



The Key to Employer Branding:

4 tips for building
a better talent brand



The Key to Employer Branding:

4 steps for building a connection that lasts

Employer brand is an important part of crafting your company's message, and what employees and candidates are saying about your company is as equally important. If there's a disconnect between these two sides, it may impact your ability to attract talent.

At the end of the day, you want to fill roles and ensure employees and candidates are excited about working at your company.

Keep reading for tips that will help you do just that.

In a tight labor market, reputation matters even more

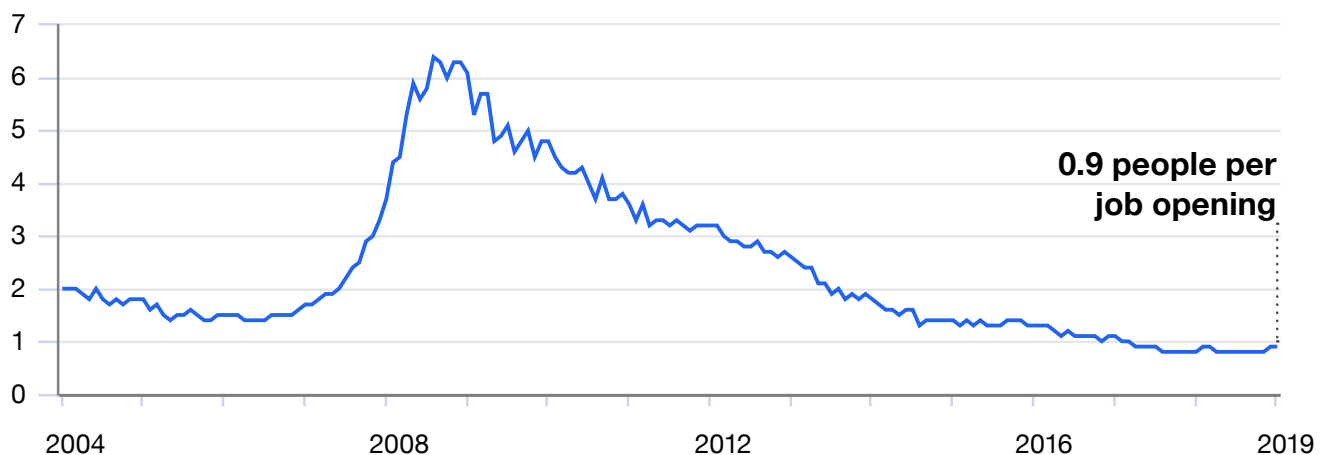
Before the internet existed, a candidate would need to talk to employees (former and present) to find out what life was like at an organization. As we all know, today all of this information is available online through reviews from employees and candidates.

69% of job seekers in the U.S. agree that it has a significant impact on their decision of whether or not to accept a job offer.¹



With just one unemployed worker per job opening,² the **U.S. unemployment rate is at a record low**, so you need to make sure you're telling a compelling story and managing online reviews to entice job seekers to apply. But don't despair, as there are many ways to get candidates excited about working at your company.

Number of unemployed persons per job opening



¹Indeed survey, n=750

²Bureau of Labor Statistics, U.S. Department of Labor

Employer brand: More than perks

Employer brand is more than company picnics, pool tables and sleep pods. While those perks certainly can't hurt in a tight labor market, your company's employer brand encompasses so much more.

Think of it this way: employer brand is how you want future and current employees to perceive your organization as an employer and the specific messaging you use to share information about your company. This can include culture, mission and values. **Essentially employer brand answers the question, what is it like to work for this company?**

But the question is, does what your employer brand says align with what people are saying about your brand? Are they telling the same story?

In a tight labor market, you're hustling to attract and hire top talent. When done well, employer brand differentiates your company to potential candidates and helps to retain employees, too. In other words: It's not just for new hires.

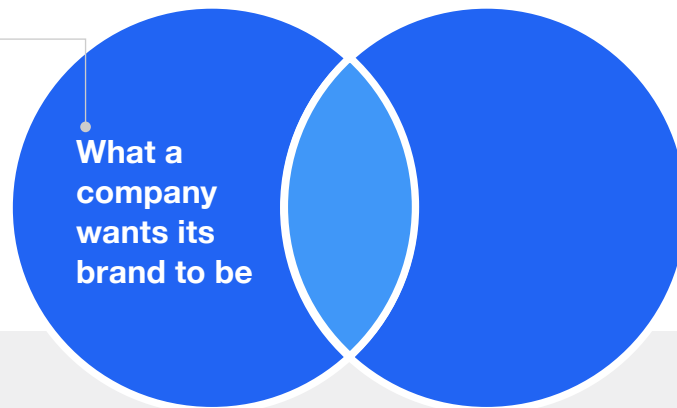
“Every single company has an employer brand, whether they like it or not.”

