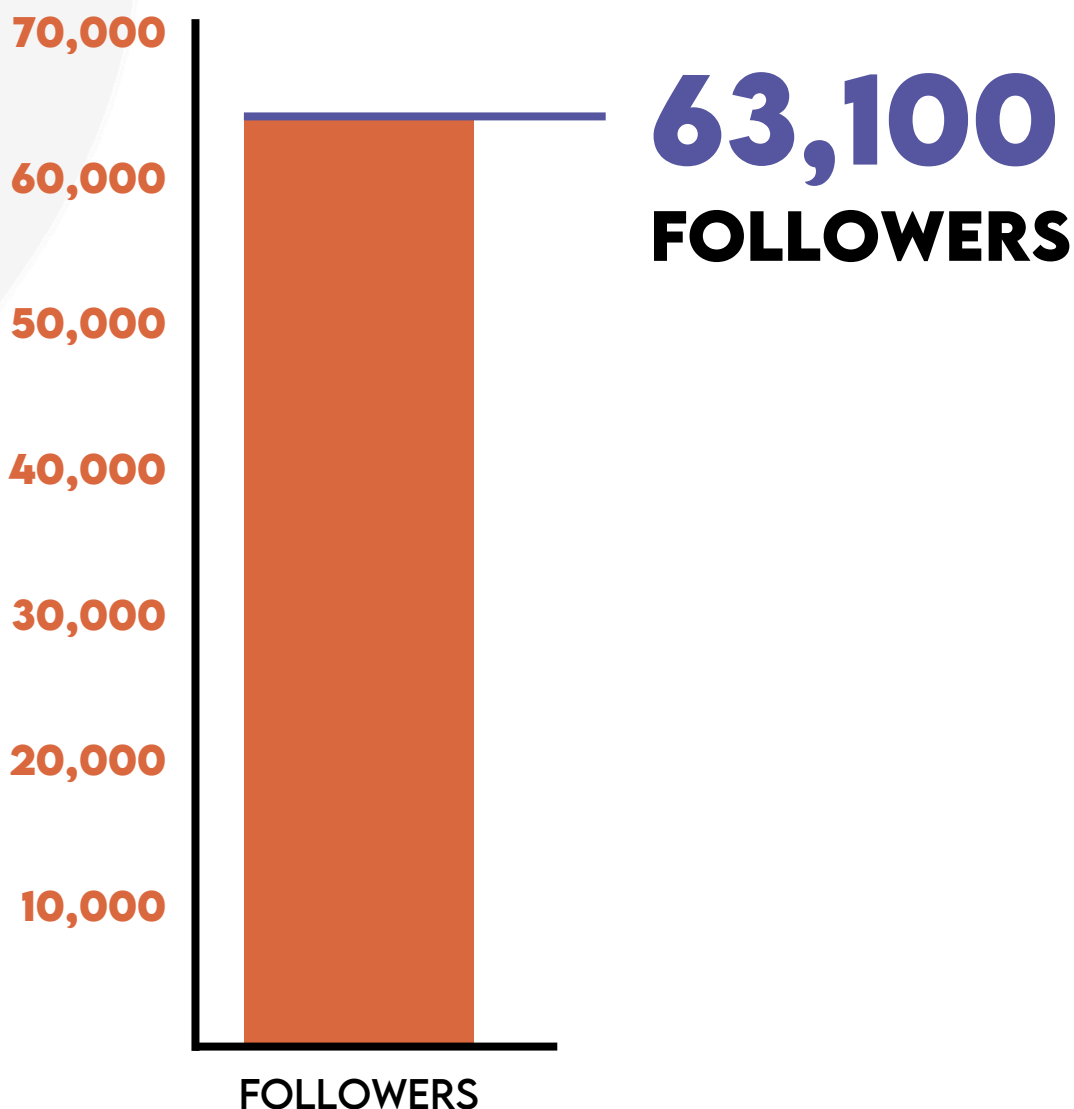
26 recruitment agencies who have over 10,000 followers didn't post anything, and are missing an opportunity to promote to their network



