



Employer Branding Essentials

4 Tips Inspired by LinkedIn's Top
Attractors Ranking

Introduction

Your reputation as an employer is everything. If you have a good one, top candidates want to work for you and employees want to stay. If you have a bad one, it will cost you. Employers who don't invest in their reputations pay up to \$4,723 more per employee hired, and half of candidates won't even consider working for a company with a bad employer brand, no matter how high the salary offer.¹

To better understand what makes a great employer brand, we recently published [Top Attractors, Where the World Wants to Work Now](#). Based on billions of interactions between 433M+ members and millions of companies on LinkedIn, we uncovered the organizations that are making people want to join – and stay.

The winners have several practices in common, and we'll explore each of them in this guide. Companies of all sizes can incorporate these tips at virtually no cost. Read on to learn how to create a solid strategy that will improve your brand.



\$4,723

The additional cost per employee hired, when an employer fails to invest in its reputation.

¹ Burgess, Wade. [Research Shows Exactly How Much Having a Bad Employer Brand Will Cost You](#). 30 Mar 2016.

How did we determine the Top Attractors?

We assessed companies on four factors to determine who was most sought-after:

Reach

How well-known they are.

Engagement

How much interaction their content receives.

Job interest

How much interest their jobs generate.

New hire staying power

How well they retain new hires.

We observed how much our 433M+ members discovered and engaged with employers, applied to jobs, and whether new hires stayed after joining. You can track these employer brand metrics as a company too.

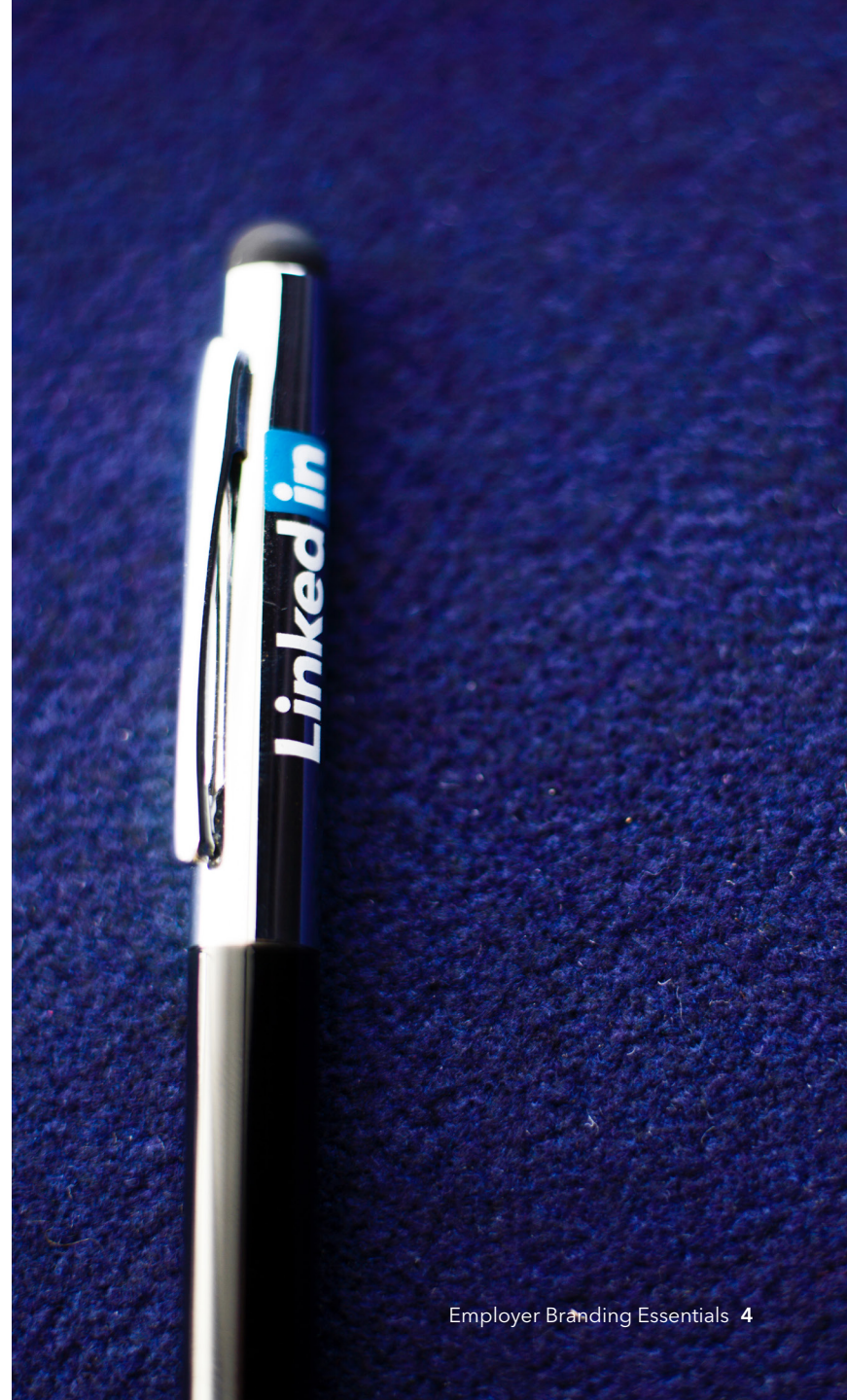
The following tips are inspired by the Top Attractors and how they achieved outstanding scores on each of the four factors.



