

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

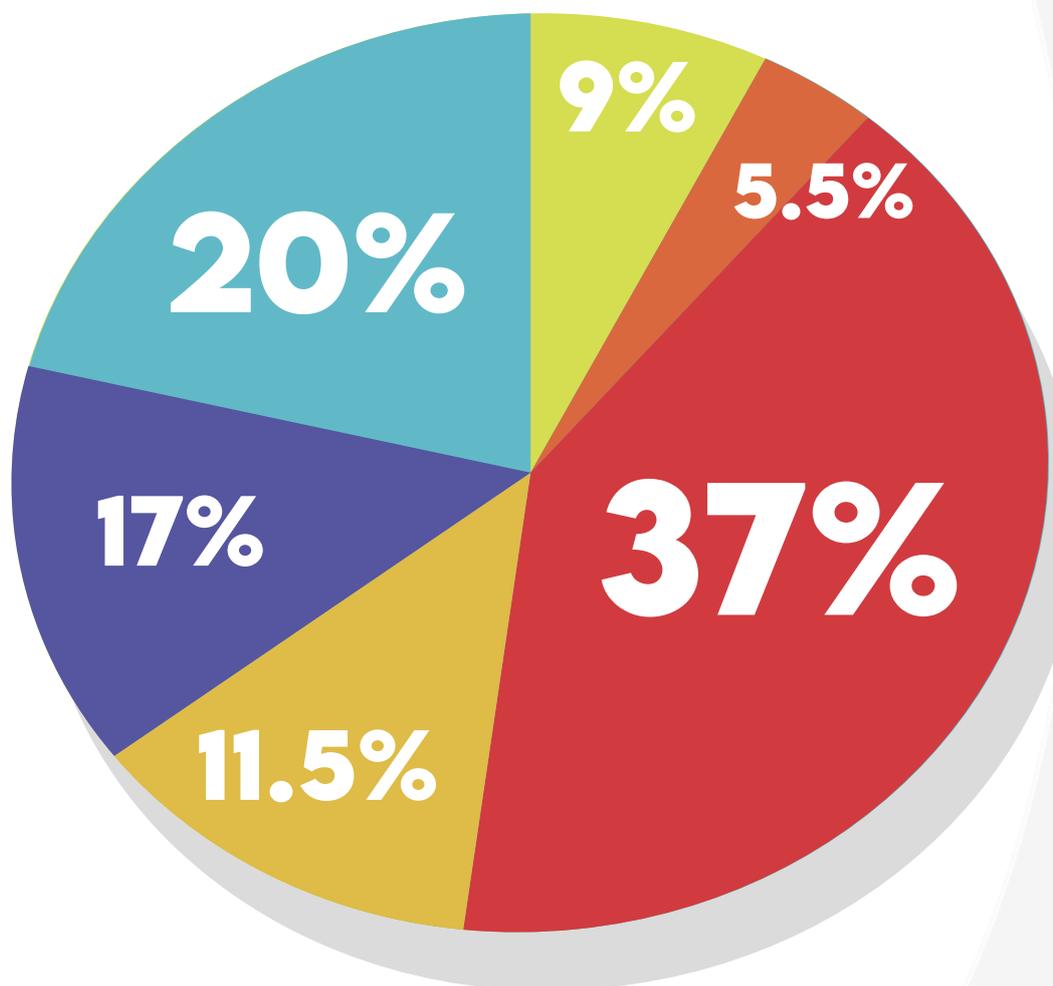


## RECBOUND

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



