

blackbridge

# Social Media Analysis

BAE Systems &  
competitors

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August 2024

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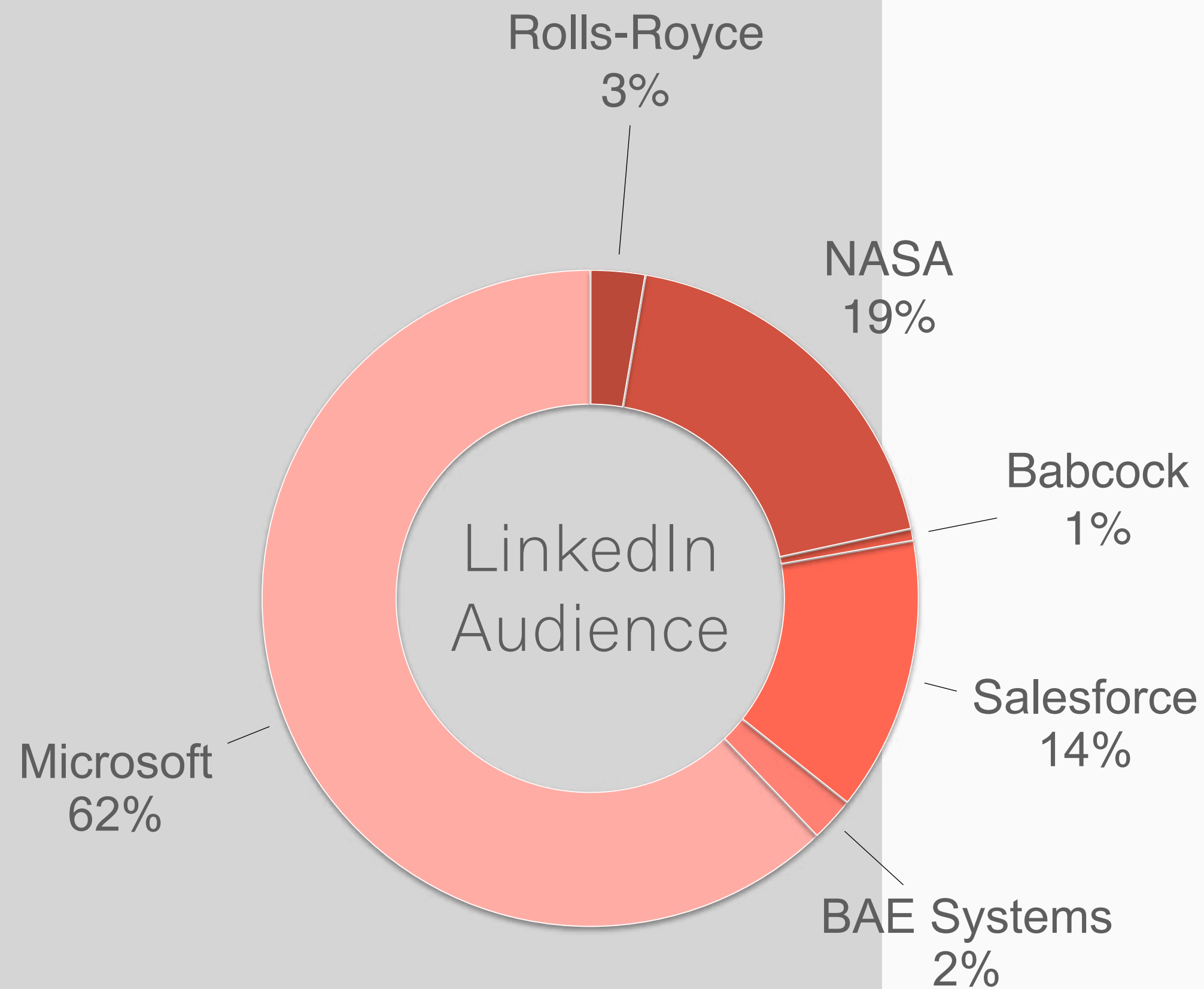
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# Channels Overview

Social media is increasingly important: 79% of job seekers use social (including LinkedIn) to find jobs\*. (That figure rises to 86% for Generation Z.) A winning social strategy doesn't just concentrate on content production, but also on interactivity and platform-specificity.

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# How are competitors doing on LinkedIn?



LinkedIn is a commonly used channel among your competitors and is a focal point for employer brand social. Currently, BAE Systems is in the lower range of followers in comparison to the key competitors outlined. It is of note that whilst Rolls-Royce have a large following on LinkedIn, the focus is not employer branding.

*These competitors are based on industry information/due to them being similar institutions, and provide an indication of the market.*

\*Source: LinkedIn, July 2024. Percentages relate to total audience of the organisations listed.

# Your channels - an overview

- **Key Channels:** BAE Systems is active on all major platforms, including LinkedIn, Instagram, Facebook, X (formerly Twitter), and YouTube
- **Content Types:** Their content features a diverse array of employee interviews and stories, posts highlighting awards, and insights into the innovative and exciting projects they undertake
- **Engagement:** Moderate to high levels of engagement can be seen across channels and posts
- **Commentary:** BAE Systems maintains a strong social media presence, consistently sharing engaging and compelling stories. To enhance their impact, they could infuse more creativity into their content and develop a 'series' to showcase stories in a more structured manner. Additionally, optimising posts for each specific platform rather than cross-posting with generic formats would likely boost engagement
- **Social score:** 8/10

**BAE Systems**  
807,601 followers  
1mo · 🌐

We have a long history with Romania with heritage company de Havilland providing planes in the 1920s and 1930s for commercial pilot training and internal flights. In the 1980s, the British Aircraft Corporation worked with Romanian partners to build BAC1-11, a commercial passenger aircraft, in a factory that sits next to BSDA's site. We are committed to delivering defence capability and economic growth through partnerships and have world-leading technologies available for customers in Europe.

Discover our wide range of defence and security solutions on stand B943 at the Black Sea Defence & Aerospace Exhibition and Conference (BSDA) 2024 in Bucharest from 22 to 24 May 🇷🇴 <http://baes.co/WW4L50RtzOr>



153 5 comments · 3 reposts

**BAE Systems**  
807,601 followers  
2d · 🌐

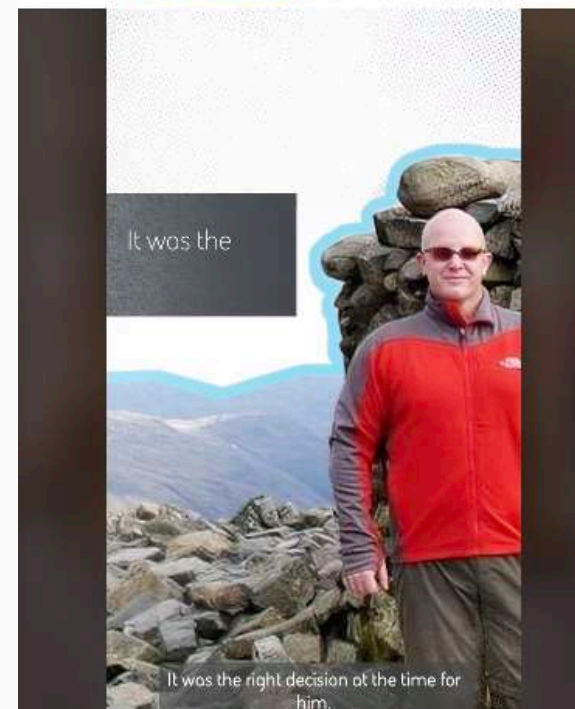
Did you know that we hired a veteran every day in 2023?

More than 7,000 of our global team have served in the Armed Forces, and many of them tell us that their move to BAE Systems was the natural next step to take.

