WOMEN’S EQUALITY: ORGANIC SOCIAL RESULTS

Where Did Our Organic Social Impressions Come From?

- 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

The average amount of money earned by women throughout their career is $900,000 LESS than that of men.