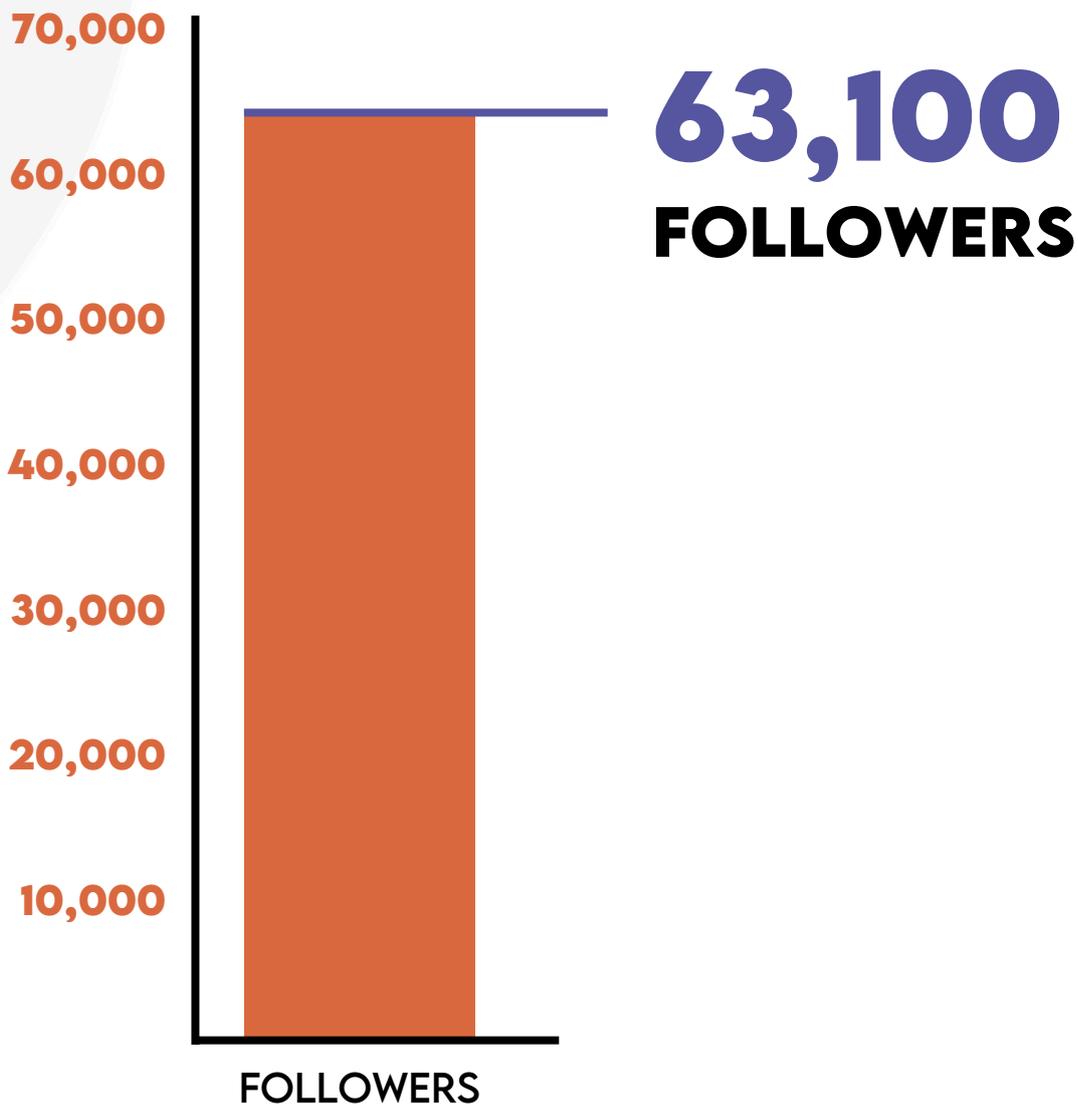
26 recruitment agencies who have over 10,000 followers didn't post anything, and are missing an opportunity to promote to their network



