



RECRUIT BETTER TALENT

Overhaul
Your
Employer
Brand

Employer branding tools are the most innovative talent acquisition technologies implemented in the past two years – yet only half of employers leverage them!

If you want to attract and retain better talent, grab your digital scrub brush and polish your company reputation.

THIS GUIDE SHOWS YOU HOW.

Who Cares About Your Employer Brand?

In short, everyone.

Whether you know it or not, you already have an employer brand and company reputation. Your employees talk to their friends and associates, they review you online and candidates are also able to review their experience with you on sites like Glassdoor and Indeed.

Branding and Reputation Impacts Recruiting

Your employer brand and reputation can make or break your ability to hire great talent. Here are a few stats you should know:

- **60%** of job seekers actively seek out online reviews of companies from employees and other candidates.
- **70%** of U.S. workers say they would not take a job with a company that has a poor reputation, even if they were unemployed.
- **84%** of workers say they would consider leaving their current job if they were offered as little as a 1% bump in pay.

Given these numbers, it may shock you to learn that only 27% of companies have an employer-branding strategy in place. Is it any wonder so many companies struggle to attract top talent?

Now is the time to take control of your brand and attract better talent.

The ROI of Focusing on Your Brand

Building a strong brand can pay dividends over the long haul. The right strategy leads to:

Lower cost per hire. It is cheaper for candidates to find you through your brand, than for you to convince “cold” candidates you have a great place to work.

Improved candidate quality. If you brand yourself well, unqualified candidates will be more likely to opt out of the process on their own and qualified candidates will be more likely to opt in.

Improved candidate alignment. The right brand will attract people who will fit in with your corporate culture.

Elevated brand reputation overall. As your employer brand improves, it reflects well on the company brand as a whole.

Talent pool development. Over time, your pool of candidates is much more aligned with your company culture.

Fewer open roles. As you start attracting candidates, it becomes easier – and faster – to fill open positions.

Stronger engagement. The easier and faster it becomes to fill open roles, the more satisfied your team will be.

TAKE A BASELINE READING

Improving your employer brand
starts with knowing where
you stand today:

Part 1 – Self-Assessment

ASK YOURSELF:

- Why did you join the company?
- What do you like most about working there?
- Are you talking about these points during interviews with candidates?

Part 2 – Online Assessment

- Google your company name and terms like “hiring process,” “interviews,” etc. Study the results. These are the same results your candidates see.
- Get on Indeed and Glassdoor and read through your employee and candidate reviews.

Part 3 – Employee Assessment

- How often do your employees make referrals?
- Put together an anonymous survey, asking employees why they chose to work for the company, why they stay, and the reasons why they would or would not refer a friend.

Part 4 – Candidate Survey

DURING INTERVIEWS, ASK THEM:

- Why they applied to the position.
- What they know about the company culture.

Redefine Your Brand

Once you have taken your baseline, start reshaping your brand in the image you wish to create.

Align your mission, vision and values:

Make sure these accurately reflect the brand you want to promote.

Ask for feedback:

Talk to happy, productive leaders and team members to get their feedback on the brand.

Get buy-in:

Make sure everyone is on the same page and knows this will be the brand moving forward.

ROOT YOURSELF IN REALITY

The most important part of employment branding is authenticity. You cannot promote yourself as a laid-back, egalitarian organization if your culture has always been about hierarchy and rote process. You can expand your horizons, but you never want to define yourself unrealistically. Candidates will be able to spot inauthentic branding a mile away.

The Elements of a Strong Employment Brand

As you reshape your employer brand, remember that a strong brand incorporates the following elements:

- Instills a sense of urgency – Now is the time to get on board!
- Creates a sense of excitement
- Engages candidates
- Provides a compelling and clear reason to work for your company
- Helps candidates view employment with your company as a means of achieving their goals
- Aligns with the reasons why your current, happy employees like their jobs

Align Online: Your Careers Page

Once you have defined your employer brand, you must promote it.

YOUR CAREER WEBSITE

Your careers page isn't just for job listings; it's also prime real estate for promoting your brand. Nearly all job seekers will check your company page to understand your culture and what it's like to work for you. Poor design, lack of information or the words, "no current openings" will guarantee candidates will move on and will be unlikely to return.