Bryan Chaney, Director of Employer Brand at Indeed



When it comes to employer brand, the left-most circle is the image an organization conveys. This may take the form of videos, campaigns and any communication out to the world to showcase what it's like to work at your company.

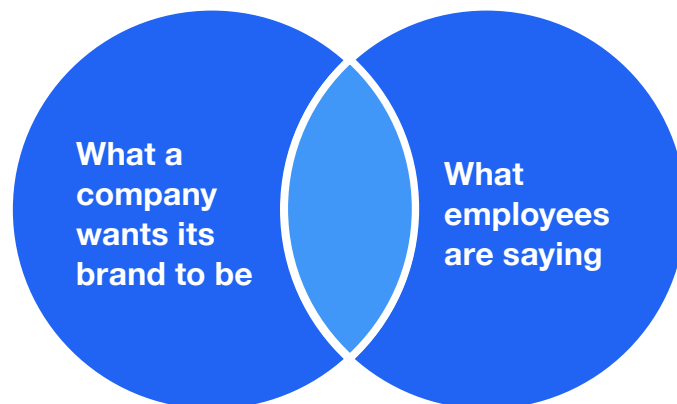
Employer brand:
the marketing and
communications
you deliver to
your audience



What do employers think about employer brand? Among the employers we surveyed in the U.S., 83% of employers believe the biggest advantage of a strong employer brand is attracting and retaining good talent, while 79% believe that a strong employer brand determines a company's future success in product sales and customer satisfaction.³

Your employer brand may be inspiring and uplifting, but employees and candidates may be saying something else entirely. The way candidates and current employees talk about your brand is very important. We asked candidates in the U.S. what would deter them from accepting a job offer, and 40% said hearing negative things about the company from their peers while 32% said reading a negative online review of the company.⁴

And if you're worried about reviews in general, know that more than 70% of job seekers surveyed in the U.S. were willing to change their minds if employers responded to a negative review.⁵



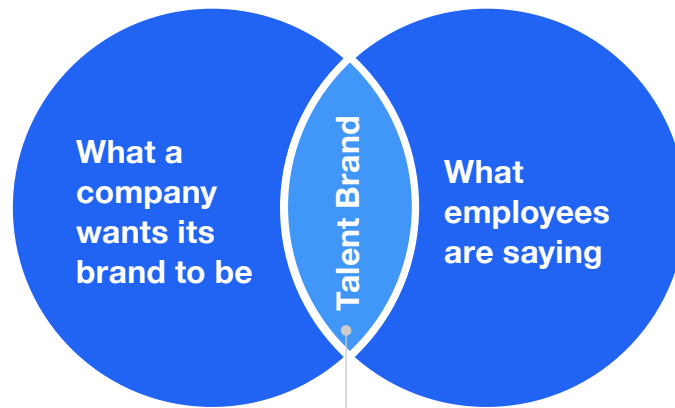
³Indeed survey, n = 500

⁴Indeed survey, n=750

⁵Indeed survey, n=506

Enter, talent brand

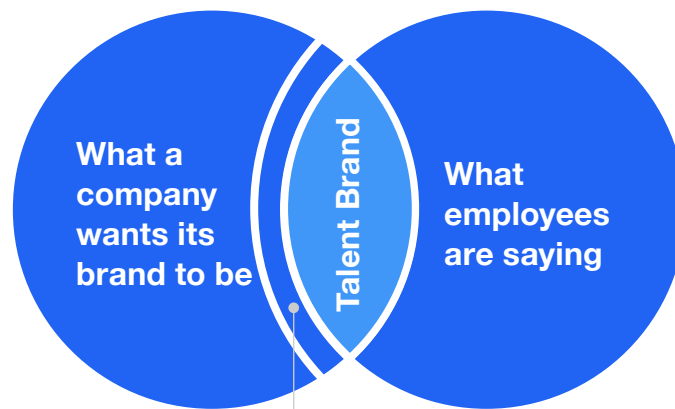
Talent brand is the “truth” in branding: the overlap between what your organization conveys and what employees say.