THOSE WHO POSTED EVERY WORKING DAY



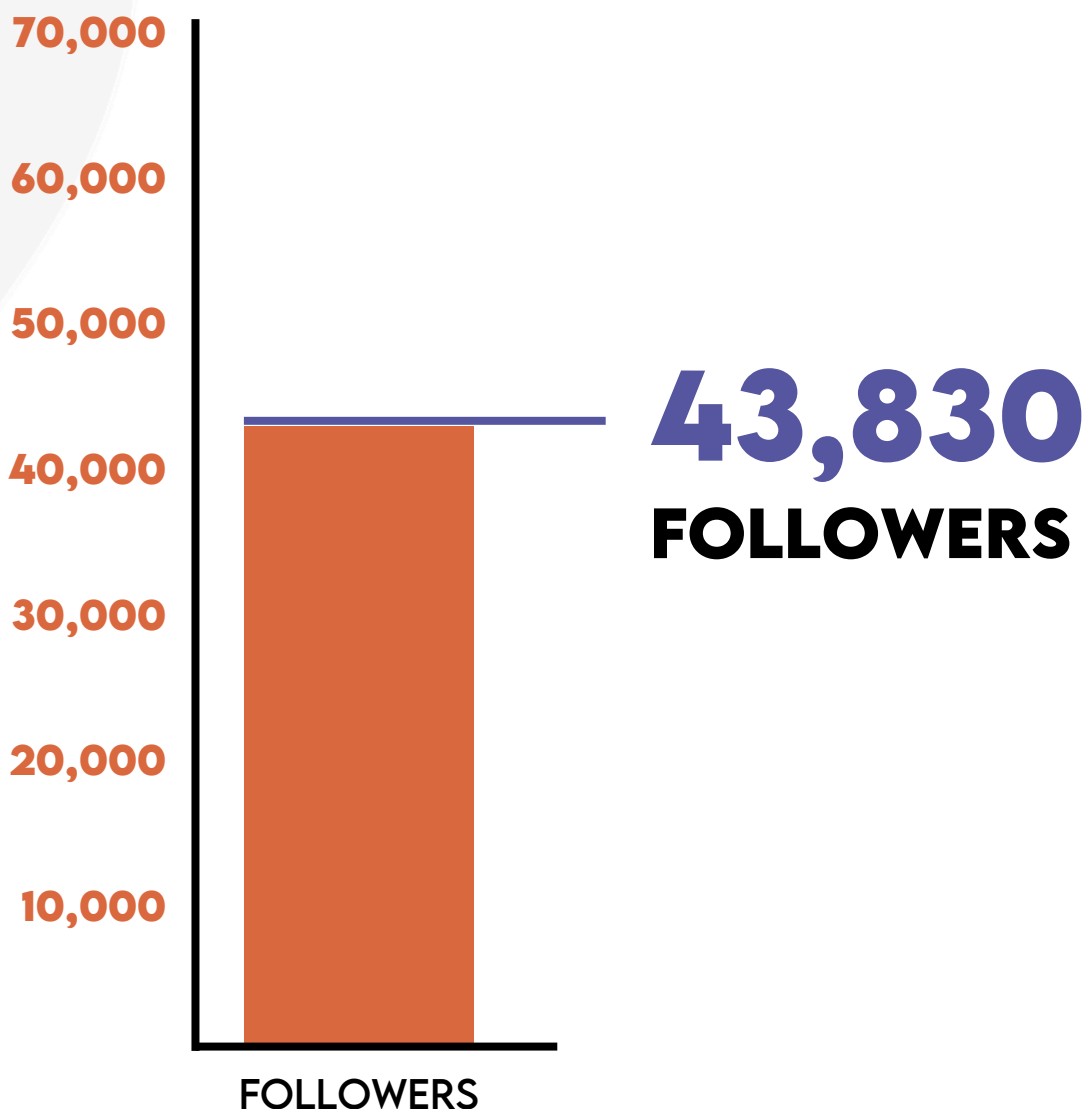
The number of followers in this group ranged from ~90 to ~700,000



