THE MOST MODERN & MOST EXHAUSTIVE EMPLOYER BRANDING CHECKLIST

7 STEPS To Building The Most Modern Employer Branding Program And Solutions Aimed At Solving The Talent Attraction and Candidate Engagement Challenge

The problem

The talent

The research

The metric

The EVP, campaign

The brand collateral

The activities

THE PROBLEM

Step 1: Identify the branding problem you are trying to solve for your company, candidates?

- ☐ Lack of brand awareness – people don't know about our company
- ☐ Low brand consideration – people know about us but don't consider us as a top place to work
- ☐ Evoke brand desire – people are scrambling to apply to my company (typically experienced by Google, Facebook, Apple etc.)
- ☐ Poor word of mouth – negative sentiments on social media, PR
- ☐ Negative reviews on Glassdoor
- ☐ Experienced brand trauma – scams, layoffs, shutdowns, cyber attacks etc.
- ☐ Candidates accept our offers but don't join us
- ☐ Confused messaging: no one knows what we do?
- ☐ Exciting product, company however too much competition from talent sharks
- ☐ Niche sector, how to build interest for emerging technologies
- ☐ Lack of talent supply for a new skill like ai, edge ai, data sciences
- ☐ Any other:

Explain your problem in detail:

THE TALENT PROFILE

Step 2: Define the persona of your target talent audience:

Age: **Diversity:**

Generational focus: ☐ Multi ☐ Gen Alpha ☐ Gen Z ☐ Gen Y ☐ Gen X ☐ Boomers

Location: **Skill, industry:**

Tech stack: **Certifications:**

Behaviors: **Motivators:**

Key Talent Insights:

- **example data scientists look for solving large-scale problems through data or talent searches for us on quora and not job boards**

Which social media or online forum is most popular with your audience type?

1. _____
2. _____
3. _____

Which other tech, networking or knowledge forums, events will they be found on? Think both offline or online

1. _____
2. _____
3. _____
4. _____

THE RESEARCH

Step 3: Research your competition, do an online brand audit

Conduct an EVP survey, identify what are your brand differentiators

List down your most progressive people policies, compare your rewards package with industry benchmarks,
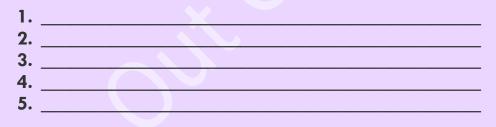
Do a local business market analysis, map talent trends for your region

Do an industry analysis if need be, identify other industries from where talent can be sourced

Lookout for macro trends like corona, recession, boom, start-up etc.

THE EVP (Employer Value Proposition)

Answer 'why' should someone JOIN, PERFORM, STAY at your company?

1. _____
2. _____
3. _____
4. _____
5. _____

Write down what you offer that no one else does?

1. _____
2. _____
3. _____

THE METRICS

Step 4: Nail your objectives, what do you intend to achieve from this exercise?

Choose your success metrics

Choose the one where your employer brand is hurting the most

Objective	Metrics
☐ Increase brand awareness	Hits on the website, social impressions, video views
☐ Drive traffic to the career website	Interaction with the careersite, number of direct applicants
☐ Generate qualified leads	Quality of people, candidates that enter the interview process, Source of hires, Time to hire
☐ Showcase company culture	Likes, shares, comments, follows
☐ Build a connection with talent	Engagement with content, increase in followers, connections,
☐ Build a community or tribe	Engagement with content, quality of followers, connections, discussions on the group, influencers
☐ Establish your company as a thought leader	Thought leadership Articles, whitepapers, opinion pieces, downloads, comments or discussions it sparks
☐ Build employee advocacy	Number of employees involved, cumulative reach, engagement with their connections,
☐ Improve Glassdoor ratings and reviews:	CEO rating, recommend to a friend, more authentic pros less cons, stars for career development, diversity etc
☐ Any other: ☐	

THE CAMPAIGN

Step 5: Create a campaign with these insights and the end result you want this campaign to achieve

identify the type of content that will appeal to your talent group?

Central thought:

Campaign tagline or EVP:

Type of campaign: online, offline, through the line, print, social, mobile etc.

_____

_____

_____

Type of content: _____

_____

_____

Type of experience or engagement:
_____

_____

_____

_____

THE BRAND COLLATERAL

Step 6: Once your EVP is ready, write a blurb create a boiler plate. Create a master poster and a master design and replicate it everywhere.

Use the following checklist:

- ☐ EVP tagline
- ☐ EVP blurb
- ☐ EVP symbol or hook (example infinity symbol to represent possibilities)
- ☐ EVP designs, look and feel (example doodles or graphic or specific photo types)
- ☐ Copylines, engaging content
- ☐ EVP posters
- ☐ EVP brochures
- ☐ Careersite
- ☐ Social media posts, pictures
- ☐ Videos
- ☐ Redo Job descriptions
- ☐ Career graphs
- ☐ Candidate Mailers
- ☐ Offer letters
- ☐ Recruitment marketing
- ☐ Events branding
- ☐ Booths
- ☐ Merchandise
- ☐ Internal communications
- ☐ Anything else

THE TOOLS, TACTICS, CHANNELS, MEDIUMS

Step 7: Decide your activities and create a content + events calendar. And follow through

Recruiters, interviewer: ☐ briefings ☐ toolkits ☐ messaging sheet

Employee Social Profiles: ☐ LinkedIn bio ☐ LinkedIn Hashtag ☐ social media policy do's and don'ts

Branded Giveaways: ☐ yes ☐ no ☐ candidate kits ☐ new joiner ☐ award kits ☐ corona care kits ☐ campus kits ☐ others