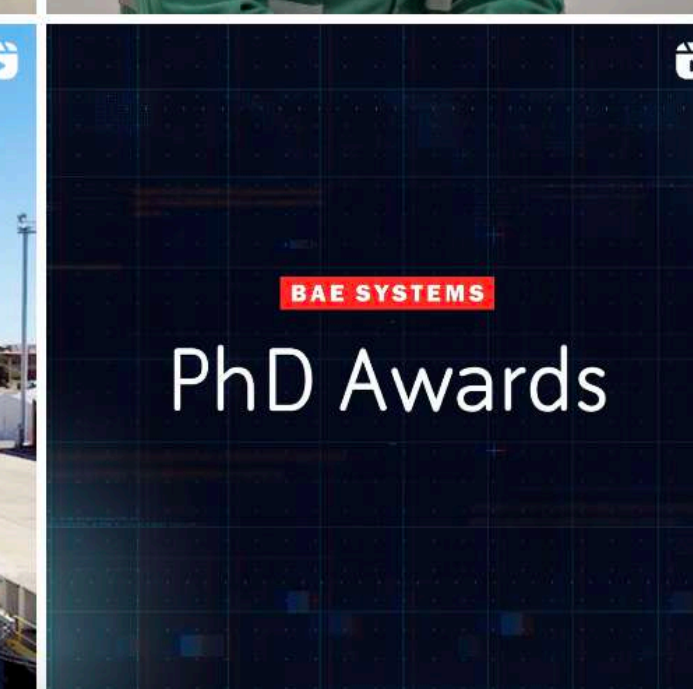
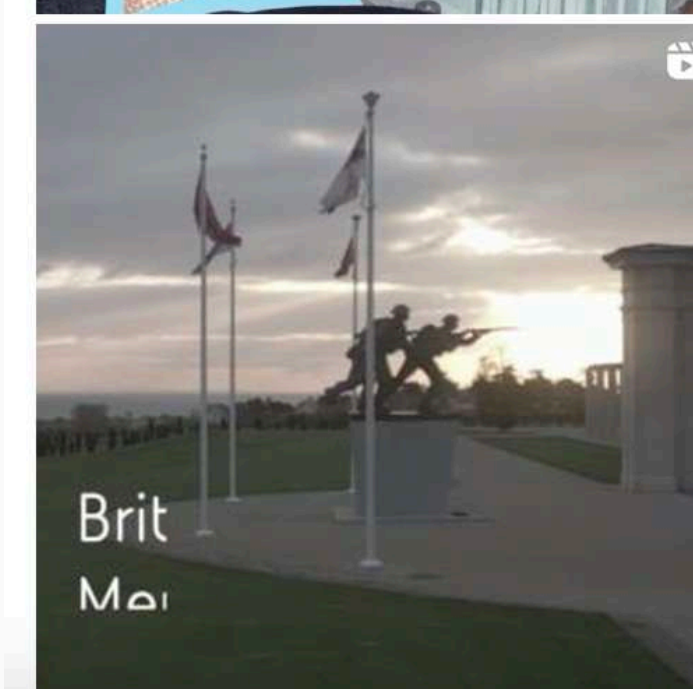
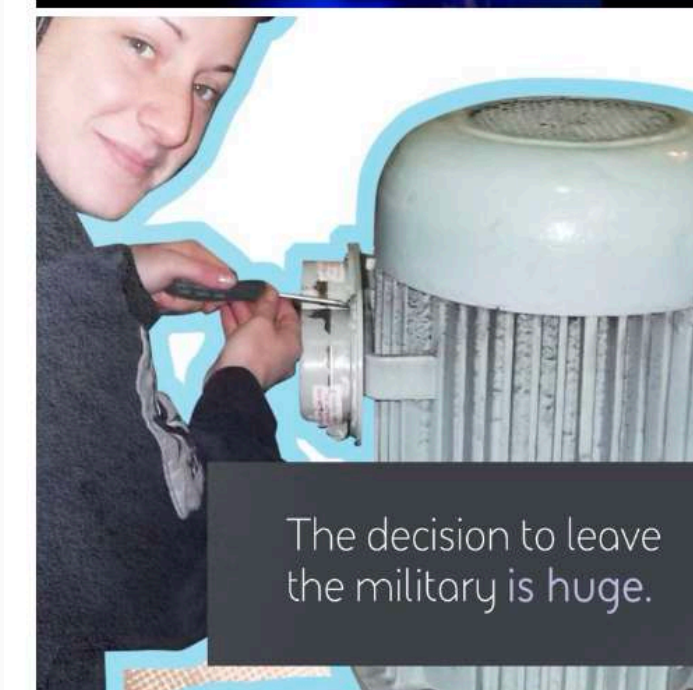
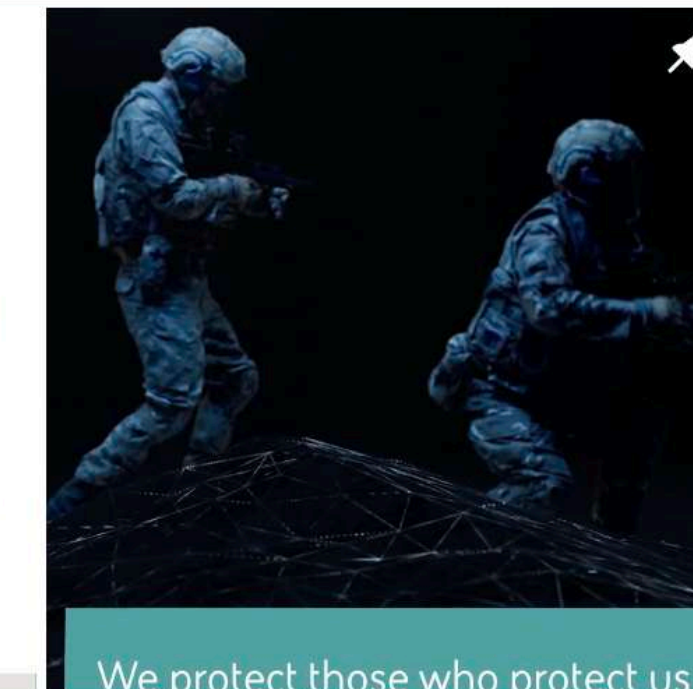
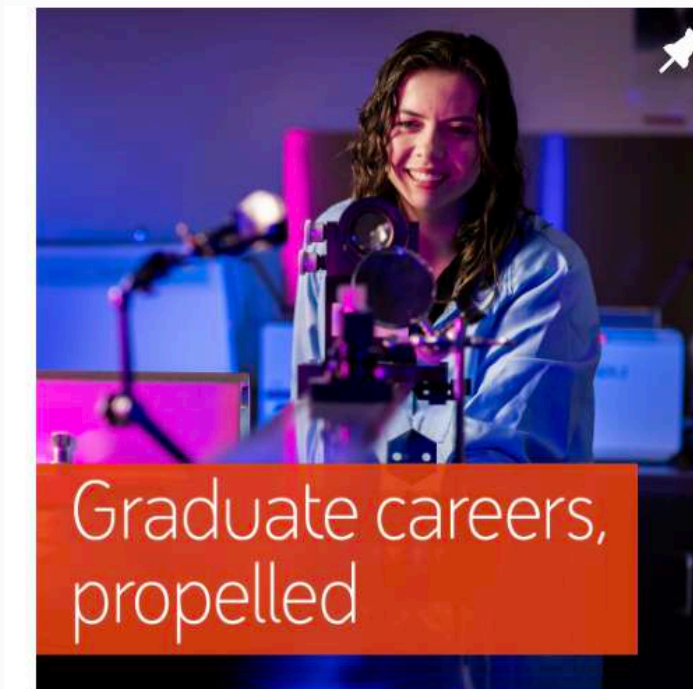
We're committed to providing the best job opportunities for veterans. Your values, team spirit, expertise and experience are vital in making sure the products and services we develop and supply are providing safety and security to our armed forces.

With a wide variety of jobs and training to suit your experience, you can continue to play an important and fulfilling role in protecting all our futures 🇺🇸

