



# Strengthen Your Talent Brand

4 Steps to Empowering Employees to Share Professional Content

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# You don't know it, but you're sitting on a gold mine

## Let's start with the good news...

You're effectively building your talent brand. Our [2015 Global Recruiting Trends](#) show that organizations are investing their efforts into social professional networks, which is the fastest growing source of quality hires. Sharing company related articles and blog posts with your social media followers are signs that you're doing the right things.

## Hate to break it to you, but...

You're ignoring one of your greatest assets: your employees.

Employees embody your culture and values, and are 3X more trusted than your CEO\*\*. To attract talent in today's digital age, you need to leverage your current talent's social networks to extend your talent brand even further. Imagine how candidates could perceive your company if more employees shared company and professional content across social.

## The great news is...

Fewer companies are empowering all of their employees to act as talent brand ambassadors. This is a huge opportunity to enhance your employer brand strategy.

It's a challenge, but don't worry, we're going to help you.

\* Source: LinkedIn Data

\*\* Source: Edelman Trust Barometer

A small group of people drive big results

Your employees' social networks are over

# 10X

larger than your company's followers\*

While only

# 2%

of employees share your company's social content, they're responsible for

# 20%

of your overall social engagement\*

# We make it easy

Getting your people to engage is tough. But when they do, it's mutually beneficial. When employees share knowledge across social media, not only do they establish themselves as thought leaders, they ultimately help you attract, recruit and hire talent. It's a two-way street.

That's why we created this guide. Consider this your roadmap to strengthen your talent brand by empowering employees to share content - as well as their own professional expertise - across the social sphere. There's four parts, each with executable tips. By the end of this guide, you'll know how to rally the troops, curate content, share it with employees and measure its impact.

Let's get started...



Build



Educate



Empower



Measure



# Build

Before you start asking employees to create and share content, take a step back to identify the right people to work with you.



When building your program, consider these two approaches:

## Go broad

Cast a wide net using a top-down approach with an internal cross-department tiger team. Gather 6-10 colleagues outside of Talent Acquisition to help evangelize content sharing. We recommend folks from Social Media, Corporate Communications, Marketing and department team leads.

## Start Small

A bottoms up approach allows you to start small and scale up. Focus on your top hiring priority, find your existing social stars in that group, and ask them to participate. Consultant **Lars Schmidt** suggests applying some lightweight peer pressure over 1:1 coffee chats.



*“Employees might be skeptical if HR or leadership pushes them to act. If they see their peers participating, they’ll be more compelled to follow suit and your initiatives can grow organically and authentically.”*



Lars Schmidt  
Amplify Talent



# Educate

Time to convince people to share content across social media.

Educate your employees using any of these 5 methods.



## Explain the Benefits

Employees might not understand why they should position themselves as social professionals. Here's what to tell them:

**"Be known as an expert"** Employees who share and create career-related content will get more LinkedIn profiles views, InMails and connection requests, ultimately elevating their professional brand.

**"Impact our business"** Employees who share company content help build their organization's talent brand, driving more LinkedIn Company Page followers, job views and applicants.

When Dell encouraged business lines to share content, they answered the question, *"What's in it for me?"*. Here are some examples:

- Build your credibility by sharing your expertise on LinkedIn and Twitter.
- Position yourself as a leader, and find talent like you to join your team.
- Build your network by connecting with new people.
- Learn something new by joining LinkedIn groups, following new people on Twitter, etc.