THOSE WHO POSTED AROUND 3 TIMES A WEEK



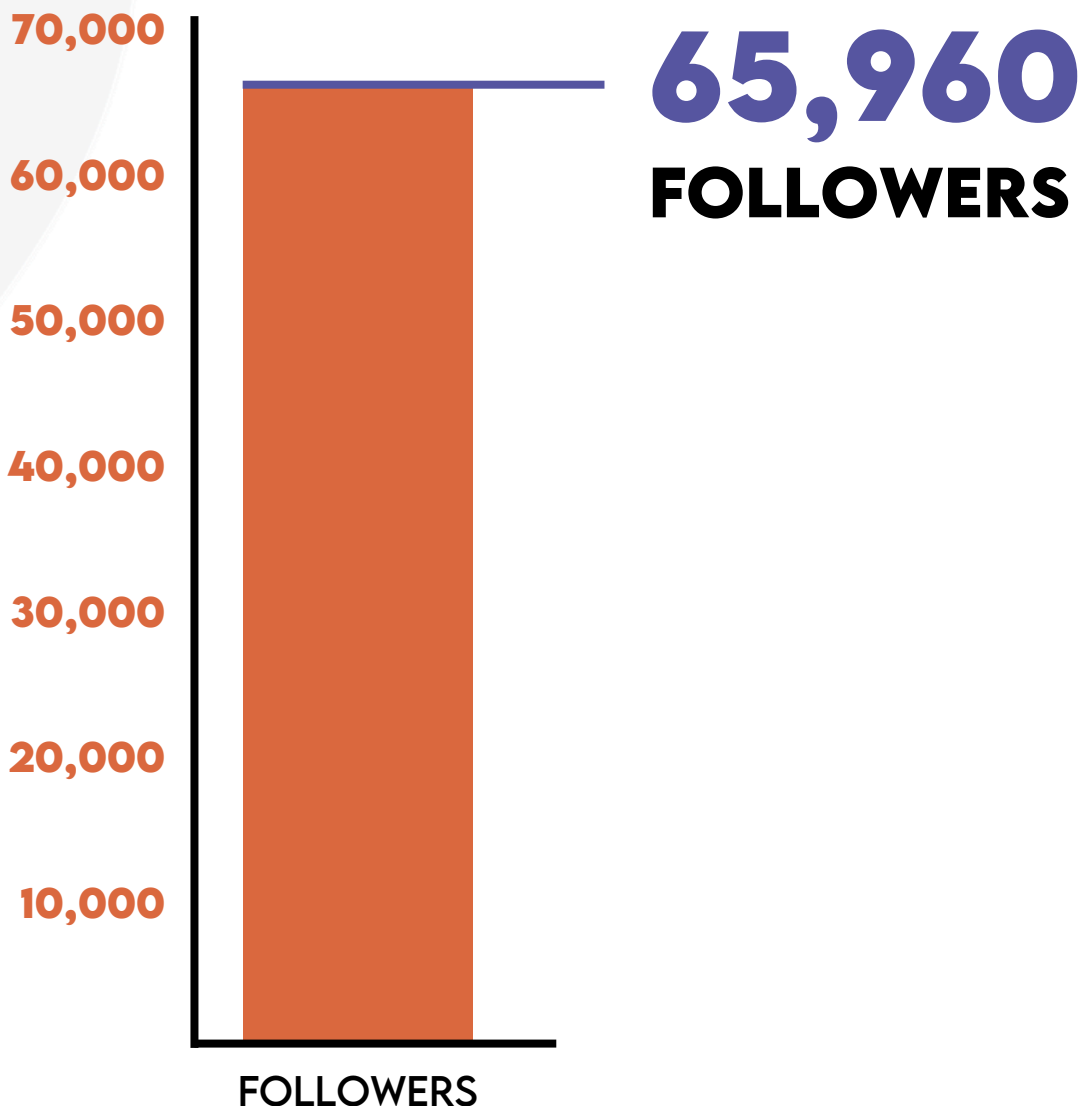
Number of followers in this group
ranged from ~1600 to ~212,000