Learn more ➡ <https://lnkd.in/g/VubvC7b>



236 8 comments · 18 reposts



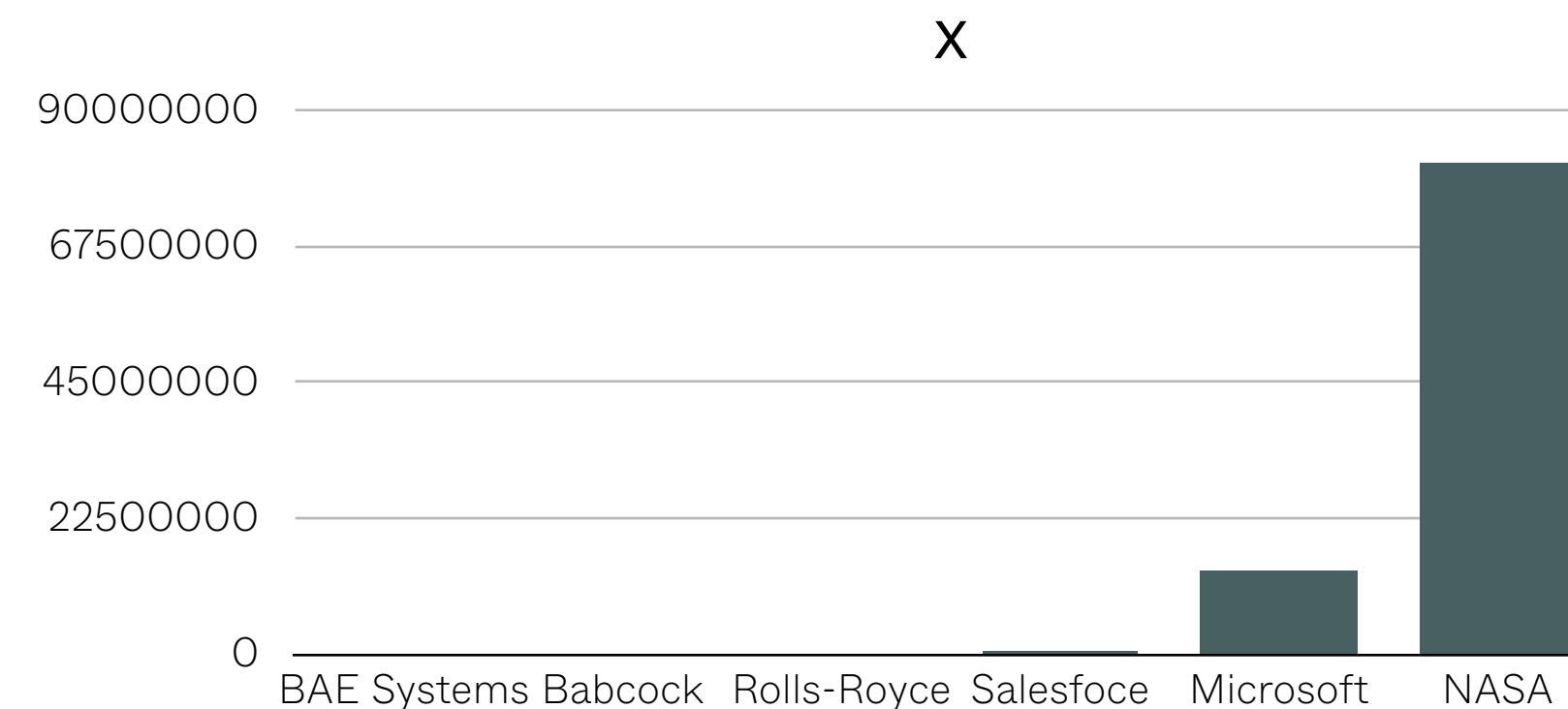
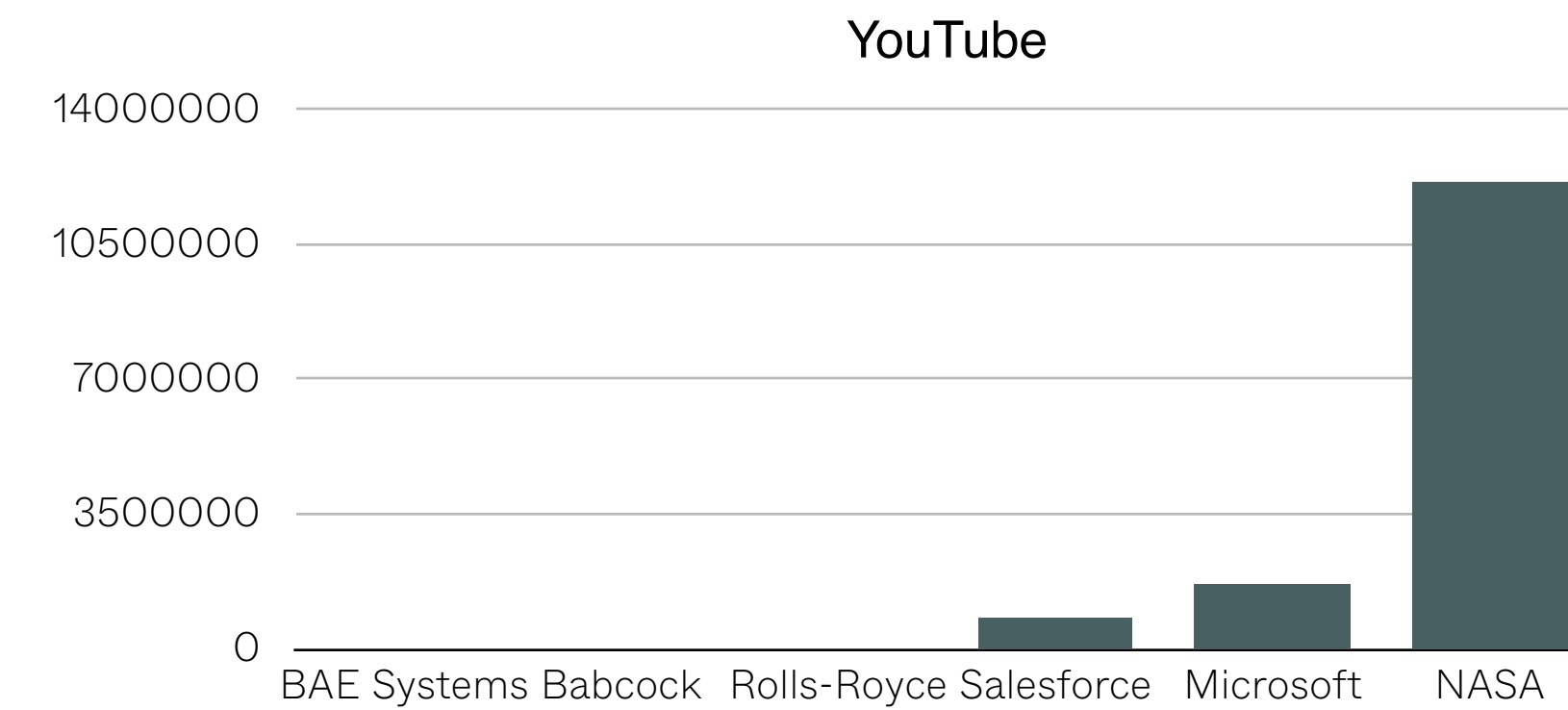
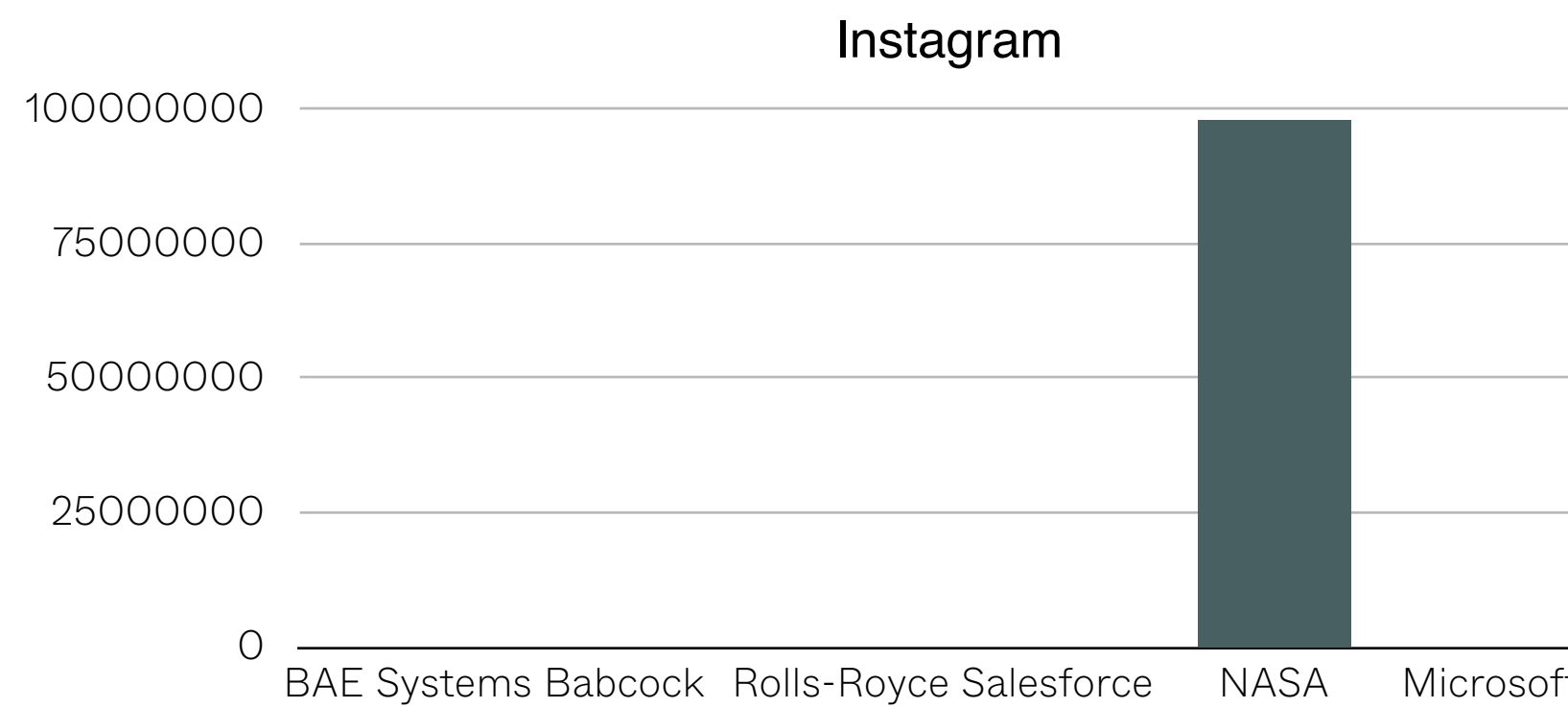
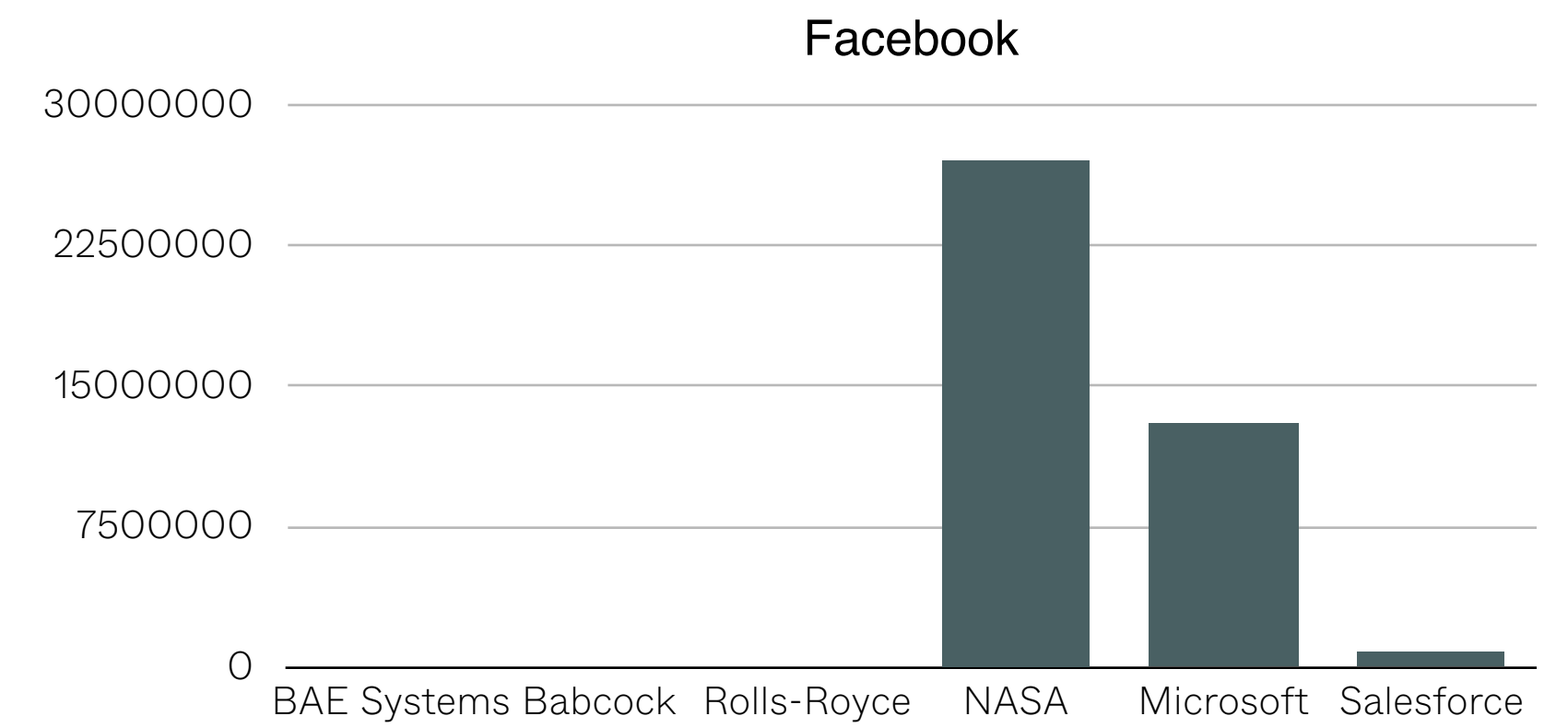
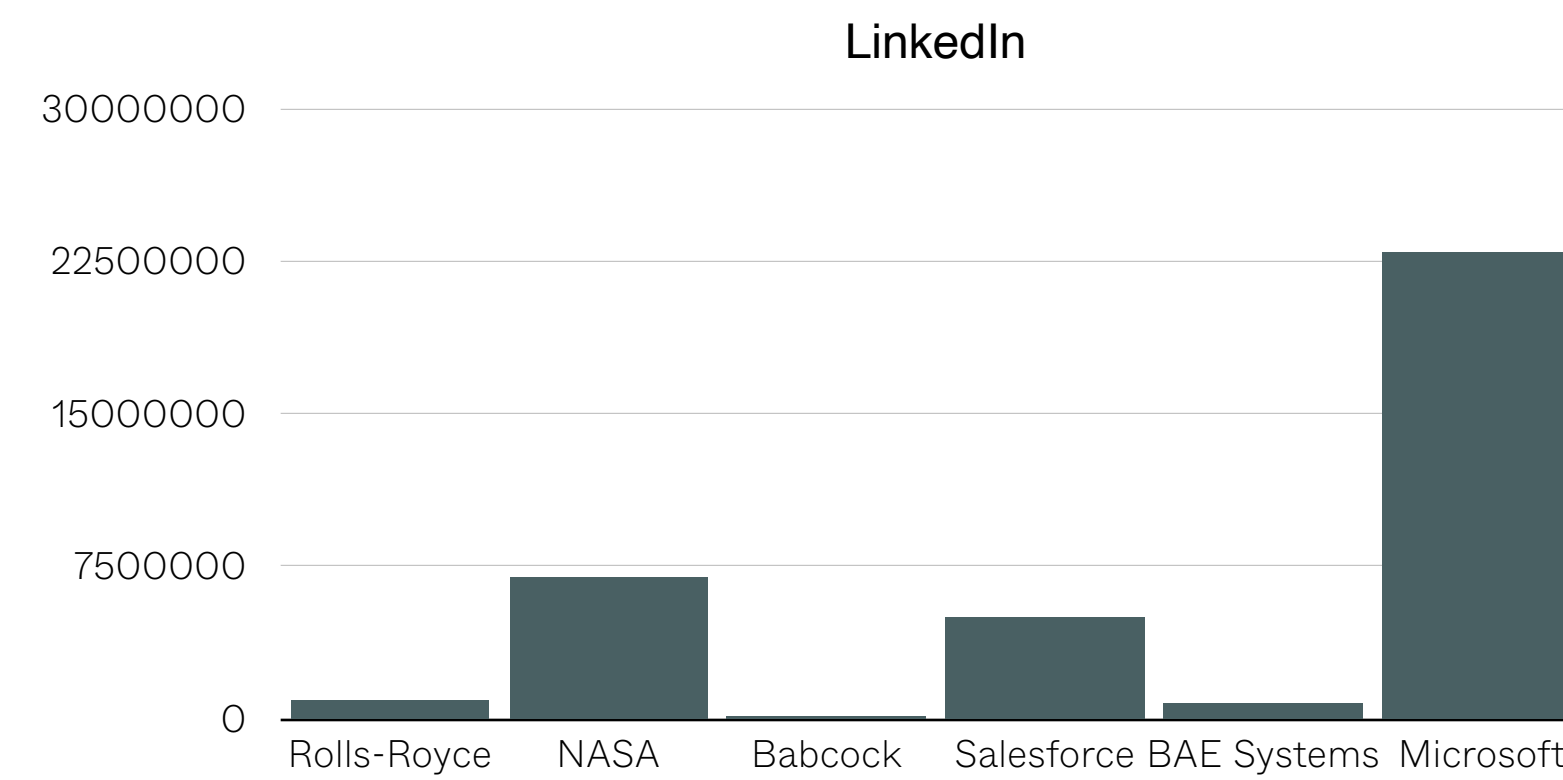
# Who's where?

