

Inspiring tips & employer brand content to ignite your creativity



Top reasons people engage with content:



How-tos for posting response-related content:

Regardless of industry or customer base, organizations responding to our current climate are putting employees front and center. Focus on content addressing your organization's core values and the impact on employees & users.

Some ways to start:

- Highlight your organization's specific response and provide context around what you're doing
- Tag collaborating organizations & employees where relevant
- Include branded and trending hashtags
- Upload images or videos. (These can be low- or high-resolution visuals and should reflect our new normal by showing people at home, on the front line, social distancing, etc.)

North America

Medical device company, Stryker showcases content in two different, but equally compelling formats.

Stryker
636,824 followers
1w · 🌐

+ Follow ...

Our mission of making healthcare better has never been more important than it is today. Our customers on the front lines of the COVID-19 pandemic told us they were in urgent need of beds for patients. And that was the spark that triggered us into action to develop our new Emergency Relief Bed. We knew we had to help. Take a closer look at the story of grit, passion, and teamwork that went in to quickly help caregivers on the front lines of this crisis. #WeAreStryker
<https://bit.ly/2xRI5Hp>

stryker

Developed in 7 days
to meet the urgent need



[stryker.com/COVID19](https://bit.ly/2xRI5Hp)

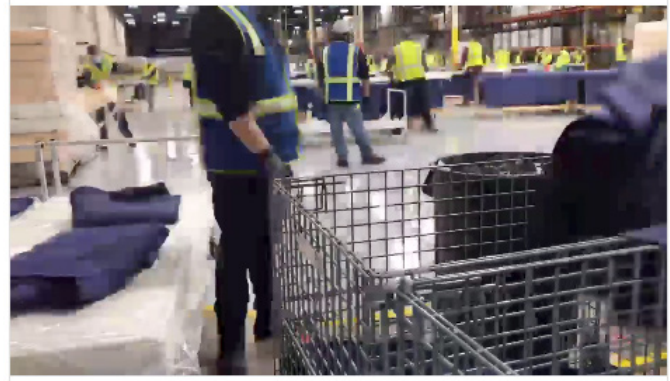
Stryker
636,827 followers
2d · 🌐

#WeAreStryker

Stryker Emergency Care
2,490 followers
6d · 🌐

+ Follow

We're moving as fast as we can to get you what you need - working around the clock to assemble, ship and deliver our new Emergency Relief Beds. Learn more:
<http://ow.ly/I08o50z9XOq>

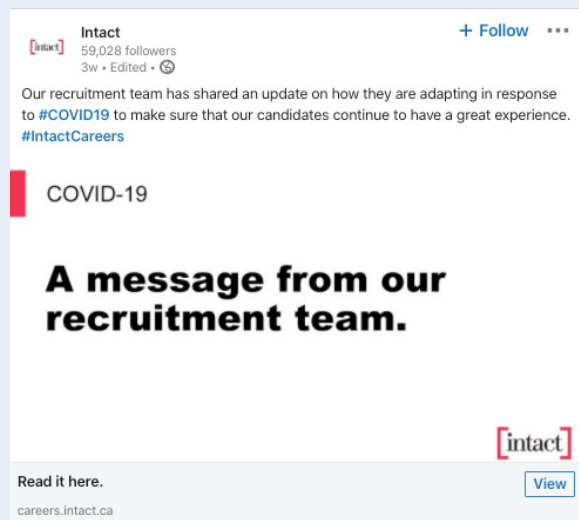


Emergency Relief Bed assembly timelapse

Stryker's straightforward graphic and time-lapse video illustrate how they are leveraging different storytelling methods to highlight how its employees are helping address the critical need for medical equipment.

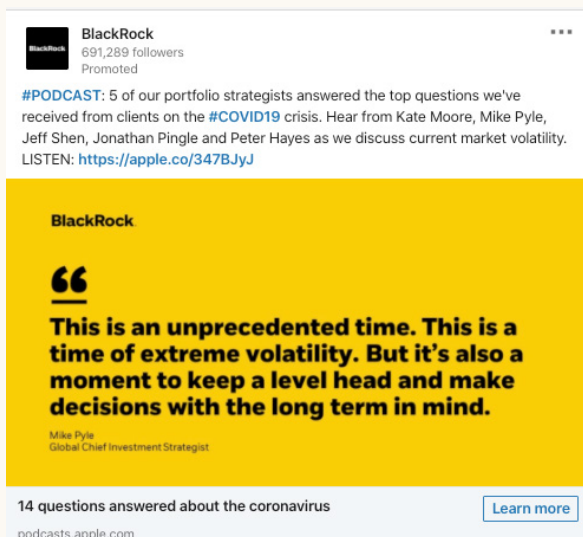
This post from financial company [Intact](#) features a bold image directing to their [blog](#).

[This post's](#) friendly, relatable tone and actionable information (virtual interview tips and tricks, anyone?) show that Intact remains committed to providing a world-class candidate experience in a completely virtual landscape.



Asset manager [BlackRock](#) pivots their investment podcast.

BlackRock investment strategists tackle top client questions in [this podcast episode](#), which spotlights their employees' expertise and values, and how they're supporting their customers through strategic thought leadership.



[Delta Air Lines](#) leverages impactful imagery and storytelling.

By [sharing this employee's story](#), Delta CEO Ed Bastian shows that, even during a crisis that has pummeled its industry, Delta is distinguished by its transparency, culture, and people.





