

CORSEARCH[®]

LET'S GET SOCIAL

**AUGUST 2020
AN INTERNAL INITIATIVE**

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THE IMPORTANCE OF SOCIAL MEDIA

As part of Corsearch's recent expansion and rebranding, we'd like to highlight the importance of your involvement on social media!

Why is social media important for business?

Social media has evolved greatly in the last decade, and it's proven itself as a trend that's here to stay.

With more than 3.2 billion people around the world using social media platforms, nearly half of our global population is active online.

Each time we encourage some of this vast user base to engage with our content, even more people see it and we generate more leads and potential revenue

Social media helps Business to Business (B2B) companies like us in the following ways:

- Builds brand awareness
- Establishes brand loyalty
- Increases inbound traffic & leads
- Improves Search Engine Optimization (SEO)
- Increases conversion rates
- Provides an avenue for client engagement

Why is social media important for you?

Creating an appealing, detailed, and active LinkedIn profile can also be an important tool in the development of your own career. LinkedIn is the perfect place to cultivate a network of contacts and to develop your own skills and knowledge about the industry.

How Corsearch uses social media

At Corsearch, our primary social media channel is LinkedIn (LI), with Twitter as a supporting channel.

Focusing on LinkedIn offers us a lot of advantages because we use the platform to publish targeted adverts directed at professionals in our industry. It's also a great place to show our services to those we believe would be interested in working with Corsearch.

As part of our social media strategy, we post 3-6 times per week on a range of topics. These posts vary from links to our blog articles, employee spotlights, prompts for events, recruitment posts, updates about our products and services, and more.

We already get great stats, but we want to be better!

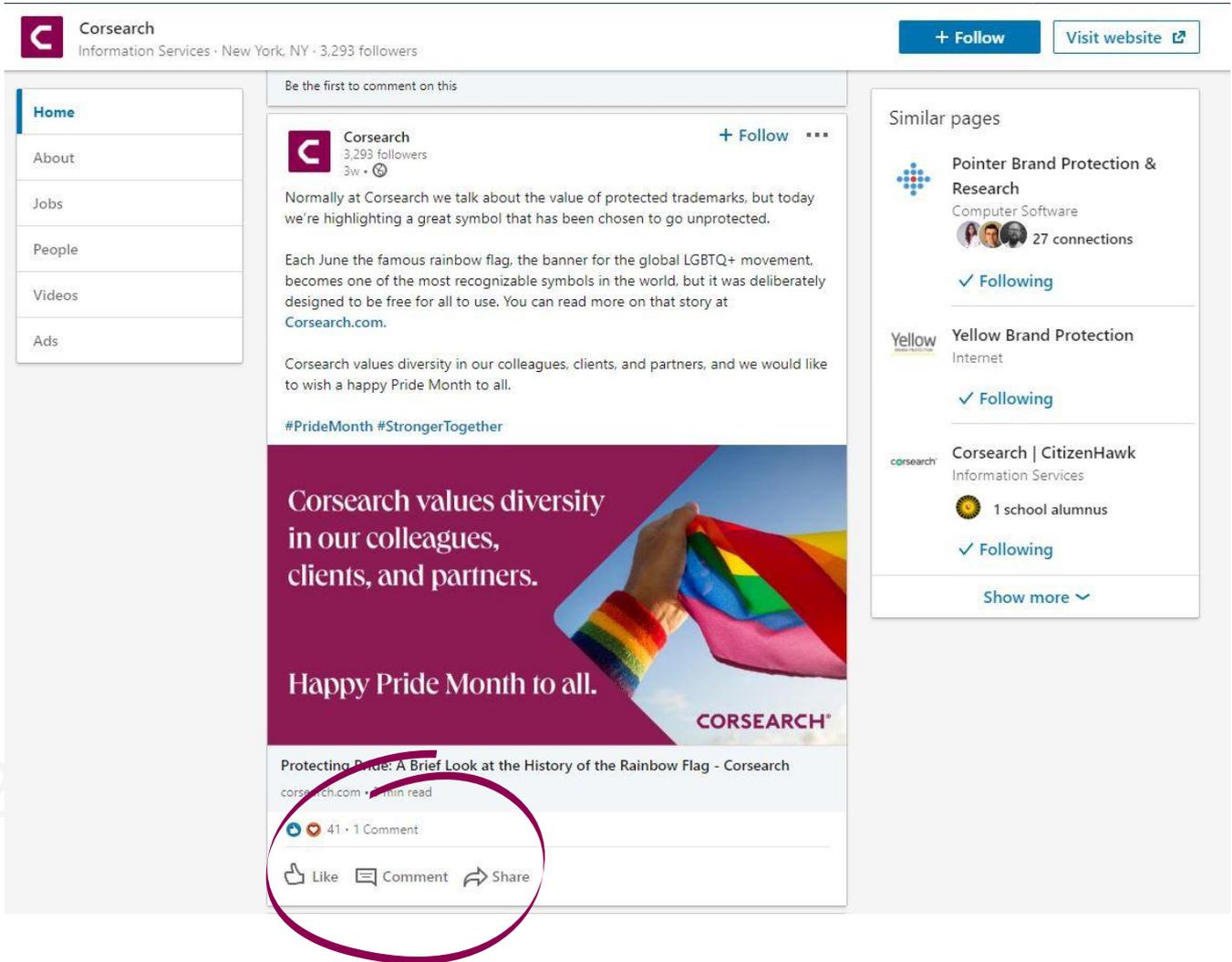
Our LI Stats for June 2020

Followers - 3,293
CS Employees on LI - 292
Engagement rate - 5.9%
Page views - 3,246
Unique visitors - 1,161



HOW CAN YOU HELP

This is how a post appears on our company page:



What we would like you to do is to focus on these buttons on the bottom of the post.