BAE Systems' main competitors are also across social media, with BAE Systems' followers being constantly on the mid to lower end.

There is an advantage to be had, we believe, by BAE Systems monopolising their existing strong following and translating this into higher levels of action.

On platforms where there is a strong presence, the recommendation is to increase the creativity of posts, with a more structured approach.

\*please note smaller figures are not present on the graphs due to sizing.

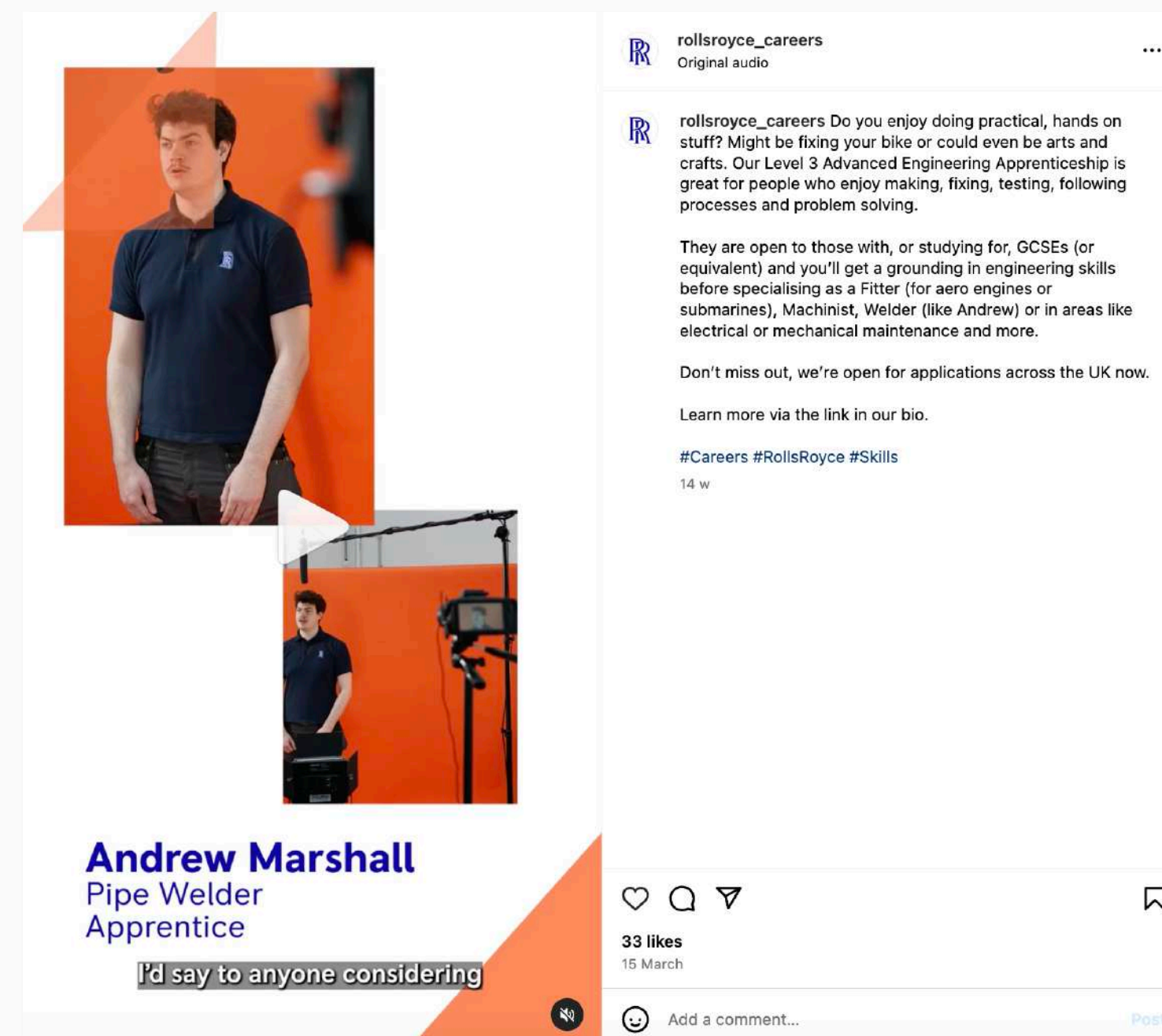
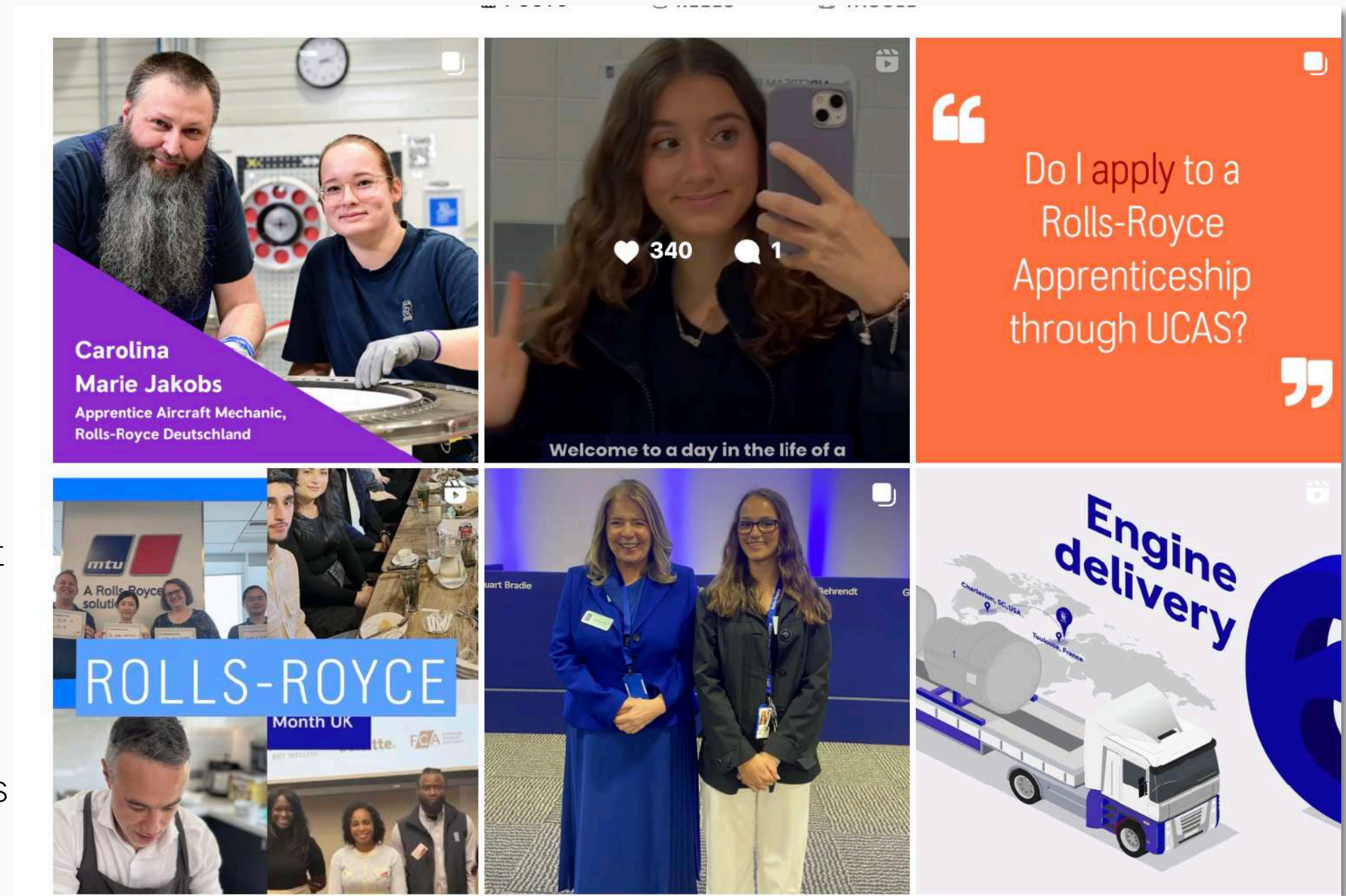