Talent brand:
elevating what
people are saying

In the diagram, you’ll see that talent brand contains two distinct parts:

1. What the company says
2. Reputation brand: what employees and candidates say



Effective employer brand:
the overlap of what
employees are
saying and what your
company wants its
brand to be

In short, if your employer brand is disconnected from what people are saying, people won’t believe the (marketing) hype. This disconnect will not only deter candidates from accepting your offer, but anyone who joined the company believing in a captivating employer branding message that turns out to be false could potentially become disillusioned, leave the company, write unfavorable reviews or tell colleagues about their experiences. (Or, worse, all of the above.)

01

Read the reviews (and respond)

Understanding what employees are saying about your company is more important than ever.

First, take inventory of what job seekers and employees are saying about your company. While it may be a difficult experience reading everything, good and bad, it's worth being informed.

By sorting through reviews, you'll get a better sense of what people are saying and what's important to them. For example, you may start to see a pattern or theme emerge in the reviews, whether it be negative feedback from a specific department, candidates sharing challenges around the interview process or employees saying they'd like to work from home.

On Indeed, head to your Company Page and search for specific topic areas or benefits, such as work-life balance, salary, perks and so forth. You can also sort reviews by division or role within the company (with Indeed Company Pages Premium).

If you don't like what people are saying, respond to negative reviews and share them with upper management to drive positive change. If you like what people are saying, think about ways to amplify those messages. With Company Pages Premium, companies can "pin" a positive review to the top of the reviews page so that's the first thing job seekers see when they visit. Company Pages Premium also offers analytics so you can see how you're doing compared to the competition.

Tips for responding to negative reviews

Listen and discuss.

Every review is an opportunity. Show you're listening and turn each piece of feedback into a constructive conversation by drawing attention to the positive aspects of your business.

Acknowledge feedback positively.

If you respond to a review, thank the reviewer while highlighting your strengths as an employer. It's helpful to show that you are constantly listening and improving.

Frontpoint took this approach when addressing a review that described a pain point for the reviewer. Even though the review was left by a former employee, Frontpoint responded by sharing how future employees can overcome the specific challenge.

Show that there's a human behind the account.

Responding to reviews can also show employees and job seekers that you care while showcasing your employer brand and personality. As you acknowledge and thank reviewers for their input, acknowledge the values you share and the common experiences everyone at your company can relate to.

02

Tune in to the right channels

Whether it's your organization's career site, a social media platform or your Indeed Company Page, once you've decided which channels are most important to you, gain access to them and focus on just those channels. If your company doesn't use a specific channel, now is the time to ask for it or get the approval to create an account.

Next, plan out your calendar of what to post when

Job seekers will be looking at those channels, whether you post or not, so provide them a glimpse of what it's like to work at your company.

Not sure what to post? Ask an employee ambassador to lead a short video tour of the office, do a snappy Q&A with a leader or show clips from an event. The key is to create short, meaningful clips that will provide an overview, not bore your audience. For ideas and inspiration, look at companies you admire and the content they're sharing and highlighting. The key is to make sure you offer information or something of interest to a candidate, not self-promotional content.

Post on topics that matter to candidates

How do you know if it's something a candidate would find interesting? Put yourself in the role of a job seeker and scroll through your company feed to see how long it takes you to get bored. If the content doesn't catch your attention immediately or remind you why you love where you work, it likely won't inspire those feelings from candidates. For competitive intel and ideas, take a quick scroll through competitors' feeds, too.