How can my company build a better employer brand?

If you want to build and promote your employer brand as the Top Attractors have done, LinkedIn is the natural place to start. As the largest professional network, it's a platform where you can both strengthen your culture and show that strength to the world.

Let's take a look at how you can use LinkedIn to boost your reach, engagement, job interest and new hire staying power.



1

Expand your reach: rally employees to spread the word about your company

Your employees are your unofficial recruiters and marketers, and the key to making your brand more well-known. Show them how to use LinkedIn and other social media to best represent your brand, and they will amplify your message further than any official channel ever will.



Encourage employees to update their profiles

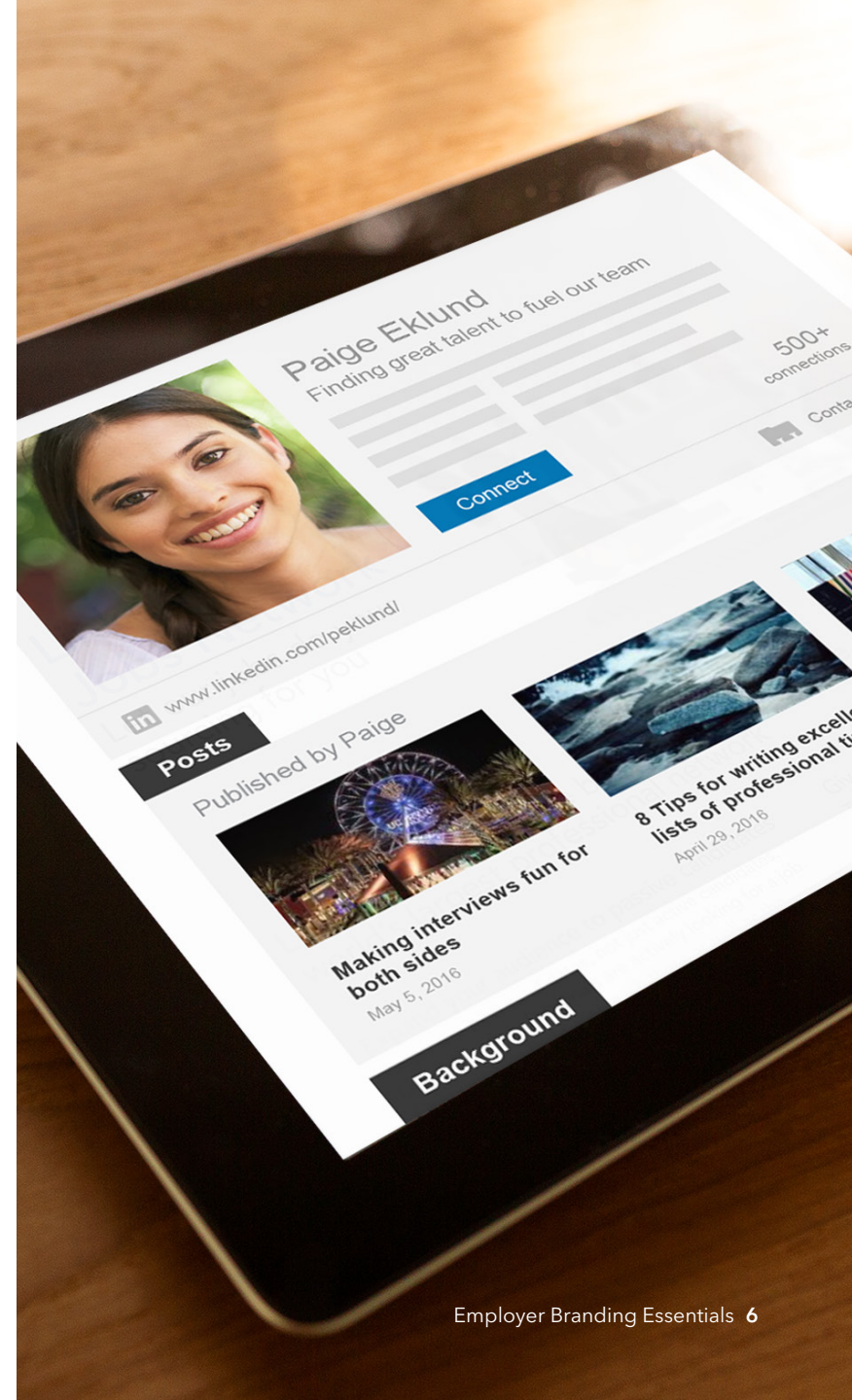
Every employee on LinkedIn is an opportunity to brand your company as a desirable place to work. The more complete your employees' profiles are, the more likely top talent will see them.