THOSE WHO POSTED AROUND TWICE A WEEK



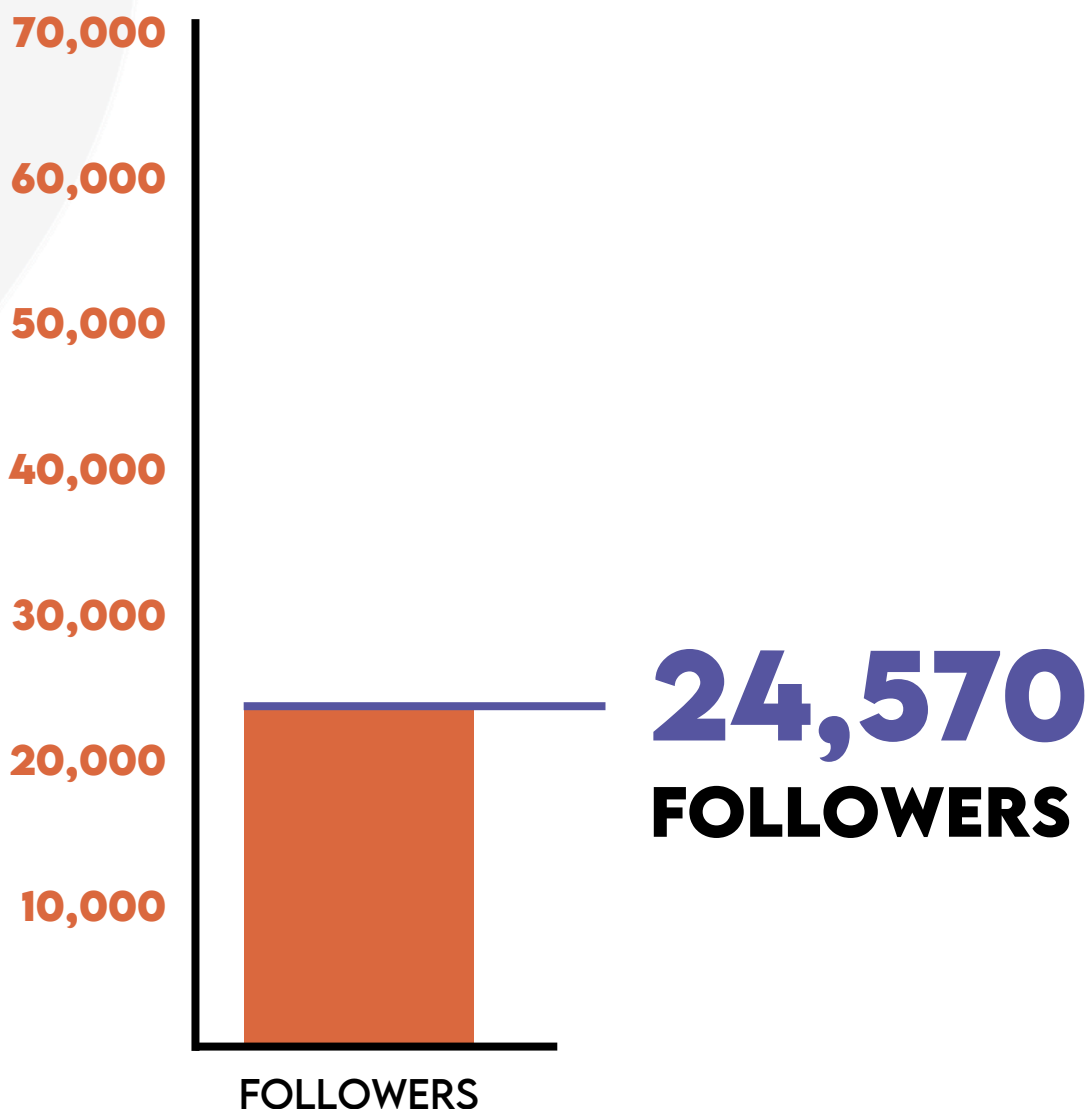
Number of followers in this group
ranged from ~600 to ~2,500,000