# THOSE WHO POSTED EVERY WORKING DAY



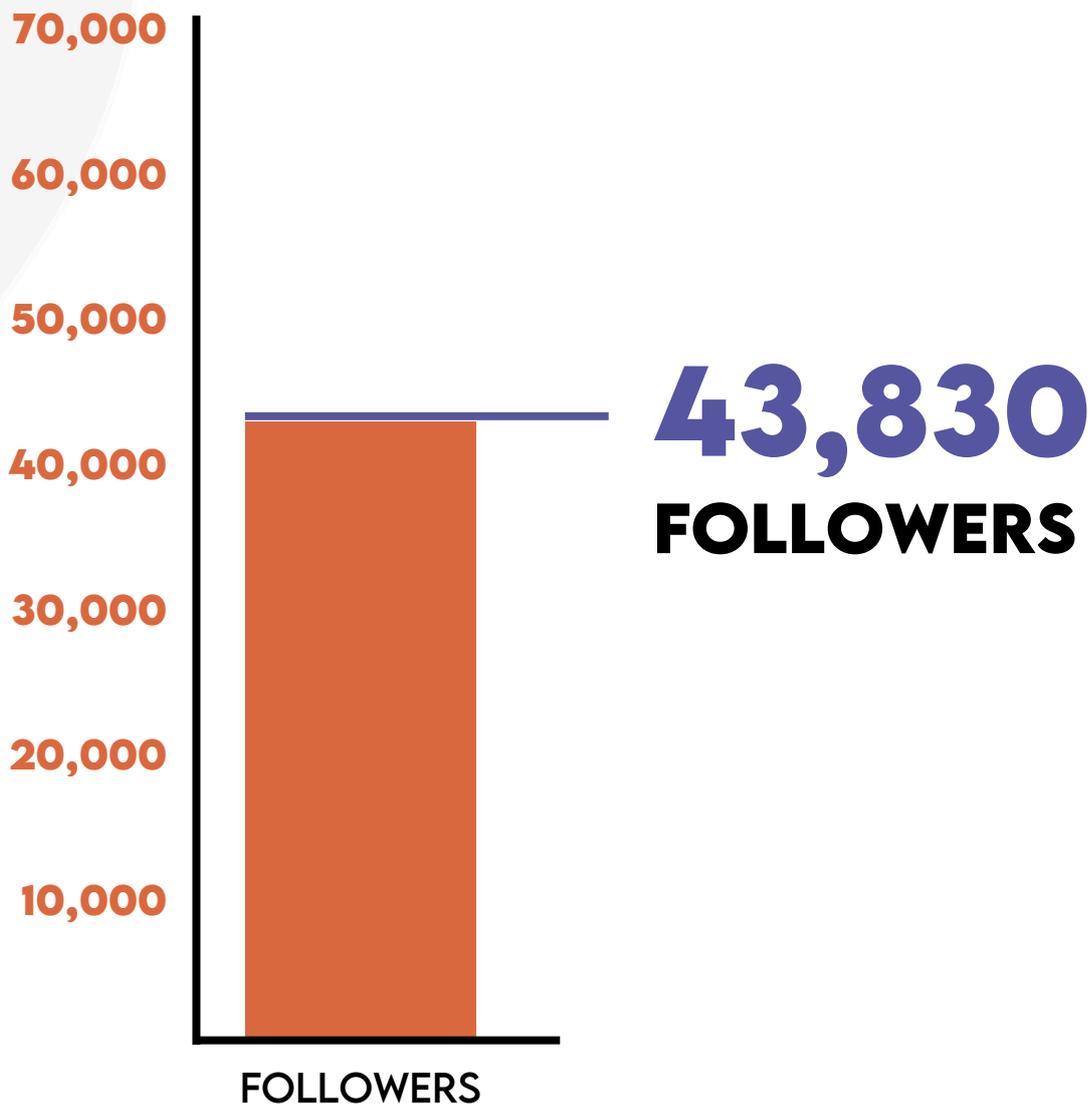
The number of followers in this group ranged from ~90 to ~700,000



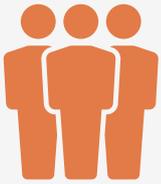
# THOSE WHO POSTED AROUND 3 TIMES A WEEK



