



There has been a growing need at Barilla to further expand our employer branding and social recruiting efforts. We knew that to do it right, we had to apply a strategic approach that would bolster our content creation and distribution, as well as streamline these new initiatives across multiple social platforms.

Our employer brand and job postings have never before achieved the level of reach and exposure we are seeing today with CareerArc. By empowering our employees to engage with our content—which then amplifies our reach through their online connections—we witnessed firsthand the compounding effects of social recruiting done right. We were surprised to see just how much of an impact our own personal networks had in boosting our brand awareness.

Being able to batch and schedule social media posts in one sitting has saved us hours of work, not to mention helped increase candidate engagement on social. We know CareerArc’s Facebook offering will bring more interaction to our page and enable us to share what it’s like to work at Barilla—a significant piece of our brand story we are now more equipped to tell.



CareerArc has been an ideal partner in building and boosting Barilla’s employer brand. Through CareerArc social recruiting, we not only serve our candidates with the best job opportunities and online experiences, but we as a company feel empowered to share our brand story the way it was meant to be told.

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CareerArc’s standard of customer service is through the roof! Compared to other companies in their space, we can tell you the service level is night and day. We are extremely happy with our partnership and working with our client success manager is a true pleasure. He is an all-around strategic partner and thinker, always ensuring we are using CareerArc’s platform to the fullest.

About CareerArc

CareerArc is the only social recruiting platform designed for talent acquisition teams. We help the world’s largest, most exciting brands attract and hire top talent on social media.

For more information on how CareerArc can enhance your employer brand and extend your social reach, contact us to schedule a demo.

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