THOSE WHO POSTED AROUND ONCE A WEEK



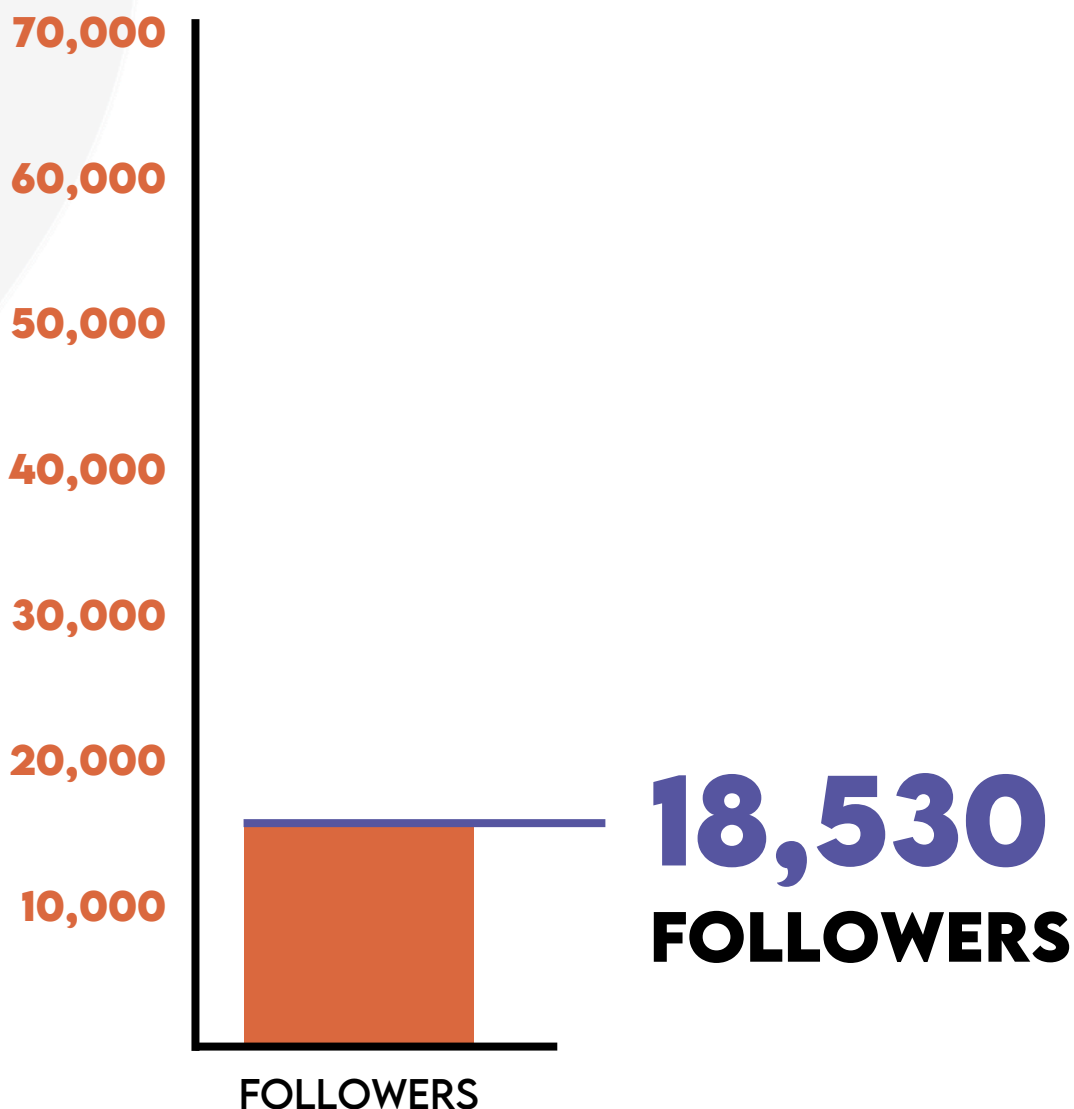
Number of followers in this group
ranged from ~160 to ~344,000