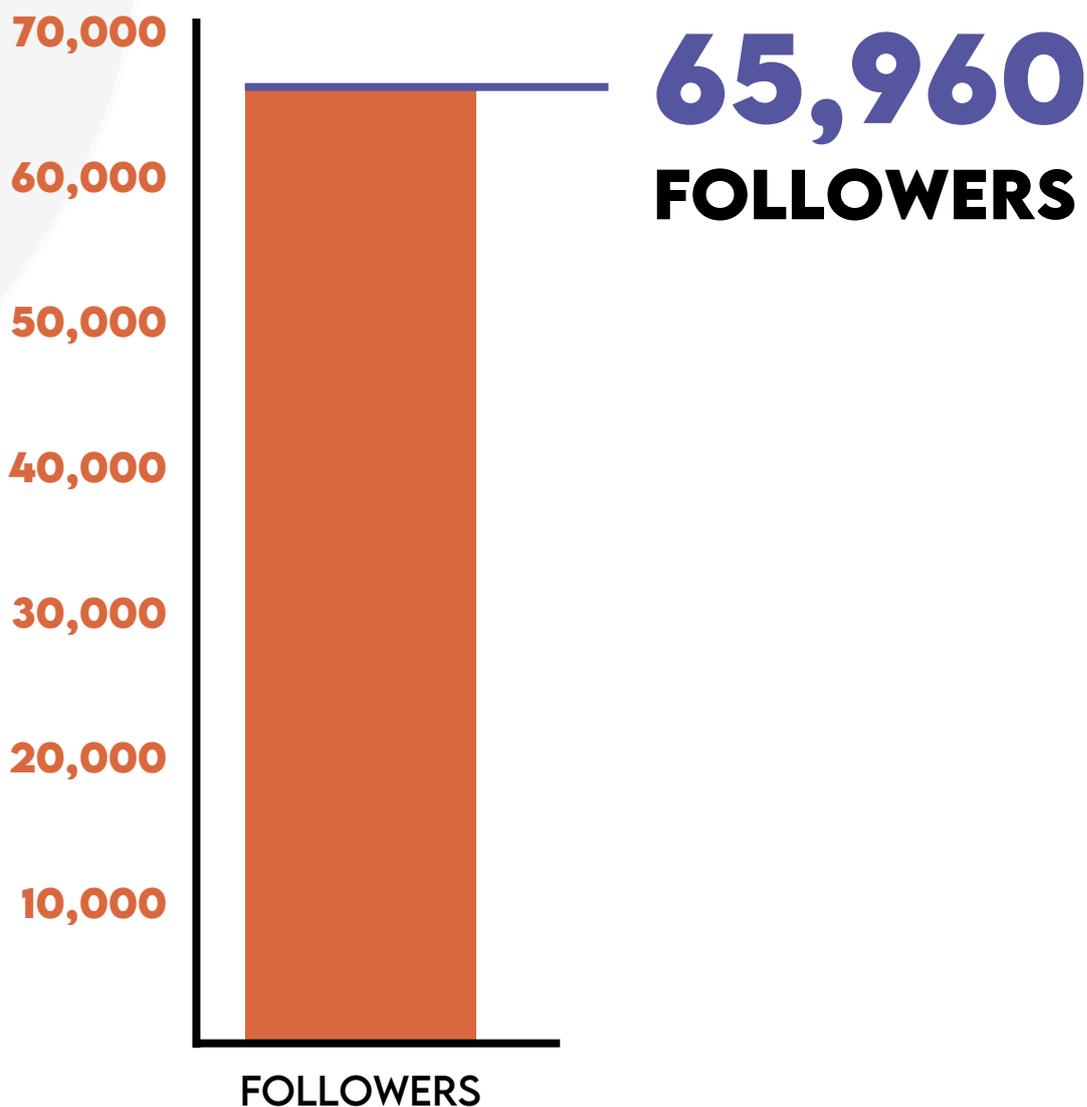
Number of followers in this group  
ranged from ~1600 to ~212,000