03 | Measure what's working and adapt

Partner with marketing

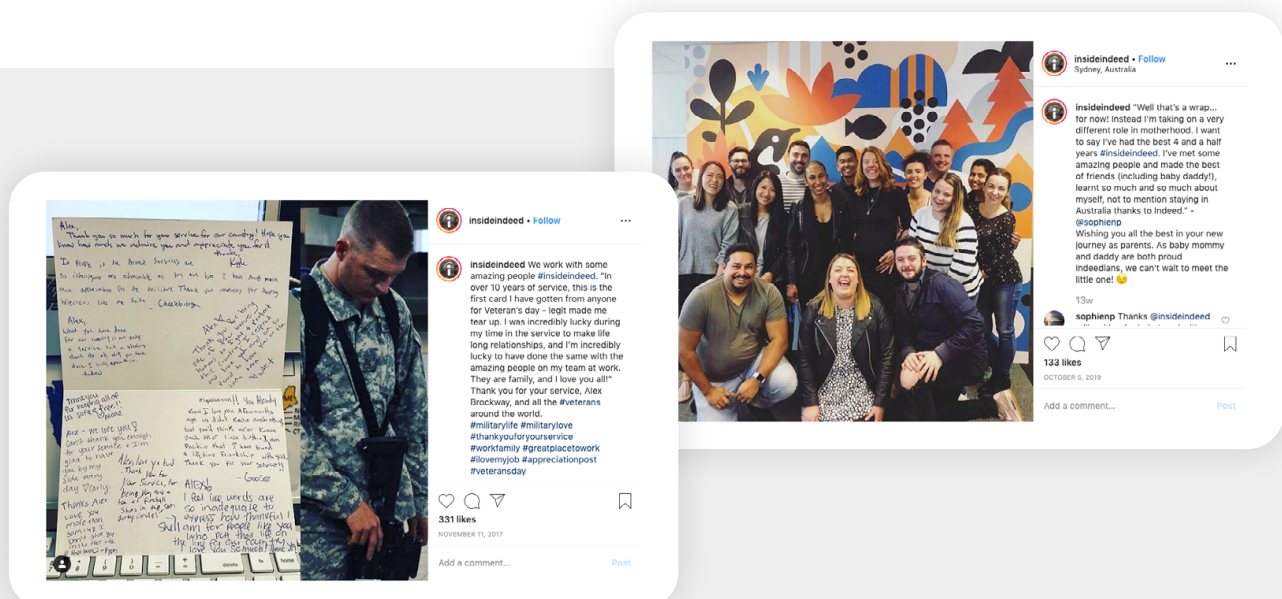
If you haven't done this before and it's new to you, work with your marketing team to figure out the right content, how and what to curate and the right cadence of posts. Once you've got a month of posts under your belt, ask them which posts performed best and adjust accordingly.

Make sure your content aligns with what your employees are saying

Discuss the point at which it makes sense to create dedicated feeds for your employer branding efforts. Some companies have blogs dedicated to employee stories while others have social feeds and videos. But remember, the best employer brand content aligns with what people are already saying.

Get employees telling your employer brand story online, too

One of the most powerful ways to tell your employer brand story is to encourage your employees to tell it. One strategy is to create a company hashtag and then reuse employees' content. At Indeed, we use the #insideindeed hashtag to encourage employees to talk about the company, their experiences and what they enjoy about their jobs. The content is then repurposed for our @insideindeed social feeds.



04

Engage employees

Incentivize employees to participate

It can be difficult to get employees to engage in using social media and hashtags to talk about work if this is a new activity for your company. Try turning it into a game or incentivizing participation. For example, you could reward the most active employees with gift cards or company swag.

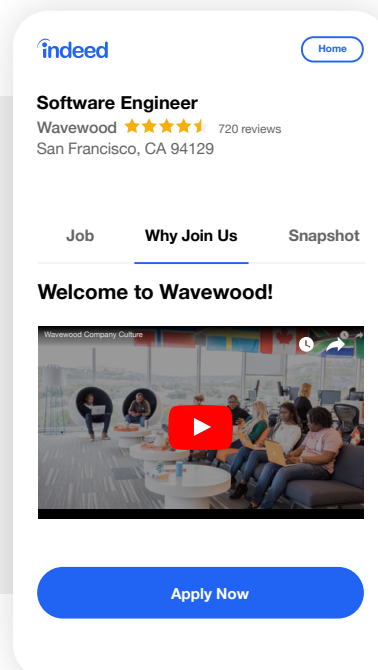
Find advocates

If your company doesn't already have brand ambassadors or employee enthusiasts, this is a great program to start. Request employee volunteers from each office location to serve as a spokesperson for the employees at that location. Engage them to help launch initiatives and generate new content. If you're new to this, don't get discouraged if you don't have a feed full of employee content overnight. It takes time to build up content, trust and a following.

You got this

We know you have a lot of responsibilities beyond talent brand at your company. Using these concrete steps, you can incorporate employee experiences and feelings that will make your employer brand feel much more authentic and strike a chord with job seekers (who will get inspired and apply, share positive reviews and hopefully become employees themselves).

Get tips for building your [Indeed Company Page](#) and how to promote your company culture to more than 250 million people visiting Indeed each month by visiting [indeed.com/hire/company-pages](https://www.indeed.com/hire/company-pages).⁷





Your next hire is here

Indeed helps people all over the world hire and get hired. Over 250 million people each month search for jobs, post resumes and research companies on Indeed.⁷

Get started today at indeed.com/hire, contact us at 1-800-909-5939 and find more insights at blog.indeed.com.

⁷Google Analytics, Unique Visitors, September 2018