Great profiles have a fresh [photo](#) and [headline](#), compelling [summary](#), and updated experience section. They include content that show what it's like to work at your company too, such as these [videos](#) and [SlideShares](#) do.



For more profile inspiration and tips, check out [6 Steps to Building Your Recruiter Brand on LinkedIn](#) and other [great examples of headlines](#) and [summaries](#).

To motivate your employees, show them a clear, easy path to action. It can be as simple as a one-hour profile tutorial when onboarding new hires or a how-to session during lunch.



Support employees when it comes to expanding their networks

Every time your employees interact with content on LinkedIn, that content reaches the people in their networks. The more relevant connections your employees have, the more eyeballs you can get on your employer brand content.

Show your employees how to use the “People You May Know” tool and how to search their connections to surface new contacts.



Make it easy for employees to post and engage with content

The more your employees join the conversations on LinkedIn, the greater potential for your employer brand to shine. Everyone can follow LinkedIn Influencers and Pulse channels, join groups, and publish long-form blog posts. When your employees comment on, ask questions, offer advice, like, share and interact over news and opinions, they increase your company's virtual presence.

To get employees to post and engage with content, leading by example will have the most impact. If you and your company leaders are active, many employees will naturally follow suit.



2

Build engagement: reach talent via Company and Career Pages

Your Company Page is your official presence on LinkedIn. It's where you display your overall brand and what your organization does.

Your Career Page is an extension of your Company Page and is the central hub for your employer brand. It's where you showcase your culture, vision and the career paths you offer.



Post high-quality, valuable content

Since your followers have an interest in career opportunities at your company, share content that will pull them in further. Post stories about an employee's day-in-the-life, career transformation, or perspective on your culture. Put a spotlight on your mission and values.

Use images, videos, and SlideShares to keep things fresh, exciting and share-worthy. Updates with images get 2X as many comments and those with video get 1.5X as many shares.² For more inspiration, check out our [Content Marketing Guide for Talent Acquisition](#).

Remember to encourage your employees to engage with your company content too. Show them the way by being active yourself.



Bonus tip

Use Sponsored Updates to send your message to just the right candidates. Sponsored Updates can raise your brand awareness, generate quality leads, and promote deeper relationships with your targets by extending the reach of your updates. Want more details? Check out **3 Reasons to Use Sponsored Updates to Boost Your Employer Brand**.



2X

Updates with images get twice as many comments



1.5X

Updates with videos get 1.5X more shares

² LinkedIn Company Pages & Followers Playbook Jan 2013.