# THOSE WHO POSTED AROUND TWICE A WEEK



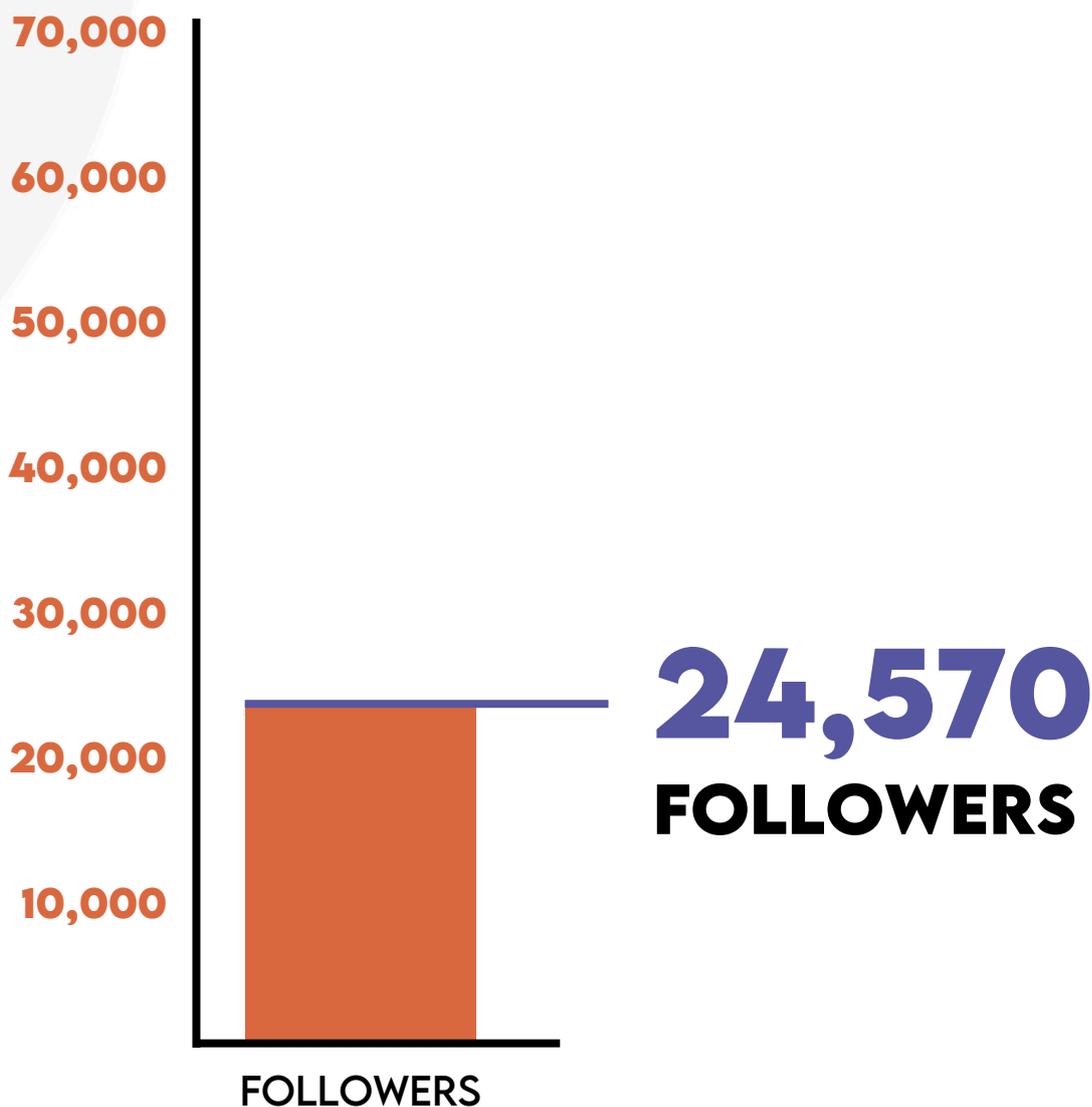
Number of followers in this group ranged from ~600 to ~2,500,000