Like

By simply clicking the like button, you help us immensely. The more likes, the more authority we have as a company page.



Comment

Leaving a comment carries more weight than liking a post because it offers the opportunity for further engagement and may be seen by a wider group of people you are connected to.



Share

Clicking this button means you will share the post with your own network and increase visibility for the company's content.



YOUR STEP-BY-STEP GUIDE TO LINKEDIN

Even when a company like ours creates content which is designed to be informative and useful for readers, there is often a perception that this is simply advertising. When an individual shares the same material though, this is seen more positively, which is why personal account pages are visited more frequently than company pages. Your network is interested in what you're interested in and they want to read what's important to you!

A Guide to Helping Corsearch on LinkedIn:

- Step 1** → Sign up with LinkedIn and create a professional looking profile
- Step 2** → List Corsearch as your current employer
- Step 3** → Follow the Corsearch company page
- Step 4** → Consistently engage with our content
(That means: Like, comment, and share)



We're going to create a Teams chat specifically for posting our social updates. Please refrain from sending messages in this chat. It is strictly for sharing company posts.

LinkedIn at a Glance

LinkedIn has 675 million monthly users

70% of LinkedIn users are outside of the US

LinkedIn makes up more than 50% of all social traffic to B2B websites and blogs

80% of B2B leads come from LinkedIn

61 million LinkedIn users are senior level influencers and 40 million are in decision-making positions

167M+ Americans are active on the platform

40% of users access it daily

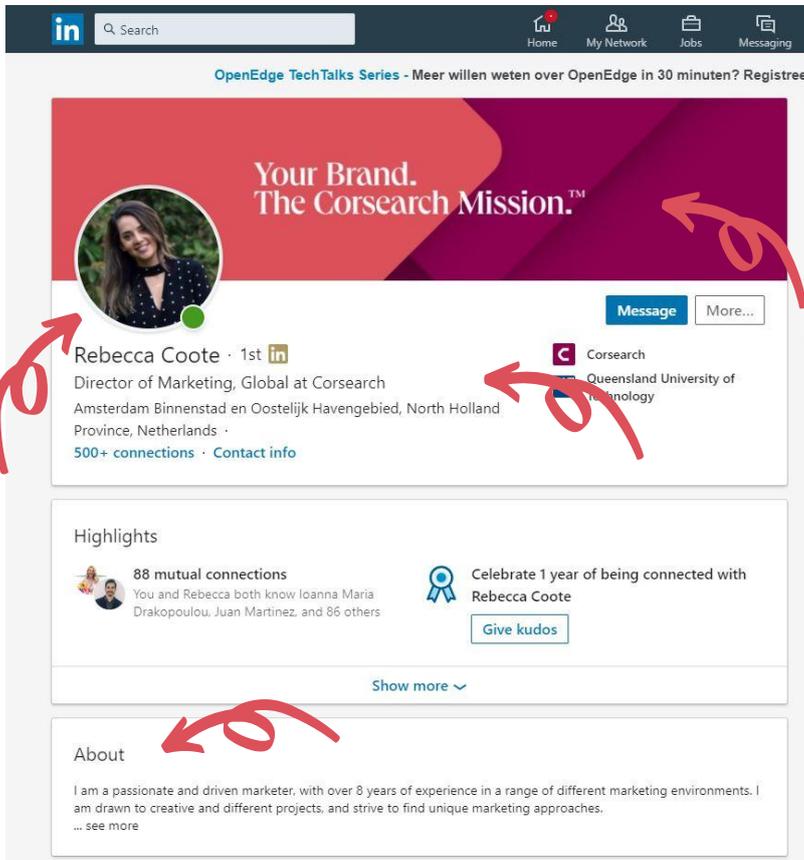
LinkedIn profiles with photos get 21x more views and 36x more messages



OPTIMIZE YOUR PROFILE

When building your profile, be sure to have:

- A professional profile photo
- An appealing banner (preferably a Corsearch one)
- A concise, impactful profile headline
- A well-written summary
- An updated list of professional experience
- A list of skills & endorsements
- Recommendations from customers, peers, and colleagues
- Involvement in industry-relevant LinkedIn groups
- Your educational background
- Highlighted projects
- Publications/written works



Best Practice Tips for LinkedIn

- Ensure that all of the sections on your profile are complete
- Please make sure your profile lists Corsearch as your employer AND that you follow the Corsearch page
- Connect with your colleagues
- Endorse your colleagues' skills and ask them to endorse yours in return
- Provide samples of your work in your profile
- Be active! Engage, share, like the posts that come up on your feed and try to write your own posts
- Posts with images always look and perform better. You can find free stock images at www.unsplash.com or reach out to Anne at anne.lhermignaux@corsearch.com if you have a specific, Corsearch-branded request
- Remember, LinkedIn is a professional social network. As a Corsearch representative, please conduct yourself in a professional, positive manner



HOW LINKEDIN WORKS

LinkedIn's Algorithm

After updating their algorithm last year, LinkedIn's mantra became "People you know, talking about the things you care about." This means they've ensured that the content at the top of your feed is prioritized based on your personal connection to the individual, combined with your interests.



LinkedIn's Top 3 Ranking Signals

- 1** Personal connections — People you know will take priority over those who are most famous. It's not a popularity contest.
- 2** Interest relevance — The algorithm takes into account the groups you're in, pages you follow, and hashtags you use.
- 3** Engagement probability — The more interaction the post gets from others, the more likely LinkedIn is to include it in other people's feeds.

This is why it's so important for you to engage with our company posts. Our content will be exposed to people in your network and the more people engage with it, the more feeds it will appear in.

