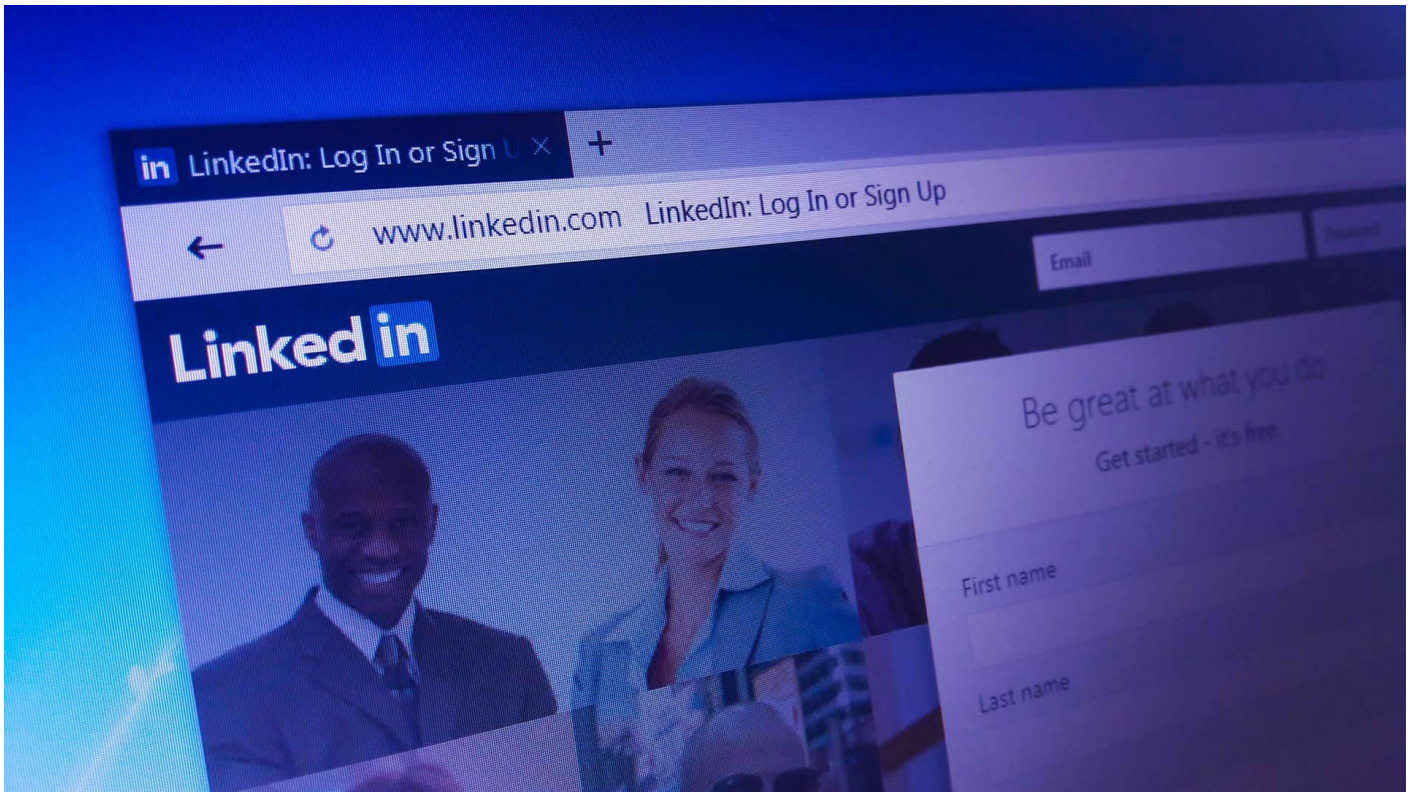


# Tec de Monterrey is the Best Employer Brand in Mexico on LinkedIn



[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, Femsas, and Liverpool were finalists in the same category.

Tec de Monterrey. width="900" loading="lazy">

## 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.

**Talent Awards.** width="900" loading="lazy">

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.

Tec gana premio de LinkedIn. width="900" loading="lazy">

## **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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