Every 6 pieces of content  
a LinkedIn member shares,  
it influences

6 job views

3 company page views

1 company page follower

6 profile views

2 new connections



## Provide Social Media Guidelines

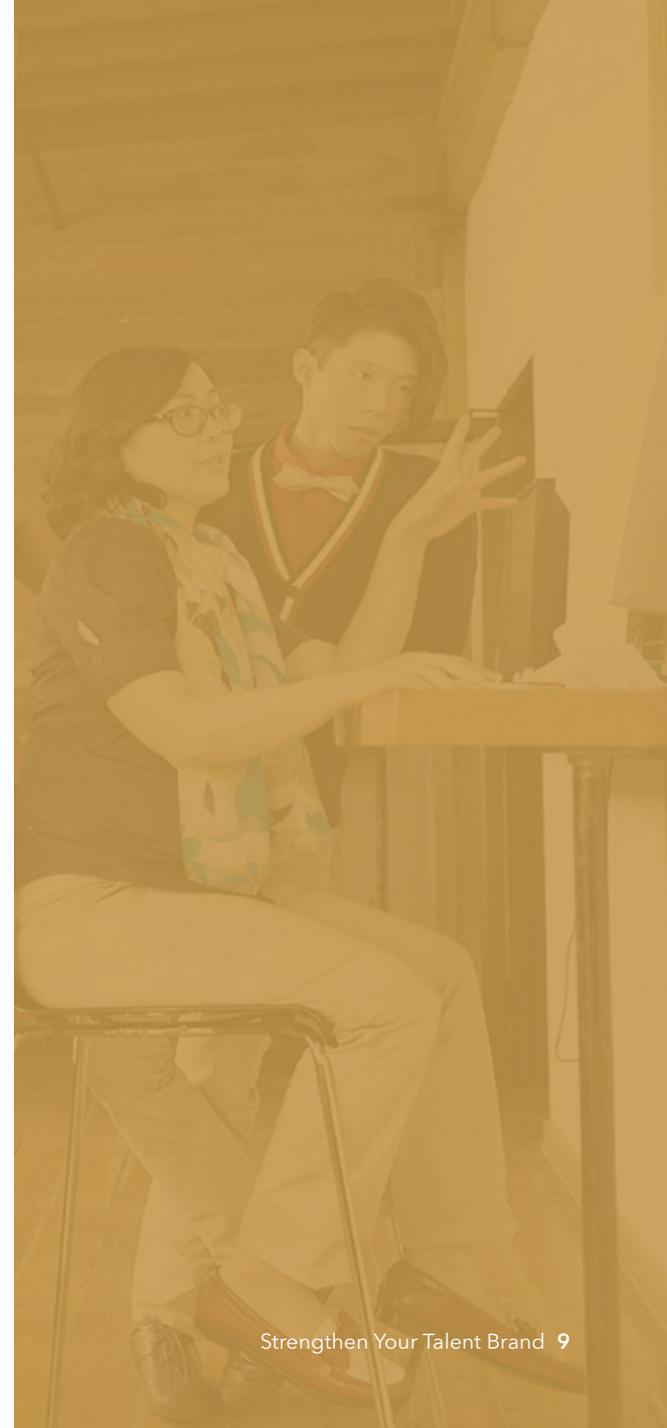
Employees want to know what content is and isn't appropriate to share. If you don't have time create a Do's and Don'ts list from scratch, leverage social media guidelines from your social media and corporate communications teams.

Don't forget to ask your employees to follow your company and talent-focused social media channels. Encourage them to like, comment and share!

## Training Sessions

To get employees comfortable using social media personally and professionally, **Adobe** and **Dell** created certification programs that include interactive training modules, monthly Lunch & Learns and "Power Hour" webinars. These sessions offer various ways to learn at scale.

Want something more on-demand? Scappy SlideShares, PowerPoint decks and short videos are timesaving ways to educate employees.





## Think like a Marketer

**Adobe** found it critical working with their internal communications partners. They built a marketing plan that included employee competitions, splashy videos, break room posters and giveaways. As a result, they achieved high awareness and fast adoption.

## Hit the Road

No matter how many emails you send, people still might not know what's going on. Follow up to digital communications with a mini-roadshow. Present at All-Hands and team meetings, or offer hands-on training sessions monthly. Good old face-to-face interaction builds trust and deepens commitment.

In 2014, Dell recruited **43** employees via regularly published posts on LinkedIn and SlideShare. **Read How**



*“If you don’t create a large-scale internal marketing plan, it will be a lot harder for you to succeed.”*



Cory Edwards  
Adobe



# Empower

Now that your employees are signed up to share content, how do you inspire them to start and continue? Read on.