# Competitor Analysis



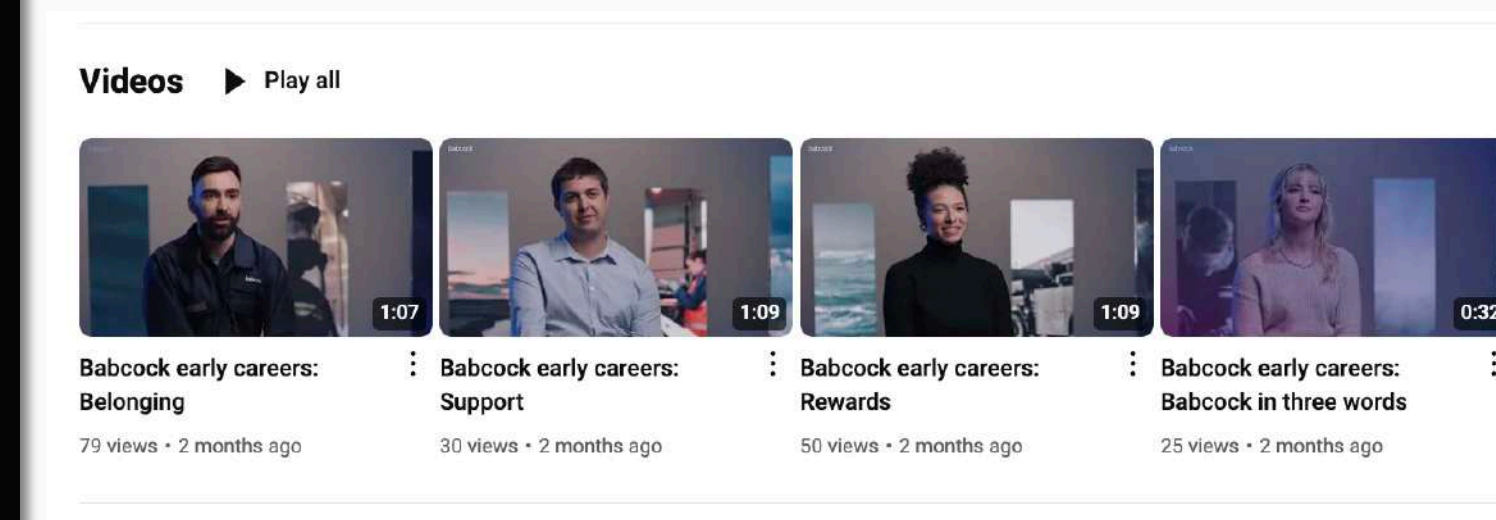
# Rolls-Royce

- **Key Channels:** Rolls-Royce effectively uses Instagram and Facebook for employer branding, with additional activity on LinkedIn, X (formerly Twitter), and YouTube
- **Content Types:** Their social media content is diverse and engaging. It features posts highlighting graduates, apprentices, and employees, shares historical facts, showcases innovative products, answers practical questions, and includes lively, people-focused reels
- **Engagement:** Rolls-Royce achieves high organic engagement on Instagram. Although their Facebook presence is still developing, it shows promise for future growth
- **Commentary:** Rolls-Royce's social media feeds are vibrant and attract significant engagement. To enhance their strategy, they could expand their efforts on LinkedIn, which is vital for professional connections and brand presence
- **Social Score:** 8/10



# Babcock

- **Key Channels:** Babcock actively engages audiences across Instagram, X (formerly Twitter), Facebook, LinkedIn, and YouTube
- **Content Types:** Babcock's social media content includes career stories, anniversary and history posts, and a dedicated careers playlist on YouTube featuring employee interviews
- **Engagement:** Babcock sees moderate to high levels of organic engagement across its social media platforms
- **Commentary:** While Babcock has a robust social media presence and shares many compelling employee stories, their content tends to be formulaic and could benefit from more creativity. Additionally, they often face issues with cross-posting, resulting in incorrect formatting for different channels. Minor adjustments could significantly improve their overall presentation
- **Social score:** 7/10



# NASA


- **Key Channels:** NASA's social channels are all devoted to their work and science, with employer branding pieces only present on LinkedIn and Instagram (very few). There are no searchable careers pages on any platform.
- **Content Types:** Employer branding content is very limited, mostly just images and text for specific role vacancies, or events.
- **Engagement:** Very high due to their large following and brand standing.
- **Commentary:** NASA's employer branding efforts are sparse, however when they do post their engagement is high due to their brand and exciting work.
- **Social score:** 5/10

**NASA - National Aeronautics and Space Administration** + Follow  
6,511,955 followers  
3d · 🌐

When astronauts live and work on the Moon, they'll have to deal with lunar dust—which isn't just a breathing hazard, but can also cause visibility issues for both people and machines.

A team of engineers at NASA's Marshall Space Flight Center are working on a solution: the Instantaneous Clarity of Ambient Environment Capability (ICAN-C) project, which uses artificial intelligence to effectively remove dust and small particle debris from optical systems in real time.

ICAN-C also has potential applications outside of space, such as helicopter landings, underwater operations, and other areas that require visual clarity. Read more about the project, its NASA centers, and key partners on our TechPort database: <https://lnkd.in/efYAsCwC>



👍❤️🔁 1,594      44 comments · 58 reposts

**NASA - National Aeronautics and Space Administration** + Follow  
6,511,957 followers  
2w · 🌐

Join our team as an [#aerospaceengineer](#) at NASA Marshall! You'll support critical missions including working with space and flight systems, spacecraft vehicles and subsystems, payloads, hardware/software development and more! Apply by 6/21: <https://lnkd.in/eiSXgtK>



👍❤️🔁 1,393      26 comments · 47 reposts



**iss and nasa**

iss 🌐 When space and sports collide 🏈

Expedition 70 astronauts Loral O'Hara and Jasmin Moghbeli joined @NASA and @ESPN from low earth orbit to discuss life aboard the International Space Station, as well as how astronauts experience some of their entertainment from 260 miles above – like watching a college football game.

Ever wondered how you can watch TV from space? Astronauts can send requests to Mission Control for potential shows or events to watch during their dinner or off duty-time. Astronauts can be in orbit up to six months or more, so various forms of entertainment and staying connected with family, friends, and current events on the ground is important to help manage stress and feel stable.

Good luck to both teams in the [#CFBPlayoff](#) tonight!

PS: If astronauts used the @ISS as a football field (which are roughly the same size) they'd have the fastest pass relative to Earth since the station orbits at 17,500 mph (25,000 kph).

[#NASA](#) [#ISS](#) [#InternationalSpaceStation](#) [#ESPN](#) [#Football](#) [#CFBPlayoff](#) [#Earth](#) [#Space](#)  
25 w

osamahan999 Wow nasa and sports! There's a genocide happening in Gaza but love these sports haha!!  
25 w · 103 likes · Reply

