

Case Study

HOW NEVION GREW ITS LINKEDIN FOLLOWING BY 200%

Background

Nevion provides media network and broadcast infrastructure solutions to some of the world's largest media groups and telecom service providers.

Challenge

Nevion wanted to grow its social media following, particularly on LinkedIn, increasing visibility among senior decision-makers and younger professionals in broadcast and telecom industries.

Approach

Since mid-2018, Whiteoaks has led Nevion's social media strategy, publishing weekly posts across LinkedIn, Facebook, X, and since 2025, Threads - all aligned to clearly defined content pillars supporting brand and messaging goals.

Whiteoaks also identifies commenting opportunities beyond Nevion's feeds and provides live posting at key events like NAB Show and IBC to maximise visibility during peak industry moments.

To ensure Nevion's content remains aligned with best practices and audience expectations, Whiteoaks conducts quarterly audits of own channels and half-yearly competitor audits to benchmark activity against key industry players and identifying new opportunities to differentiate.

"Our general approach to marketing is to build outsourced relationships where possible rather than handling in-house. Whiteoaks not only provides the social media expertise we need, but works independently, proposing ideas and posts, for approval by us, leverage their deep understanding of our requirements and priorities. This model has delivered results for us."

*Olivier Suard,
Vice-President of Marketing, Nevion*

Results

Visibility

- LinkedIn followers **increased by almost 200%** from December 2018 to April 2025
- 31% of all LinkedIn followers are senior decision-makers and 30% are entry-level professionals **within Nevion's target industries** of broadcasting, telecommunications and media production
- Year-on-year LinkedIn **impressions have increased by 24%**
- In 2024 alone, the long-running "Did You Know" series generated over **28,000 impressions across platforms**, while the "Meet the Architects" series **surpassed 33,000**

Engagement



Engagement rate rose from 2.5% in 2018 to **10.6% in 2024**



416.8% uplift in total engagements 2018-2024



Post link clicks **increased by 499%**

Impact

Nevion has strengthened its position as a recognised voice in the broadcast and telecoms space, with social media playing a key role in supporting visibility and engagement across its priority audiences.

Sustained follower growth, high engagement rates and regular campaign activity ensures Nevion stays front-of-mind in an increasingly competitive space, helping maintain industry relevance and talent attraction.