

Navigating employer branding in the new normal



Table of contents

Introduction 3

It's not business as usual.

How to communicate your employer brand now. 4

- Be supportive. Stay connected.
- Bring your values to life.
- Tell human stories.
- Embrace people virtually.
- Build community.

Conclusion 10

- Bottom line? Nurture your culture.

Introduction

It's not business as usual.

As everyone navigates through today's new normal, the world is increasingly turning to trusted platforms to stay connected and understand how companies are reacting to these evolving times. This is a defining moment. And your **employer brand** — the perception of your company as an employer by past, current, and potential employees — matters more than ever, especially in building and maintaining business relationships.

But how you should be talking to your employees, candidates, and community has dramatically shifted. In the following pages, you can learn helpful suggestions on how best to communicate through these evolving times.



40%

of LinkedIn Members report reading the news more frequently along with 30% checking social media more often to stay up-to-date as the result of the COVID-19 outbreak.*

* LinkedIn survey data, March 11 - 17, 2020





How to communicate your employer brand now.

It's easy to feel overwhelmed and lose focus on what matters most right now. But acting decisively, stepping up, and prioritizing your employer brand is what people may remember most during these times. Communicating empathy and authentically showcasing your company is a better short- and long-term solution to grow loyal and lasting connections.

Do you know how to answer these questions? If not, it's OK. We can help.

- 1 How are you displaying your culture and values?
- 2 How are you talking to your community?
- 3 How are you supporting your employees and candidates?

How to communicate your employer brand now.

Be supportive. Stay connected.

While technology is crucial for collaboration, keeping spirits high and helping teams thrive are also key. Support employees with resources that help them do their jobs better. Also, focus on staying connected — from virtual gatherings to company-wide initiatives — to keep your culture alive. But be mindful of tone, timing, and delivery.

LinkedIn

LinkedIn **hosted a sing-along session** with over 85 of their employees' kids.

The LEGO Group

The LEGO Group exhibited their company culture through **fun virtual communications and activities**.

BT Group

BT Group **shared productivity tips** to ensure their workforce and their network are work-from-home (WFH) ready.



LinkedIn Learning is a great resource to help employees advance their skills.



“How companies treat employees during this pandemic will define their brand for decades.”

Mark Cuban

Entrepreneur, *Shark Tank* Shark, Investor, and Author



How to communicate your employer brand now.

Bring your value to life.

Big or small, everything you do can help make a difference — whether it's showcasing company values, supporting employees, or helping your local community. And companies of all sizes are increasingly identifying and executing ways to support response efforts.

Everytable

Everytable, a California café, **launched a help line** to ensure their community has access to healthy meals during this time.

3M

Mike Roman, CEO of 3M, announced the company's plan to **increase production for critical medical supplies** to impacted cities.

LVMH

LVMH **pivoted their production strategy** to help meet increasing demands for medical supplies.



Start thinking about how you can contribute to your local community. It's a good way to show support and help the greater cause.

How to communicate your employer brand now.

Tell human stories.

Use this time as an opportunity to humanize your employer brand. Leverage hashtags and employee-generated stories to source and organize content. Consider sharing positive, upbeat imagery associated with virtual collaboration, communication, and team-oriented work environments as a brief respite from the news.

Deloitte

Deloitte has a **series featuring their employees' WFH situations**. Executives set a strong example for their team by sharing content using the **#DeloitteWFH** hashtag.



A relevant hashtag that resonates like our #InItTogether, which connects 690+ million LinkedIn members, can help spark supportive conversation.





54%

of senior leaders report that their companies are implementing **virtual events** as a result of the coronavirus outbreak.*

How to communicate your employer brand now.

Embrace people virtually.

Where possible, more companies are going remote or promoting flexible working arrangements to keep employees safer. Learning new ways to collaborate and keep business as close to normal as possible, organizations are opting toward virtual recruitment processes by hosting online events, fairs, and interviews.

Commonwealth Bank

Commonwealth Bank **promotes open roles with the flexibility to work from home** in today's uncertain environment.