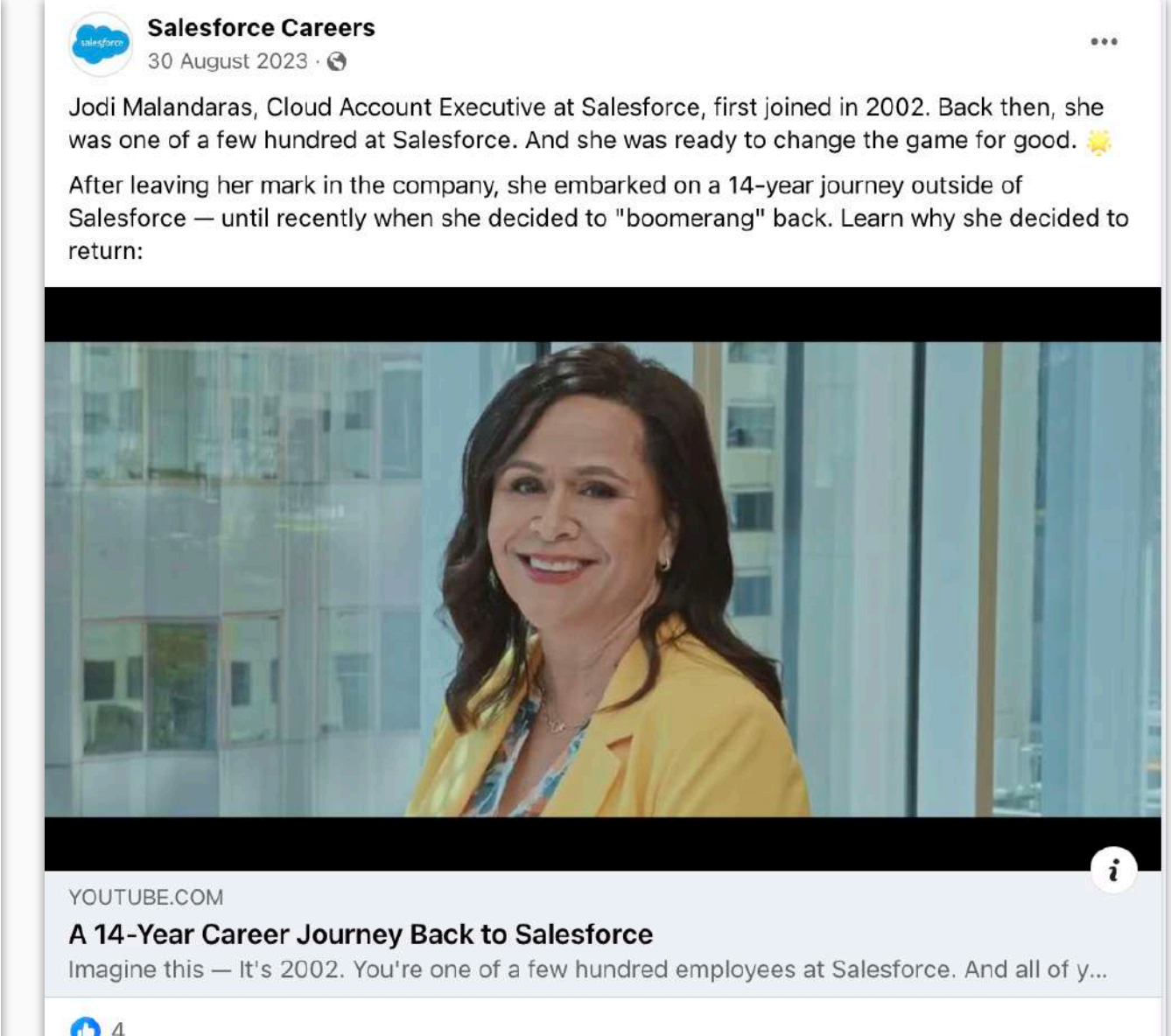
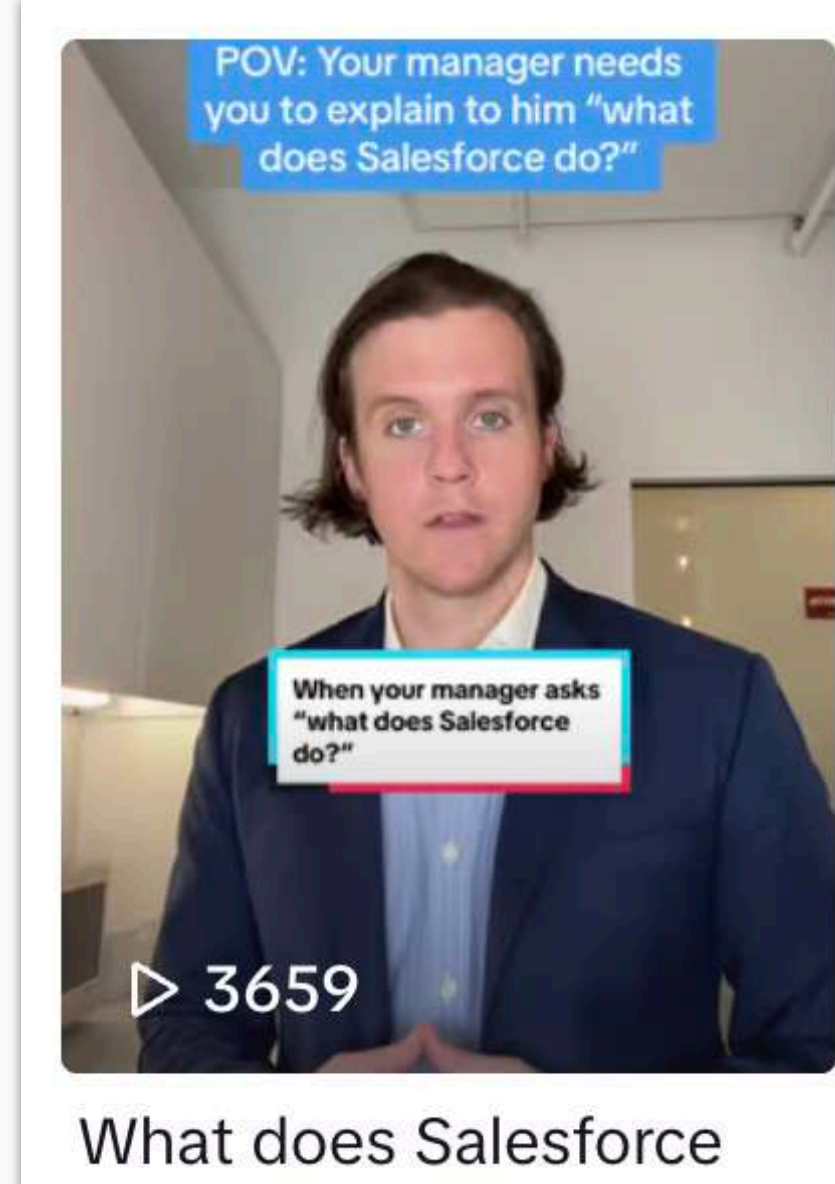
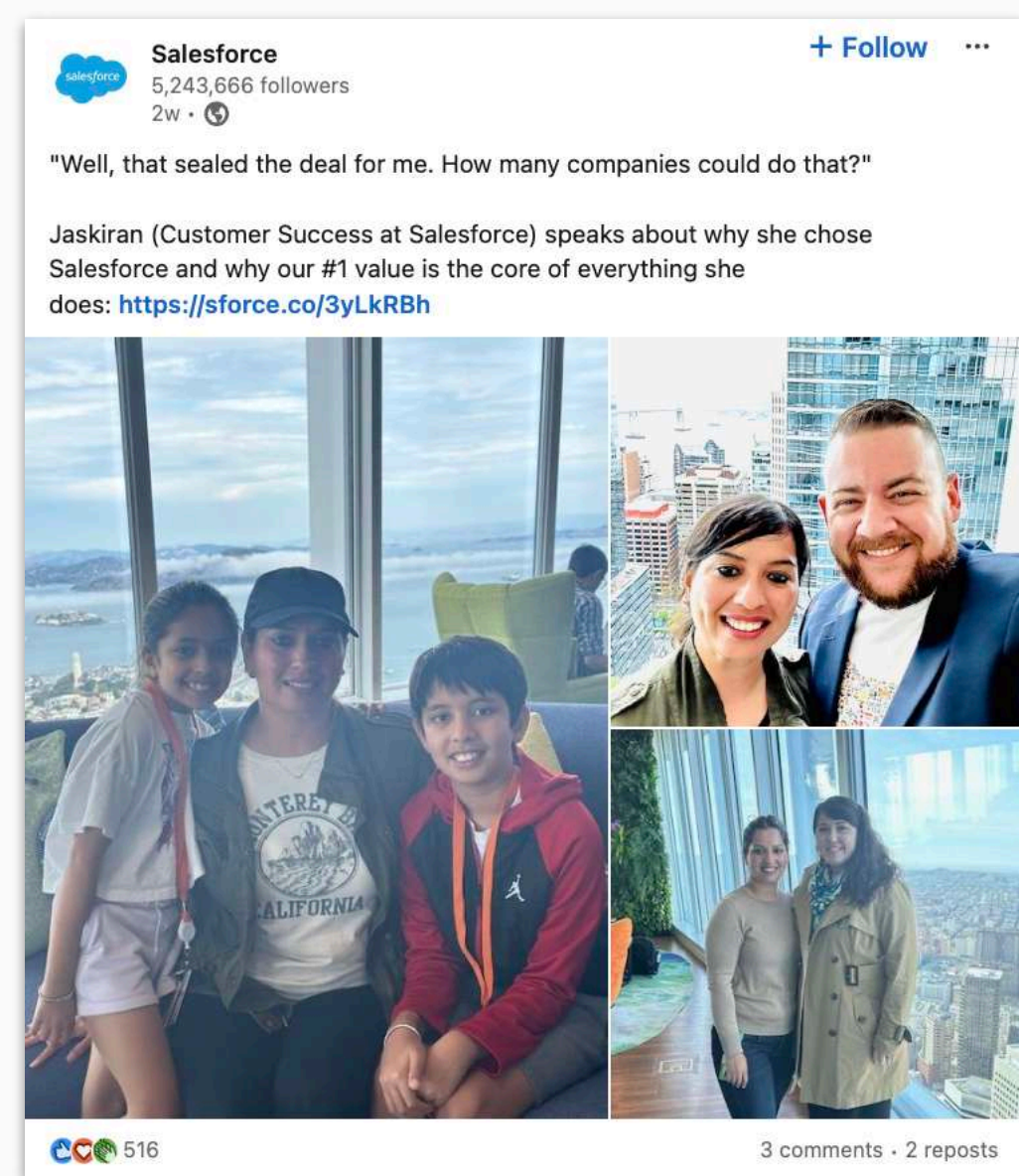
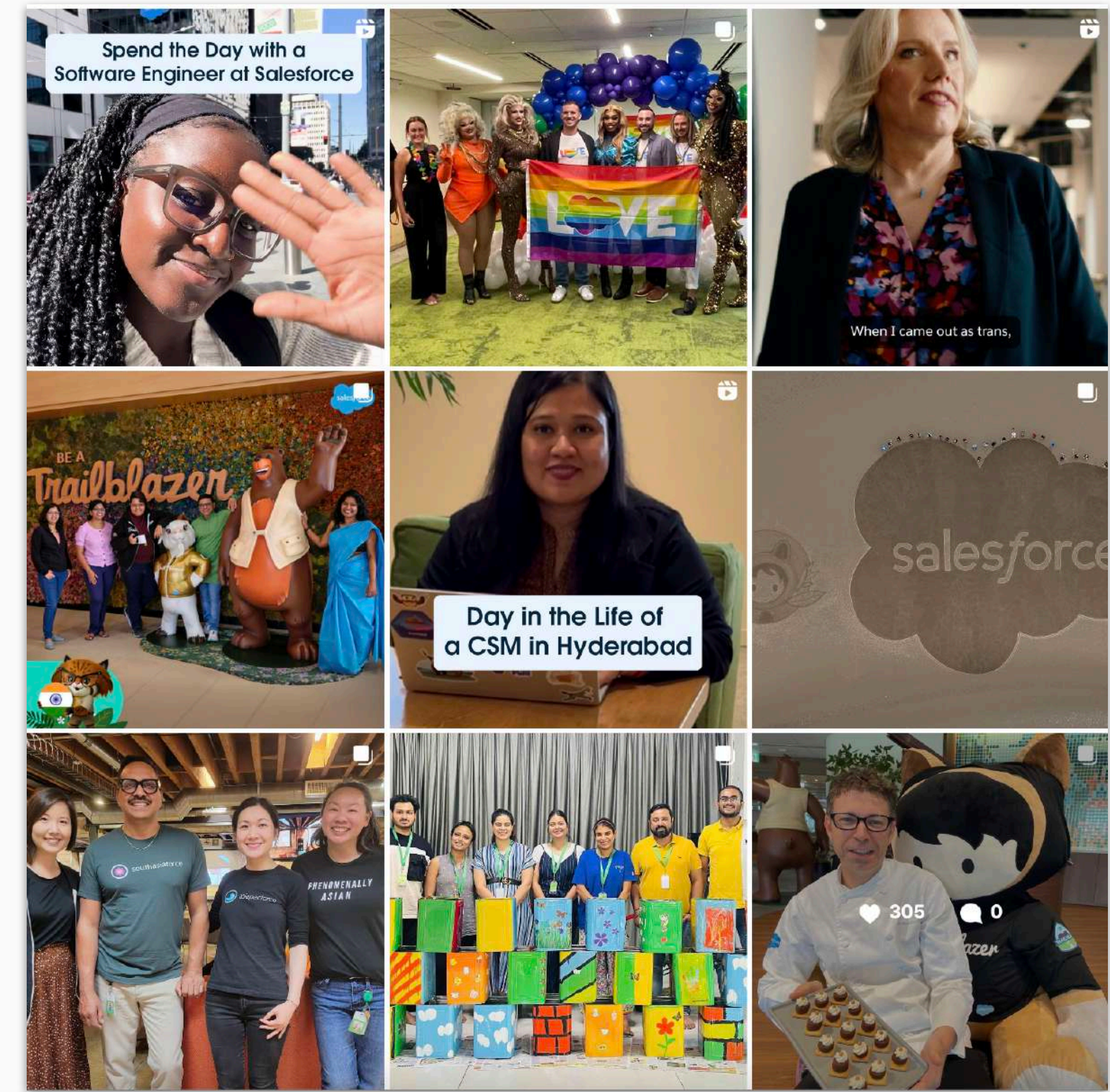
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mark\_marof ياسمين مقبلى عزيز سلام بر شما  
👍❤️🔁 3,691,446 views  
8 January

Add a comment...