## Curate Share-Ready Content

Make the most of your employees' limited time by collecting and suggesting relevant content for them to share simply and quickly. For example, send an email suggesting 2-3 blog posts, or send LinkedIn status updates and tweets that they can quickly copy, paste and post. To make their shares more personal and authentic, recommend they edit these share-ready updates to fit their personal voice.



Empower employees to become social professionals with **LinkedIn Elevate**. With one swipe on their mobile phone, employees can instantly share quality articles, blog posts and more on LinkedIn and Twitter.



## “Rock Your Profile” Sessions

Your employees are an extension of your talent brand, so they need to accurately represent that with up-to-date social presences. With your tiger team or talent brand ambassadors, run quarterly LinkedIn profile makeovers. Include 15 minute consultations and a headshot photo booth.

## Hook them in early

Onboarding is the perfect opportunity to lock-in eager talent brand ambassadors. Ask for 30 minutes at new hire orientation to explain how new employees can share their job experiences, and where to go for more info. It’s also the perfect time to for “Rock Your Profile” sessions.

Short on time? Pull tips and tricks from our **Rock Your Profile Tipsheet** and **6 Steps to Improving Your Recruiter Brand**.

\* Source: LinkedIn Data

## We know what you’re thinking

*“If I encourage employees to share more content on social networks, they’ll be more visible and poachable.”*

Perhaps. But, they’re more connected to potential talent and are a more trusted source of your company. Sharing content regularly can increase employee profile views by **6X\***. Consider their profile views your talent brand views.



## Meetups

Increase camaraderie and knowledge sharing by hosting monthly or quarterly meetups. Elevate top performers, welcome new members, and share best practices. Whether it's in-person or over video conference, make it informal and interactive by asking for feedback and leaving time to network.

## Shine the Spotlight

Employees want to be recognized for their contributions, so give them a shout-out via email or during team meetings. Compliment those who are creating and sharing content exceptionally well. Hootsuite went a step further, curating their employee's talent brand content onto a public-facing [Tumblr page](#).



*“If you help brand your people,  
they will help brand your  
company.”*



Jennifer Jones Newbill  
Dell



Identify top-performers with **LinkedIn Elevate's** analytics.



## Incentivize

There are many ways to motivate your employees to share professional content and talent brand experiences, and they don't have to be monetary. Here are a few examples of intangible and tangible rewards to consider:

### Awards

Get competitive with a monthly leaderboard and reward the top performers. Give awards like the Top Talent Brand Ambassador, Most Engaging Post, and Rising Star.

### Exclusives

When Dell Champions reach certain milestones, they are recognized by their peers and executive leadership. They also receive opportunities to participate in special assignments for fun Dell schwag.

### Gifts

Celebrate and thank ambassadors for their contributions with physical gifts (gift cards and schwag) or delightful surprises (cupcakes and happy hours).



# Measure

Congrats! Your employees are actively sharing content across social media! Ensure your talent brand and employees are successful with these measurement tips and tricks.



## Put a Hashtag On It

Hashtags do more than define and market your talent brand across social media. The string of hashtagged posts, tweets and photos help measure the impact of your program. Check out these top employer branding hashtags to see how companies leverage great content and active employees to build their talent brand:

#lifeatHP  
#nprlife  
#dreamjob  
#AdobeLife  
#LinkedInLife  
#insidezappos  
#hootsuiteLife  
#iwork4dell  
#targetvolunteers  
#gotripadvisor  
#tobeapartner  
#joblove



## Key Stats to Track

Measure success at the company and employee level by tracking these KPIs.

### Participants

When Dell and Adobe kicked off their talent brand ambassador programs, their focus was adoption. Measure new and total participants on a weekly or monthly basis.

### Posts

Get a sense of volume by measuring your talent brand hashtag. Use the native social media platforms or common social media tools like Tweetreach, Iconosquare, and Tagboard.