# THOSE WHO POSTED AROUND ONCE A WEEK



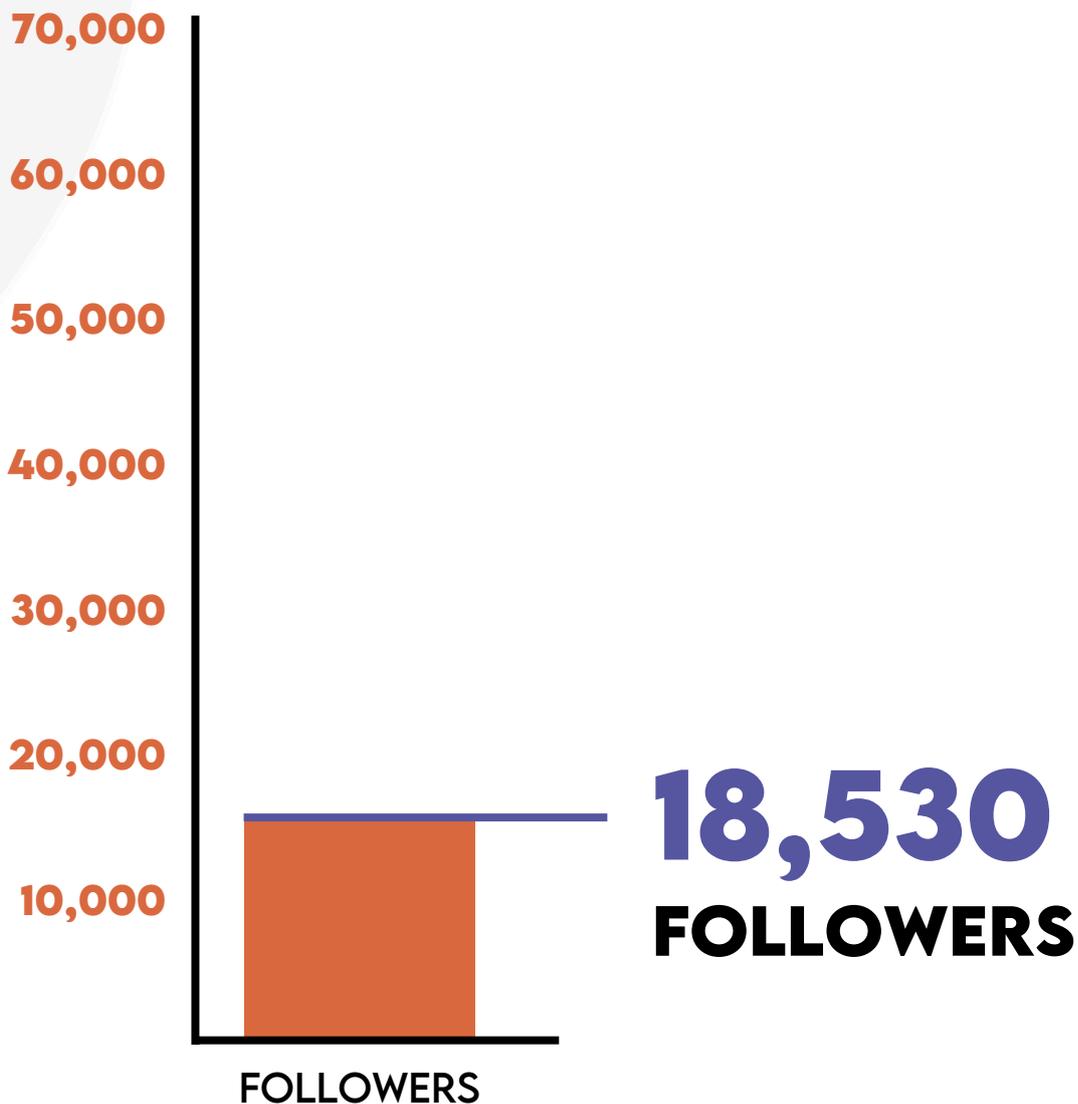
Number of followers in this group ranged from ~160 to ~344,000