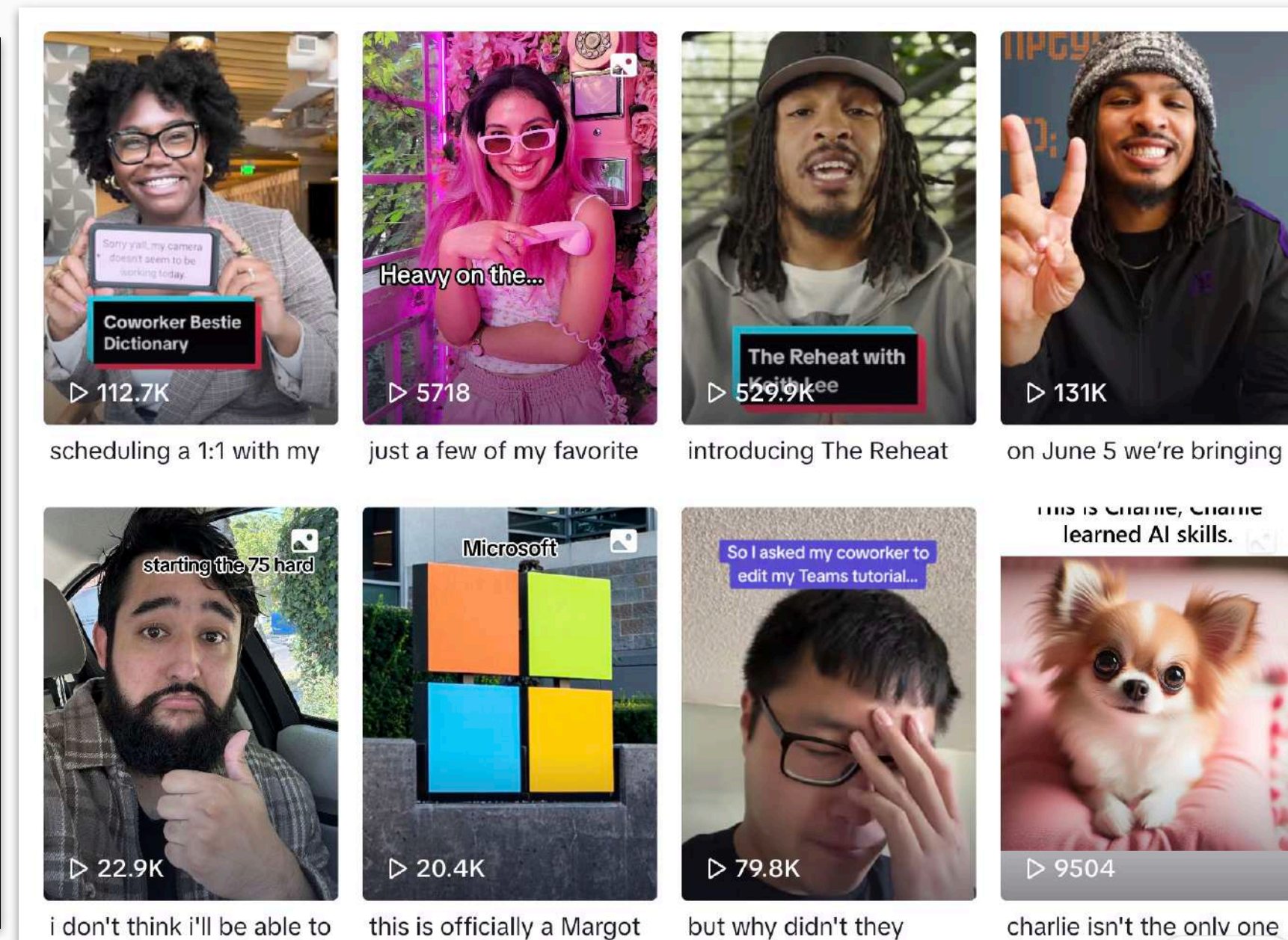
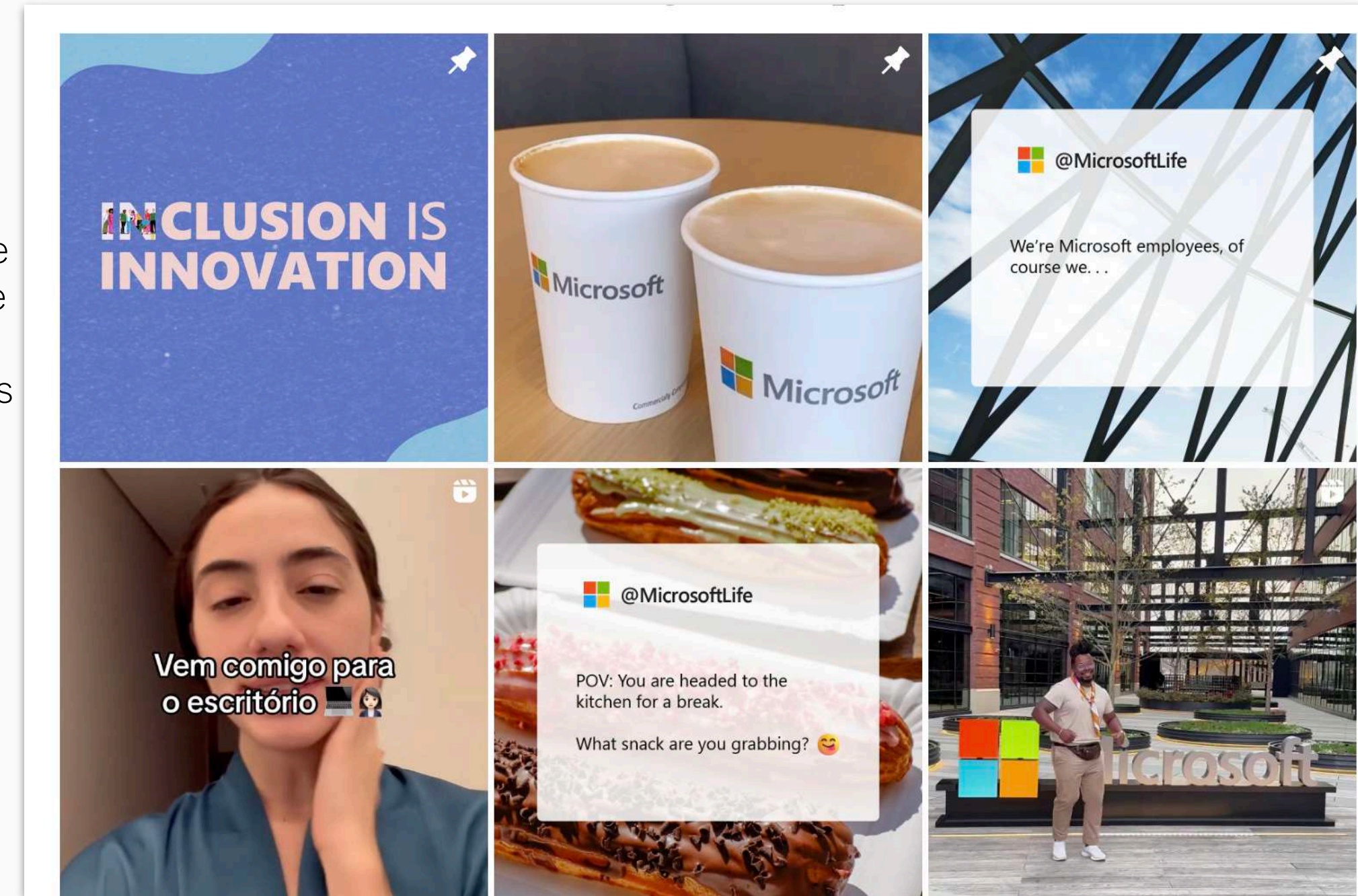
# Salesforce

- **Key Channels:** Salesforce has an active presence across Instagram, Facebook, YouTube, LinkedIn and TikTok. They also utilise X (albeit this is not used regularly for employer branding).
- **Content Types:** Their content includes day-in-the-life videos, employee testimonials, longer-form articles on LinkedIn, image posts and events. Notably, they have paired with TikTok 'influencers' on multiple occasions to create reels.
- **Engagement:** They receive moderate to high across multiple channels, with Facebook seeing lower levels of engagement.
- **Commentary:** Overall, the content is compelling, varied and their cross-channel approach works, particularly as they don't just repost the same thing across all channels and match the tone of each platform. There are a few minor formatting faux pas where they've posted reels on LinkedIn.
- **Social score:** 9/10



# Microsoft

- **Key Channels:** A Microsoft Life Instagram page, LinkedIn, Facebook, X, TikTok and YouTube
- **Content Types:** Quirky text posts to more corporate quote tiles. A range of fun, dynamic content, with styles blending across channels. The tone across the majority of employer branding posts is incredibly lighthearted, and the 'life' page on Instagram as well as TikTok push this further through 'meme' style content. There are also rich employee stories weaved in throughout.
- **Engagement:** High levels of organic engagement across social.
- **Commentary:** Whilst this 'fun' style does create a friendly and approachable climate across social, leading to high levels of engagement. Certain pages, such as Facebook, have perhaps fallen too far into the jokey side of posting, and this may not add a great deal of value for the candidate. However, across social they have created an ecosystem of approachable and lighthearted posts, so when they do focus in on employee stories and career opportunities this is well received.
- **Social score:** 8/10

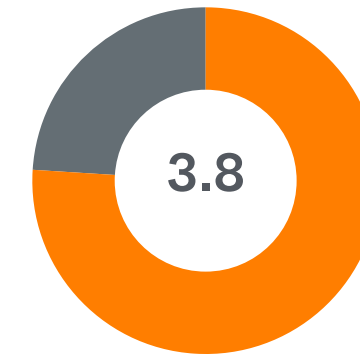




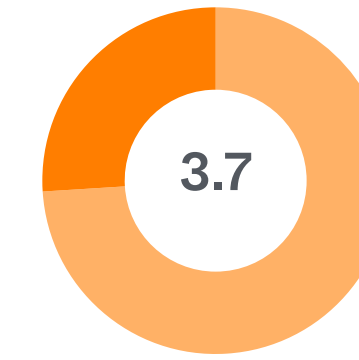
# Glassdoor Comparison

Analysis available on the next page.

