

Case Study 4



CLIENT DETAILS

Title
Chief Clinical Officer

Tenure
3 years

Followers
4,300K

COMPANY

Industry
Hospitals and Health Care

No of Employees
~2,100

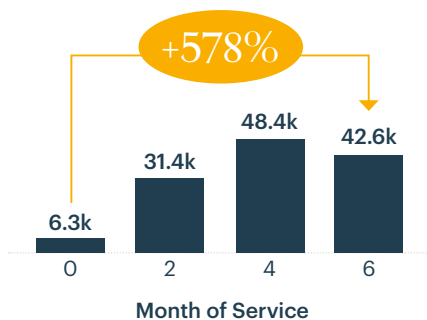
Founded
2009

GOALS

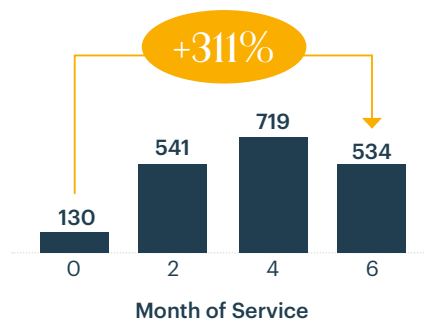
- Get more Board Certified Behavior Analysts (BCBAs) applying for their open roles
- Raise awareness around autism and supporting children with autism

FIRST 6 MONTH KPIs

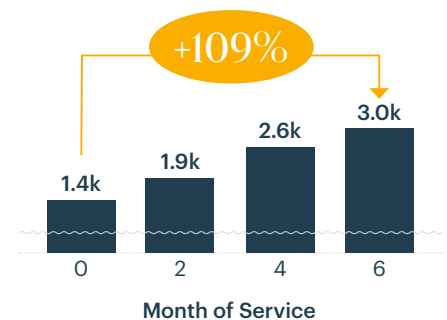
VIEWS



LIKES



FOLLOWERS



* These metrics are calculated as a rolling average of the previous 3 months, to best show trends over time

OUTCOME

- LinkedIn connections continue to reach out to share how much the content resonates with them
- Notable brand impact throughout the entire organization
- HR recruiting team cited client's LinkedIn posts as a primary driver of recruiting for the company

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“MY HR team who oversees recruiting is 100% positive that [my LinkedIn posts] are making a big difference in our recruiting”