Offer Letters: ☐ branded ☐ message form CEO ☐ transparency on ESOPS, deductions ☐ evp messaging ☐ career development ☐ opportunity letter ☐ total rewards ☐ wellness package ☐ Crisis care (corona or pandemic package) ☐ others

Careersite: ☐ redo messaging ☐ redesign look and feel ☐ launch a new platform ☐ new web experience ☐ interactive site ☐ gamified site ☐ new ai recruitment software ☐ others

Dynamic pages: ☐ specialized skill ☐ gigs ☐ diversity ☐ special recruitment drive ☐ remote work ☐ flexibility ☐ CSR, Corporate Social Justice ☐ others

Diversity branding: Focus: ☐ women ☐ pride ☐ disability ☐ ethnicity/race ☐ veterans ☐ minorities ☐ others

Highlight: ☐ cognitive inclusion ☐ Social Justice ☐ belongingness ☐ equity programs ☐ others

Diversity forums: ☐ Avatar ☐ Rise ☐ Jobsforher ☐ HerKey

☐ Gracehopper ☐ Sheenzyn ☐ We Ace ☐ others

Certifications: ☐ internal tool ☐ ibm ☐ unacademy ☐ others

Jobgrams: #_____ **Job families:** _____

Careergraphs: #_____ **Functions:** _____

Culture Blogs: #_____ **Topics:** _____

People policy Blogs: #_____ **Topics:** _____

Tech Blogs: #_____ **Topics:** _____

VIDEOS: #_____ **Themes:** _____

Live streams: #_____ **Themes:** _____

Video channel: ☐ youtube ☐ tiktok ☐ IGTV ☐ others

Events: #_____ **Areas:** _____

Webinars: #_____ **Topics:** _____

Tech Forums: ☐ Github ☐Techcrunch ☐mashable ☐ Stackoverflow ☐Scalar ☐ Unstop ☐ others:

Sponsorships: #_____ **Level:** Platinum #, Gold # , Silver #

Hackathons: # _____ **Skills:** _____ **Forums:_____**

Contests: #_____ **Type:_____ Gifts:** _____

Referral programs: #employee _____ #candidate_____ #vendors _____ #customers_____ #others _____

Referral prizes:

Dynamic Referral Programs: ☐ gamified   ☐ voucher

Recruitment advertising:

#Google ads _____ #facebook ads _____

#job boards ads _____ #glassdoor ads _____ #Indeedads

#Linkedin ads_____

Targeted Ads: ☐ remarketing   ☐ ai based targeting ☐ others

Applicant ATS segmentation: ☐ tagging ☐ targeting   ☐ re-targeting

Social Media Channels:

☐ Glassdoor ☐ LinkedIn ☐ Twitter ☐ Facebook

☐ Instagram ☐ Pinterest ☐ Tiktok ☐ Ambition Box

☐ Pride forums ☐others:

Social posts: #_____   Type: _____

People stories: #_____ Areas:_____

Spotify playlists: #_____ #leaders_____ Topics: _____

Podcasts: #_____ #leaders_____ Topics: _____

Podcast channels: ☐ apple ☐ google ☐ stitcher ☐ tunein   ☐ Spotify

Use of Messaging Apps: ☐ **Whatsapp** ☐ **Facebook Messenger** ☐ **Telegram** ☐ **Instagram** ☐ **Twitter Chats** ☐ **others**

Use of bots: ☐ **chatbot** ☐ **video bot** ☐ **others**

EMPLOYEE ENGAGEMENT

How will we use our existing employees to champion the social strategy?

☐ Just share their pictures, events in office etc
☐ Feature them as testimonials in blogs or people videos
☐ Use their personal networks to grow our brand
☐ Anchor all brand communications through your people's networks
☐ Any other innovative idea:

Employee Generated Content: ☐ **Newjoiners** ☐ **Leavers** ☐ **Hashtag campaigns** ☐ **Celebrations** ☐ **Recognitions** ☐ **Certifications** ☐ **others:**

CANDIDATE EXPERIENCE

What new experiences will you create to delight your candidates and ensure they join your company on the promised date?

☐ **easy search and apply options**

☐ **best interview experience – questions, tests, process, video recruiting**

☐ **continuous communication**

☐ **closing the loop (communicate hire no hire decision)**

☐ **give feedback to unselected candidates**

☐ **Unique offer letters – social media offers, parents sharing the offer etc.**

☐ **preboarding forums**

☐ **on boarding ideas – welcome kits, hashtags, social media pop-ups, welcome messages by recruiters, etc.**

☐ **others:**

Bonus sheet: A Recruiter's Social Media Checklist

Daily:

1. Reply to everyone – responding is important. It's called 'social' media for a reason!
2. Check your mentions
3. Monitor for keywords – this is great for checking out who's talking about certain subjects. You may even find your next client.
4. Schedule your updates – this keeps things simple. use a tool such as Buffer.
5. Check out other profiles
6. Curate content to share
7. Advocacy
8. Engage with MVPs – find accounts that you want to engage with, and start a conversation!
9. Follow back
10. Connect with one new person

Weekly:

1. Check your stats
2. Engage with influencers – engaging with influencers means your name will be out there. Don't be afraid to converse with the big-dogs!
3. Engage with partners
4. Weekly goals check-in
5. Hold a strategy session
6. Attend chats, hangouts etc – get involved in the online community that surrounds your industry. There are multiple tweet chats and hangouts that you can join!
7. Update your social media ads – If your using social advertising to help your online recruiting efforts, this is the time to update them.

Monthly:

1. Perform a social media audit
2. Goal-setting – set yourself social goals for the next month.
3. Come up with new experiments
4. Plan ahead for the next month