THOSE WHO POSTED AROUND ONCE A MONTH



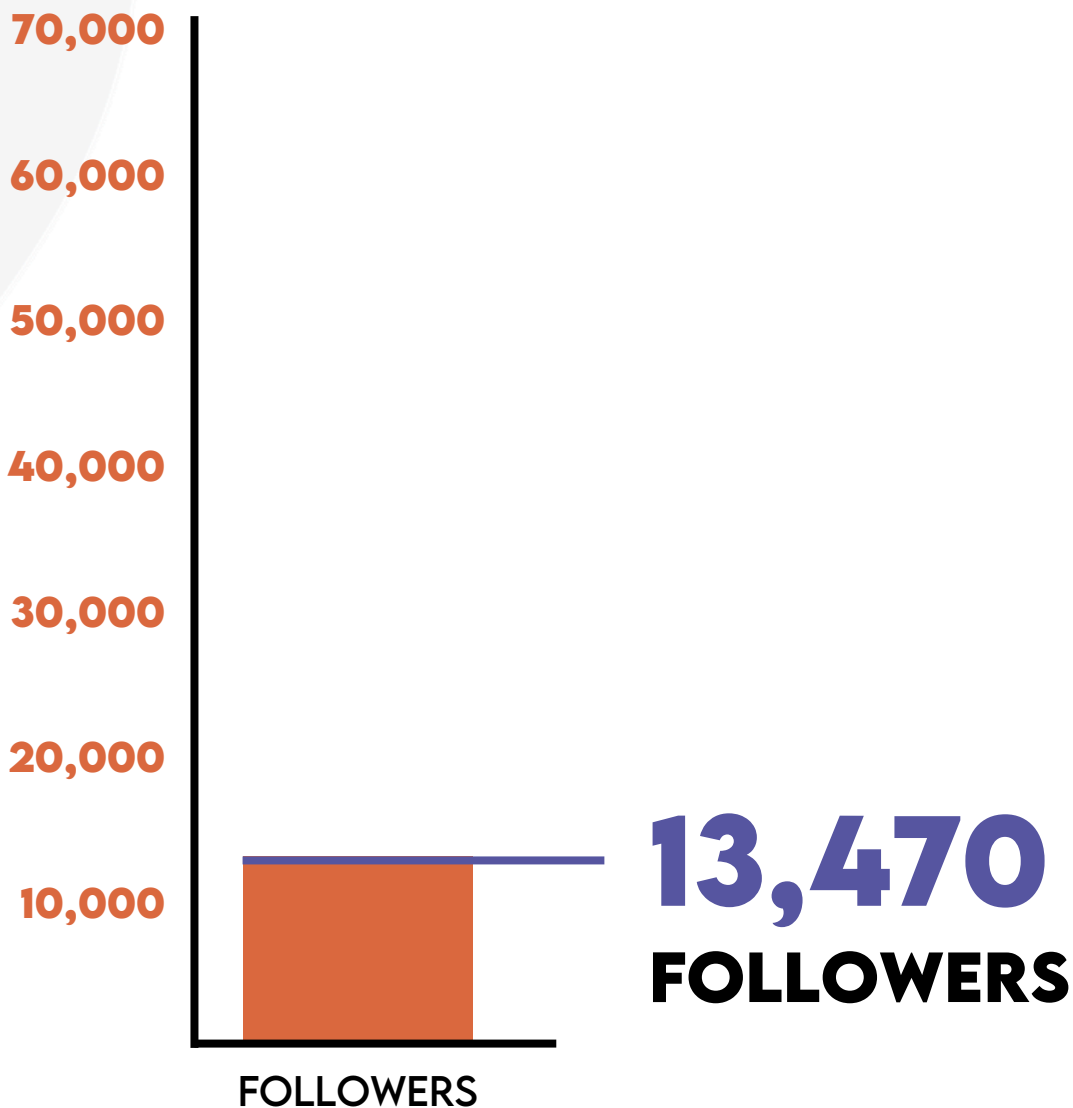
Number of followers in this group
ranged from ~30 to ~355,000



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**

RECBOUND