Europe, Middle East & Africa

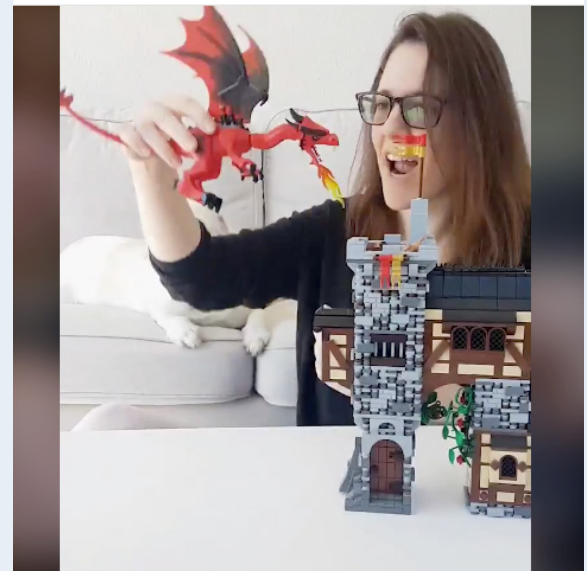
Toy company Lego showcases their employees in an engaging video.

Lego's mission to inspire and develop the builders of tomorrow is on full display in this simple, emotional video that features employees building Lego sets with their children during the quarantine.

the LEGO Group
615,248 followers
2w • Edited •

We may be staying indoors, but there is one thing our awesome colleagues are doing to help us and our families (and pets!) through it... BUILDING! Join us and share your creations with #LetsBuildTogether

More info -> <https://lnkd.in/eMJ2-W4>



RINA
128,401 followers
1w •

<I have recently changed my mind about smart working: now it means efficiency and concentration to me. Thanks to #remoteworking systems, my team and I have found a way to always be up-to-date, something that didn't happen so often in the office>.

Give a look at what our very own Andrea Pestarino thought about #smartworking Today he has a completely different idea.

#ThisIsRINA



Public safety company Rina posts a quick video.

RINA shows why you don't need a production team to create compelling video content with its "smartworking" series that highlights employees offering their work-from-home tips and tricks.



Leena Nair • 3rd+
Unilever CHRO | LinkedIn Top Voice 2018-19
2w • 🌐

+ Follow

Remember it's "Social" Distancing not "Emotional Distancing".

Anyone who knows me knows I'm a hugger. One of the hardest things about social distancing for me is the lack of human connection – and I know many of you will be finding this tough too. The safety of our people and their families is our number one priority and we know that social distancing is making a huge difference to curbing the spread of the virus.

For our @Unilever people reading this, please remember you are always only 1 conversation, 1 call or 1 click away from help and support. For everyone else, I hope you are getting the support you need from your company. I'm sending all of you a virtual hug.

#VirtualHug #Wellbeing #Stress #Unilever #UnileverLife #UniquelyUnilever #Covid19 #WorkingFromHome #WFH



Unilever stands out with an emotional image and message.

In fewer than 125 words, Unilever CHRO Leena Nair demonstrates empathy and compassion. “Anyone who knows me knows I’m a hugger,” she writes. “I’m sending all of you a virtual hug.”

Insurance company Generali shares thoughts via a blog post.

This blog post from Generali Group CEO Philippe Donnet acknowledges the difficulties people face across the globe and outlines how they’re supporting their workforce and the broader community, all while maintaining a hopeful and optimistic tone

Asia Pacific

Retail group [Woolworths](#) creates a great video to share their impact.

[This video](#) takes a statistic—Woolworths has hired more than 20,000 people to meet surging demand—and personalizes it by sharing human stories and showing the company's real-world impact.

Woolworths Group + Follow ...
129,561 followers
6d • Edited • 🌐


Over the past few weeks we've been pleased to offer 20,000 new roles to jobseekers across Australia.

Many of these new team members have been redeployed from other businesses affected by COVID-19 restrictions.

Qantas cabin crew members James and Judy Shortt are two of these new recruits who are helping us serve our customers until they return to the skies.

Hear what they have to say about their experience so far, and why they picked Woolworths.

[#customerservice](#) [#bettertogether](#) [#qantas](#) [#woolworths](#) [#workingtogether](#)




Woolworths recruits the Shortt family



Financial company [Suncorp](#) shares employee snapshots.

With simple, direct language and a few employee photos, Suncorp [communicates](#) how they value and support their community in an authentic, meaningful way.

 **Suncorp Group**
81,178 followers
2w · 🌐

[+ Follow](#) ...


A sincere thank you to all our people for working tirelessly to ensure our customers and communities are served and supported during this unprecedented time.

At [#Suncorp](#), we understand our people are at the heart of everything we do, and we recognise your incredible contributions and how you're all continuing to go above and beyond.

By providing essential banking and insurance services, you're helping those who need it most.

Please take care of each other and remember [#wereinthistogether](#)



 **OCBC Campus**
1,158 followers
1w · Edited · 🌐

[+ Follow](#) ...

While the COVID-19 situation evolves, OCBC Bank is ensuring that learning opportunities continue to be available to our people. Banding together with our ecosystem of learning partners, OCBC Campus has gone virtual so learning does not stop while we practise heightened safe distancing. We are leveraging a suite of digital tools to build an online community of learners.

Watch how OCBC Bank is unwavering in our support for our employees despite challenging times!

This video compilation was shot in early March.

[#CampusGoesVirtual](#)
[#OCBCcampus](#)
[#SGUnited](#)



[OCBC](#) steps out with a video showcasing their new program.

OCBC released this [engaging video](#) spotlighting employees to announce the launch of their virtual learning and development programs.