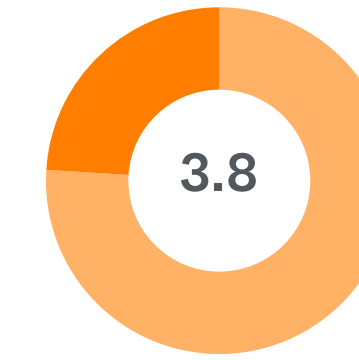
BAE Systems



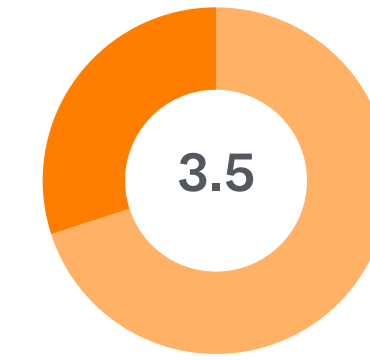
Overall



Career Opportunities

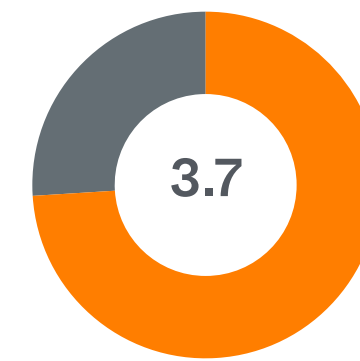


Diversity & Inclusion

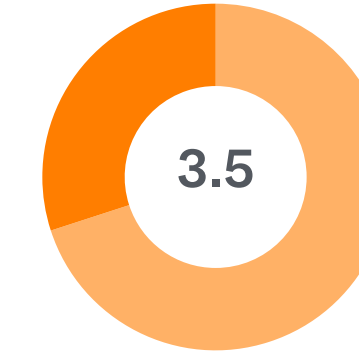


Culture & Values

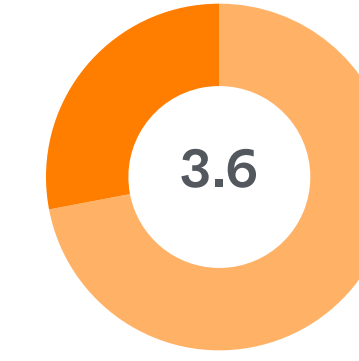
Babcock



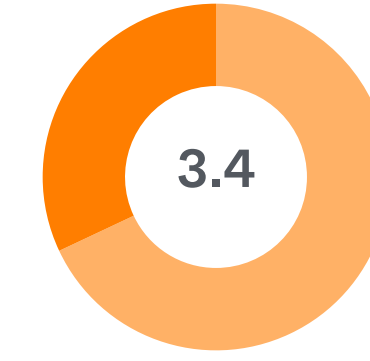
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Career Opportunities

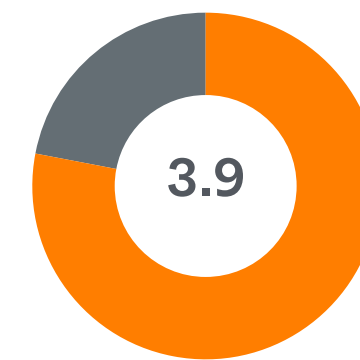


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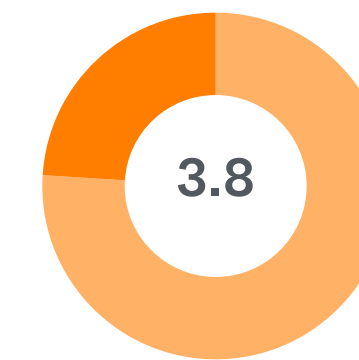


Culture & Values

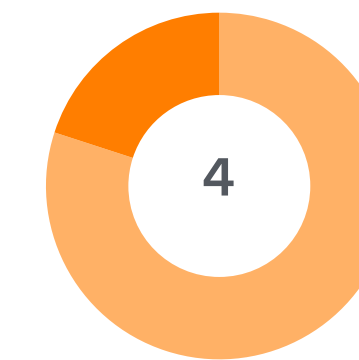
Rolls-Royce



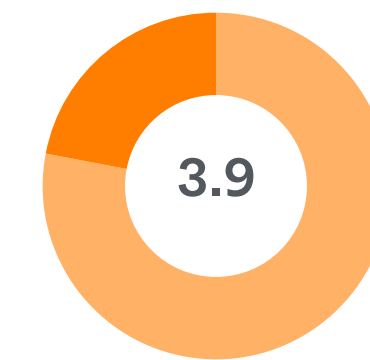
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Career Opportunities



Diversity & Inclusion



Culture & Values

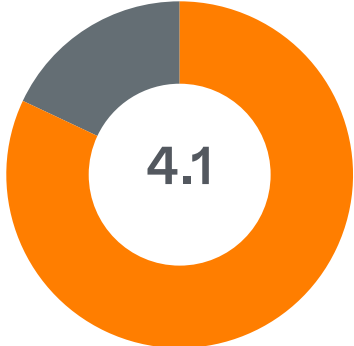
\*Source: Glassdoor, June 2024. All scores out of five

When examining BAE Systems' standing on Glassdoor in comparison to industry peers, it occupies a middle-to-lower ground position.

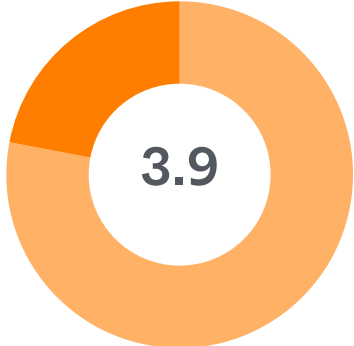
By harnessing the power of social platforms, BAE Systems could highlight its diverse workforce, robust company culture, and core values, potentially surpassing its competitors.

Enhanced social media engagement could serve as a powerful tool for BAE Systems to bolster its reputation and employee perceptions, positioning it as a leader in the field.

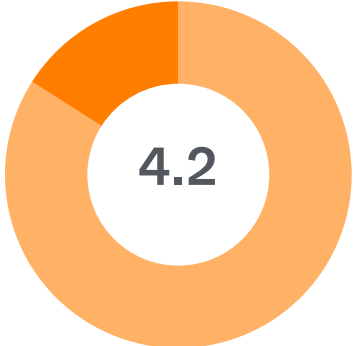
Salesforce



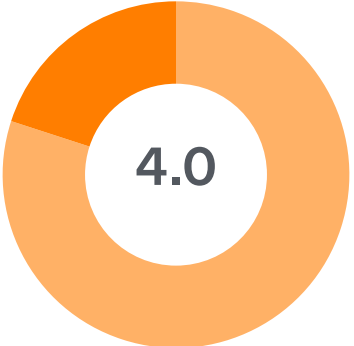
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Career Opportunities

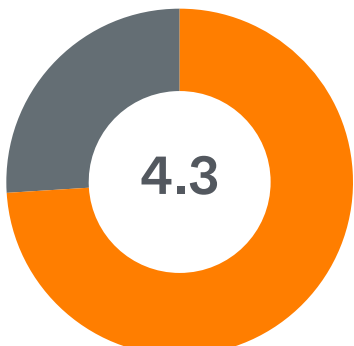


Diversity & Inclusion

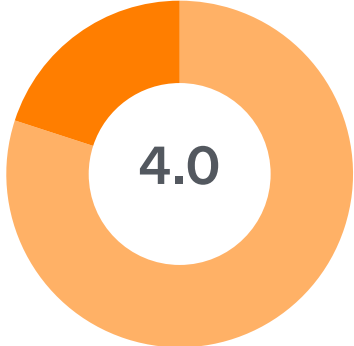


Culture & Values

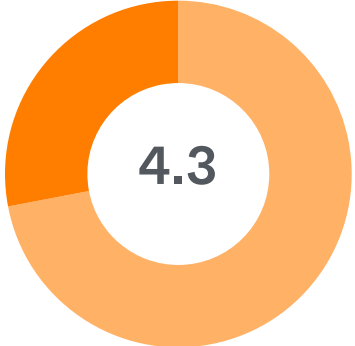
Microsoft



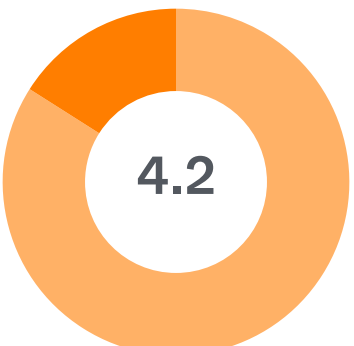
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Career Opportunities

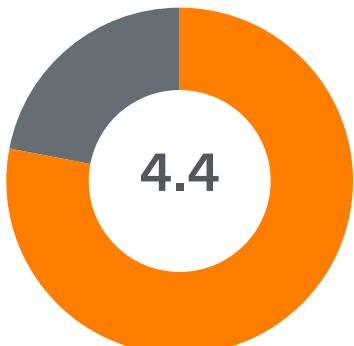


Diversity & Inclusion

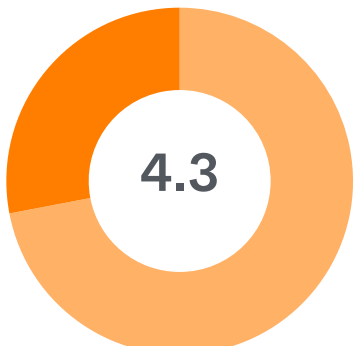


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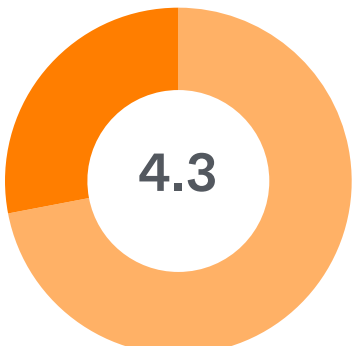
NASA



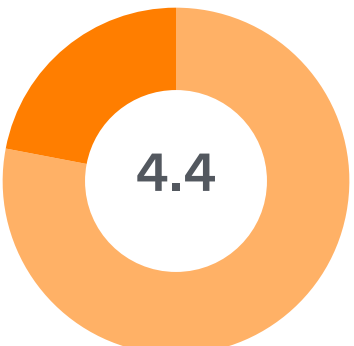
Overall



Career Opportunities



Diversity & Inclusion



Culture & Values

\*Source: Glassdoor, June 2024. All scores out of five





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