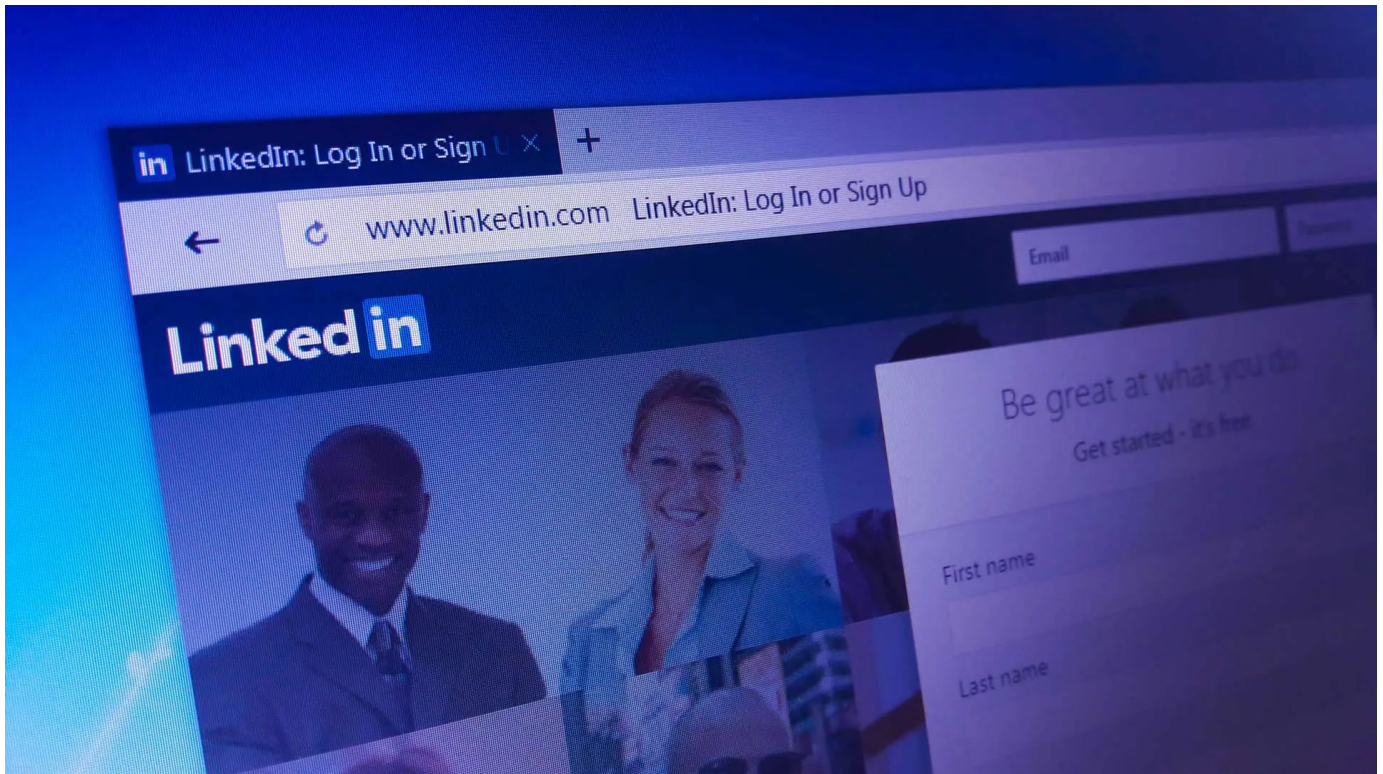


Tec de Monterrey is the Best Employer Brand in Mexico on LinkedIn



The criteria for choosing the category finalists were the number of followers, job applications, and engagement generated by content.

24/10/2019

Tecnológico de Monterrey was recognized by LinkedIn, the professional networking service, as the **Best Employer Brand** for companies with more than 500 employees.

The institution **won** the **LinkedIn Talent Awards for Mexico** tonight as “**Best Employer Brand**” in that category.

The criteria for the award were, among others, the number of **active followers**, **job applications**, and **engagement with content**.

Other companies such as Bimbo, Femsa, and Liverpool were finalists in the same category.



THE TEC'S LINKEDIN PROFILE

- It has **more than 480,000 followers**.
- It has **grown by 50% over the past 2 years**.
- In **2019**, it has received more than **40,000 job applications**.

Magally Tapia, Internal Communications and Employer Brand Manager at the Tec, explained the institution's efforts on the social network.

"LinkedIn has enabled us to connect with professionals who identify with and are excited about our goals," she said.

She emphasized that this has made **attracting the best talent** a **more efficient** process.



For **Francisco Fernández, Senior Relationship Manager at LinkedIn, Tec de Monterrey** has become the best employer brand in Mexico in its category due to the amount of effort it has put in.

*“Through LinkedIn, (the Tec is) perceived as one of the **main places** where **most professionals** want to **develop** their **careers**,”* he said.



LINKEDIN AND THE AWARD

The **LinkedIn** social network is the **biggest there is for professional networking** between employers and applicants.

Created in 2003, it has **more than 610 million** users worldwide.

The **LinkedIn Talent Award** is a prize that recognizes the companies who use LinkedIn's **solutions best and most effectively** to recruit staff.

The Mexico awards were handed out tonight at the Treze restaurant in Mexico City.

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