Ernst & Young

Ernst & Young now **hosts virtual career-information sessions** as a new alternative to graduate career fairs.

GlaxoSmithKline PLC

GlaxoSmithKline PLC has announced that they're still hiring, but have transitioned to **virtual recruitment** to keep candidates and employees safe.



Platforms like [LinkedIn Events](#) let you broadly share virtual events and bring attendees together digitally before and after to encourage conversation.

* LinkedIn Platform Survey, March 2020

How to communicate your employer brand now.

Build community.

We're all in this together. While staying silent can seem more sensitive, showing solidarity can feel far more supportive to your team — especially when working apart. You can bring your network together with messages of empathy, news, or inspiring innovations through [LinkedIn Live](#) keynotes.

Ideal Bite Community Kitchen

Restaurants like Ideal Bite Community Kitchen let their food do the talking by **donating to communities in need.**

Guinness

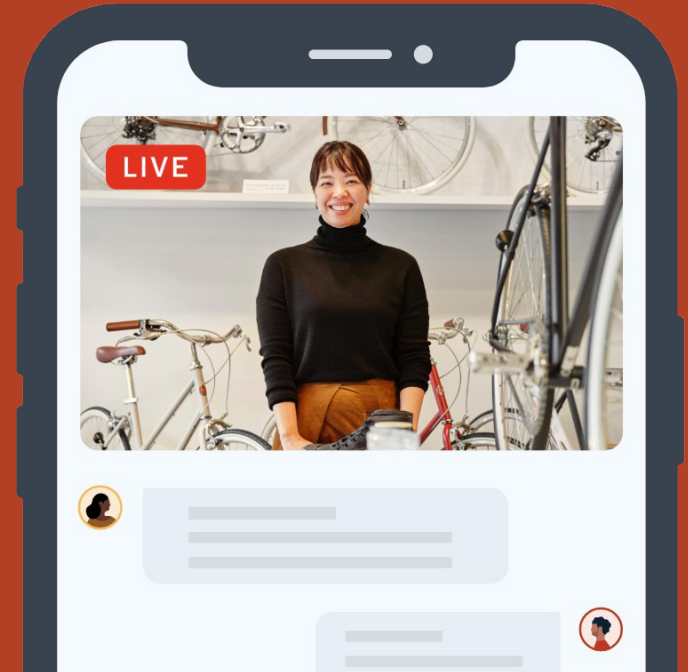
Guinness, a Diageo brand, stood with its industry and **pledged £1 million to support bartenders.**

L'Oréal

L'Oréal announced their **European solidarity program** to contribute to the fight of COVID-19.



Broaden how you define your community – from those receiving goods and services to suppliers, virtual collaborators, and beyond.



“ In this unprecedented crisis, it is our responsibility to contribute to the collective effort in every way possible.”

Jean-Paul Agnon

Chairman and CEO of L'Oréal

Bottom line? Nurture your culture.

Now is not the time to go quiet. It's the time to double down on communication that illuminates your company's remarkable culture. What you do now matters.

While doing right by your employees is essential, so is letting your network know the decisions being made and how they could be impacted. Be open about your current challenges, but also embrace how your brand is innovating during these uncertain times. Be tirelessly empathetic and human.

Investing in your employer brand can benefit you today — and tomorrow.

Get in touch with a LinkedIn Talent Solutions specialist →

[Subscribe to our blog](#)

[Connect with us on LinkedIn](#)

[Follow us on Facebook](#)

[Follow us on Twitter](#)

Learn how LinkedIn can help strengthen the bonds with your talent community.



Plan

Use data to inform difficult hiring and recruiting decisions.

[Talent Insights](#)



Find

Search, connect with, and manage your top candidates in one place.

[LinkedIn Recruiter](#)
[LinkedIn Talent Hub](#)



Post

Post jobs to reach candidates you won't find anywhere else.

[LinkedIn Jobs](#)



Attract

Showcase your company culture and spotlight jobs with targeted ads.

[Career Pages](#)
[Recruitment Ads](#)
[Pipeline Builder](#)