# THOSE WHO POSTED AROUND ONCE A MONTH



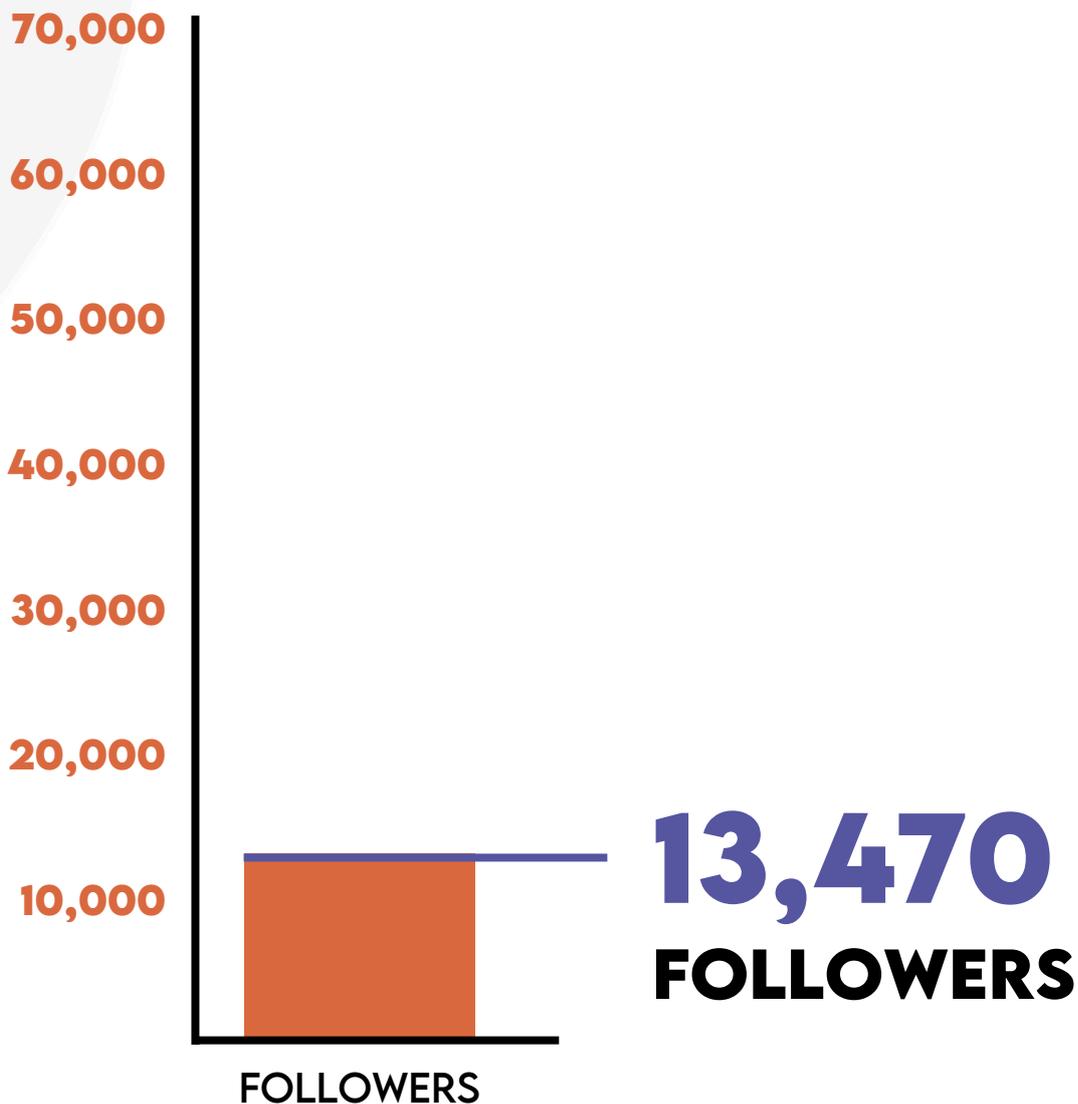
Number of followers in this group ranged from ~30 to ~355,000



# THOSE WHO NEVER POSTED AT ALL



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



# OUR OBSERVATIONS

## POSTS INCLUDE



Jobs



Company events



Internal promotions



Podcasts



New hires



Webinars



Birthdays



Polls



Testimonials



Industry news



Motivational quotes



Industry awards



Memes



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**

**RECBOND**