Checklist for a Strong Careers Page

Strengthen our talent magnet by turning your careers page into a branding tool:



Create a culture section

- Succinctly outline your company mission, vision and values
- Include photos and videos of your office
 - *Take videos and photos of company events*
 - *Have happy employees record or write employee testimonials*



Keep job postings updated

- Make sure each posting is compelling and thorough
- Describe hard and soft skills and personal success attributes



Include an “apply now” link

- Make sure the application process is streamlined
- Set up an autoresponder so applicants know their documents have been received



Make sure the design is clean, the copy is welcoming, and the user experience is simple

Align Online: Social Media

After your career section is updated, actively promote your brand on social media. It's not enough just to be present on social platforms; participate and promote your culture!

LINKEDIN

Candidates regularly research potential employers on LinkedIn before deciding to apply. To attract followers, your page should: be complete; promote your website's careers page; list job openings; and promote your blog content.

Fast Facts: Company page followers are three times more likely to apply for jobs, are 3 times more likely to apply to your jobs, 10 times more likely to share your content (thus increasing your exposure) and 81% more likely to respond to your InMail.

FACEBOOK

Leverage your existing Facebook following to help you recruit. Promote culture-based content, post your job listings, and take advantage of Facebook for Jobs.

Align Online: Social Media

TWITTER

Promote content to existing and new followers. Share relevant, bite-sized tidbits here, promote job openings, and create and leverage hashtags to get your brand in front of new eyes.

INSTAGRAM

Grab Instagram's 500 million active users by the eyeballs, by posting interesting and fun content. Find a talented person who takes great photos and can design original artwork for your page.

SNAPCHAT

Snapchat is popular with millennials and Gen Y, but they will not follow you if your content isn't engaging. It takes some finesse to post and promote stories that people are interested in. Short videos of staff members, company events and fun gatherings are ideal content for this platform.

Fast Facts: The average Snapchat user spends an average of 25-30 minutes a day on the platform. Over 40% of all 18 to 34-year-olds living in the United States can be reached via Snapchat.

LEVERAGE BRAND AMBASSADORS FOR SUCCESS

Who knows best what it's like to work for your company? Your current employees. Turn happy, successful employees into advocates who help build your employer brand online and offline.

Here are three places they can have a tremendous impact:

LEVERAGE BRAND AMBASSADORS FOR SUCCESS

1. EMPLOYEE REFERRAL PROGRAM

Establishing an employee referral program with monetary rewards encourages employees to think about the positives of working for your company, and to take the time to talk about their jobs with friends and associates.

Fast Facts: Candidates referred by an employee are 4x more likely to result in a hire. The hiring process is typically faster, and referred employees are much more likely to fit in and succeed than traditional candidates.

2. SOCIAL MEDIA

Whenever you have a job opening or new content to promote, send out an email, Slack, Asana, or other company-wide alert, asking people to give it a quick like and share. When applicants come in who saw content shared by a social friend, make sure to thank everyone and relay the positive impact their efforts created.

3. REVIEWS

It is unethical to force employees to give your company positive reviews on sites like Glassdoor and Indeed, but it is *always* worthwhile to ask happy, high performers if they will take the time to do it. The more positive reviews you have, the better.

Future-Proof Your Employer Brand

It takes a lot of time and resources to build a solid employer brand, and it only takes one disgruntled applicant to dismantle all your hard work.

Protect the brand you've built by:

Monitoring: Set up Google alerts and have your social media team alert you any time they see something negative posted online so you can craft a response. Check in on Glassdoor and Indeed regularly to monitor reviews there, as well.

Collecting feedback: Incorporate an anonymous candidate survey to collect feedback from people who have recently been through your hiring process. When you see negative patterns, address them immediately.

Continually improving experience: Make sure your hiring process is completely aligned with your brand. This may mean adjusting it over time to ensure you're always providing positive interactions for candidates.

Prioritizing promotion: Build promotion of your culture, job postings and employer brands into your regular social media schedule.

THE SAVVY WAY TO BOOST YOUR EMPLOYER BRAND

Building a brand can take months – if not years. The fact is, whether you've actively cultivated an employer brand or not, you already have a reputation.

Many employers have to work hard to rebuild and reshape that reputation if their market-defined brand isn't attracting bright talent.

As you work to create a brand that does attract talent, there is a way to start connecting with top candidates and promote your company as an employer of choice.

A strategic staffing partner that focuses on relationship-based recruiting is an ideal "back door" into branding. Effective recruiters spend time with their candidates, discussing your organization in depth. They can market your brand in a way that catches the attention of the right candidates and makes them want to work for you.