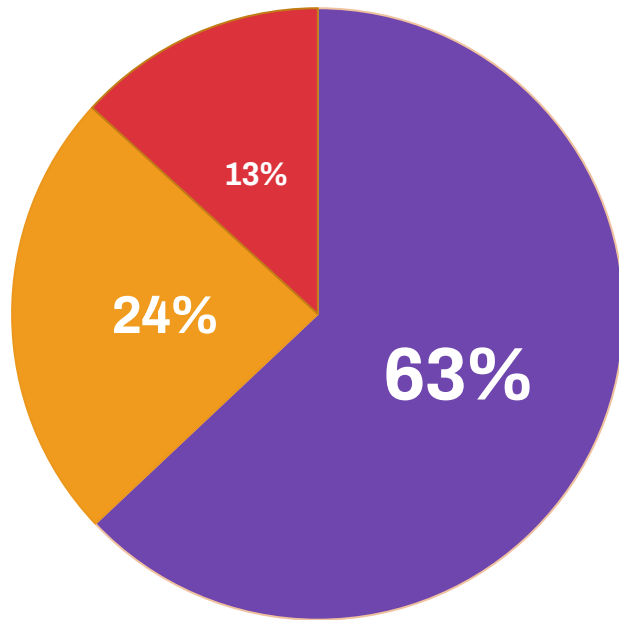


WOMEN'S EQUALITY: ORGANIC SOCIAL RESULTS



Where Did Our Organic Social Impressions Come From?




■ #MonsterImpact ■ Bambu ■ Organic Social

- Our own Monster employees drove **87%** of our **organic impressions** in March on social media
- This effort was led by our **#MonsterImpact campaign (63%)**, which saw **731 posts from 129 different employees** drive over **20k engagements** and an estimated **1.3M views** on LinkedIn
- On **Bambu**, 14 women-focused articles were shared **504 times** for an estimated reach of **487k**
- Across our owned **social channels**, we posted over 243 times
- These efforts led to an **11% increase** in our LinkedIn followers month-over-month, our largest jump in 3 years

ORGANIC CONTENT SAMPLES



**monster**

The average amount of money earned by women throughout their career is

\$900,000


LESS than that of men

Payscale: The State of the Gender Pay Gap


[View Insights](#)

Liked by kodee_adams and others

monster In honor of [#EqualPayDay](#), head to our link in bio to learn more about the realities of the [#genderpaygap](#)

**Monster**
@Monster


From Sweden and Spain, to the Czech Republic and Belgium, we're excited to be celebrating [#IWD2021](#) with our [@MonsterWW](#) colleagues across the globe!

**Monster.se** @MonsterSverige · Mar 8

På #internationellkvinnodagen vill vi på Monster uppmärksamma de skillnader som fortfarande existerar mellan män och kvinnor på arbetsplatsen. Kunskap leder till förändring! #8mars #InternationalWomensDay #IWD #IWD2021 #likalön #jämlighet youtube.com/watch?v=ZjxQLJ...

3:53 PM · Mar 8, 2021 · Twitter Web App

2 Retweets 2 Likes

**Monster Hiring**
1,266 followers
3w ·


There's no question that the pandemic has had a disproportionate impact on women in the workplace, with 4.3 million dropping out of the U.S. workforce from February–December 2020.

This [#InternationalWomensDay](#), let's focus on what organizations can do to bring back talented women and continue to build a more equitable workplace. [#IWD2021](#) [#choosetochallenge](#) <https://bit.ly/3bssy14>

Women in the Workforce:


Building Gender Equity in a Post-Covid World




5


**Kaelyn Phillips** · 2nd
Director, Global Talent Development at Monster
2w · Edited ·

I often tell people the story of how my husband and I met the first day of business school at [Babson College](#). What I don't share as often is the story of the person I met that day- [Nadia Brunner](#).

... was nervous. My parents met in business school- I had all these notions of b-school being the place where I made lifelong friends. One day while drinking coffee, a woman asked if she could join me. She said we have a lot in common on the surface. She was in HR, I was in HR. She was older and had kids, I was single. She couldn't care less about her career as dressed to the nines. She was one of my dearest friends. We had a similar concentration, so we took many classes together and were always in groups together. We had conversations about what the result should be and came up with plans and it earned us both a cum laude degree. After graduation, Nadia was diagnosed with terminal cancer. She was young and she had far too much left to do, including raising two children. I am confident, though, that while her time on this earth was short, I am not the only person she had a [#monsterimpact](#). She was one of a kind, and I miss her every day.





**Elliott Seaborn** · 1st
Global Chief Marketing Officer at Monster
1mo ·

As I said yesterday, this month to honor [#genderequalitymonth](#) I am committed to spotlighting women who have made [#monsterimpact](#) on my personal and professional life. Today I have a special one. One fine day in the mid 90's I interviewed this brilliant young woman for a job on my team at Ammirati Puris Lintas. I had two takeaways: 1) this woman is going to rocket to important executive positions in short order; 2) I'm going to marry her. I recognize that #2 above sounds creepy until you understand that I did end up marrying [Melanie Seaborn](#) (formerly Melanie Shea). Further, #1 also quickly became true. She quickly made an impact on every company she worked with and ultimately made it to the C-suite. She did this while co-parenting our two beautiful children with love and attention. For her love, perseverance (lord knows I'm no treat) and for setting an amazing example for our children, I want to celebrate my incredible wife.

188 · 35 comments