### Reach

Estimate the number of people who saw your employees' tweets and posts. Use free social media tools, or manually pull the number of followers of each employee.



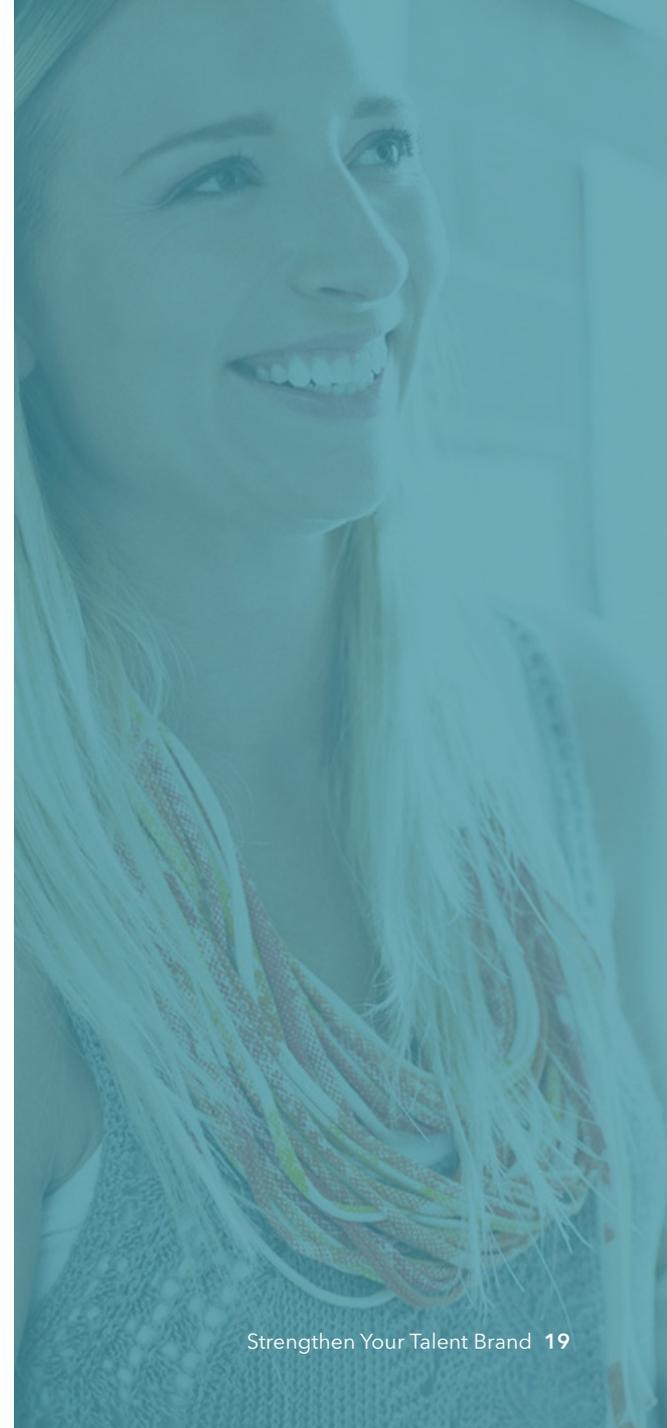
Rich insights in **LinkedIn Elevate** make it easy for you to see your influence (share rate, reach and engagement) as well as business impact (demographics, job views and hires). Employees get instant access to their personal stats, raising their profile and their ego.

# To Talent Brand, and Beyond

Now you're ready to strengthen your talent brand and empower your employees to share smart, professional content across social media. Remember that the tips in the guide are ideas to get you started. Similar to launching other programs, it takes time and experimentation to see which works best for your organization.

We can't wait to see what you do.

Would you recommend this ebook to friend or colleague? **Let us know here.**



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# About LinkedIn

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 347 million members in more than 200 countries and territories worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network. LinkedIn Talent Solutions offers a full range of solutions to help recruiting firms of all sizes recruit amazing talent, build their brands, and grow their businesses.

## Continue the conversation

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