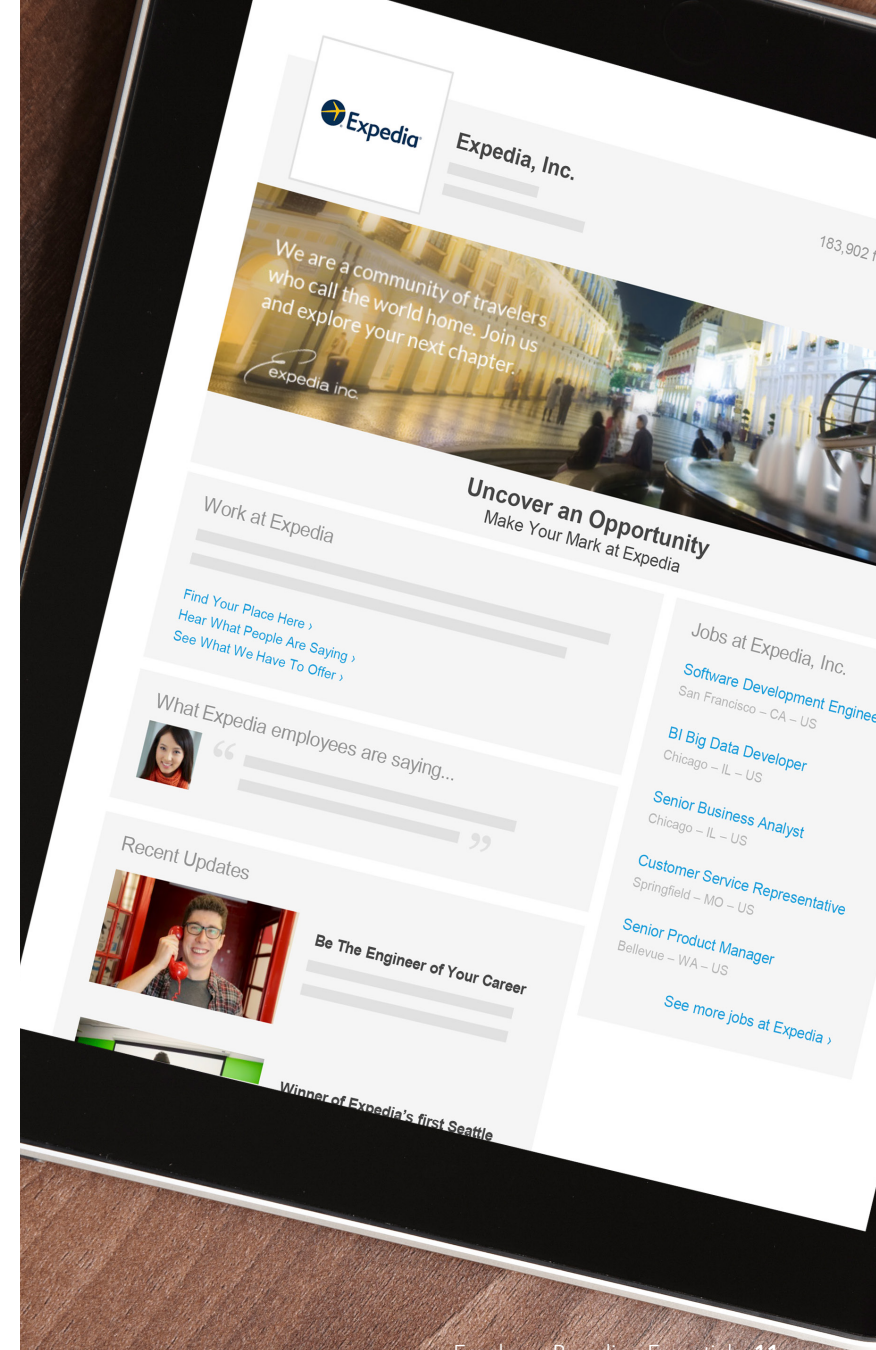
Bring your pages to life with rich media

Images, videos and SlideShares all help attract visitors and followers to your pages too. Feature employee testimonials on your Careers Page to further strengthen your message.



Bonus tip

Adapt your Career Page content to viewers based on their LinkedIn profiles – by candidate's job function, industry, geography and more, to deliver personalized web experiences.



Add free 'Follow' buttons

People tend to follow companies they are interested in working for. When someone follows your company on LinkedIn, that action spreads through his or her network as an update, motivating others to follow as well.

You can attract followers from the Follow button on your Company and Career Pages, but you can also do so from your website, candidate communications, and employee signatures by embedding the Follow button in these places too. [Get the button here.](#)



Bonus tip

You can attract the precise candidates you want by advertising your Company Page to members in specific industries, companies, and regions.



3

Boost interest in your jobs: talk company culture in your descriptions

Your job descriptions are often the first contact candidates have with your company, so they are prime real estate for promoting your employer brand. LinkedIn has millions of jobs and distributes them to candidates based on skill sets, but it's your descriptions that will compel them to view and apply. Describe what it's really like to work at your company, and you'll appeal to more candidates.



To get more views, stick to standard job titles

Don't get too creative with your job titles. Candidates will be less likely to click if they don't understand what you're looking for. Use keywords commonly used in profiles and job searches so LinkedIn's algorithms match and deliver your job postings to the most relevant candidates.

To get more applies, show off your culture and values

The #1 thing candidates want to know about before applying to a job is the company's culture and values.³ Your job descriptions are a perfect place to demonstrate them. Yes you need to include skill requirements, but you should also describe work life at your company. Be as honest and authentic as you can and you'll get more of the right talent applying.



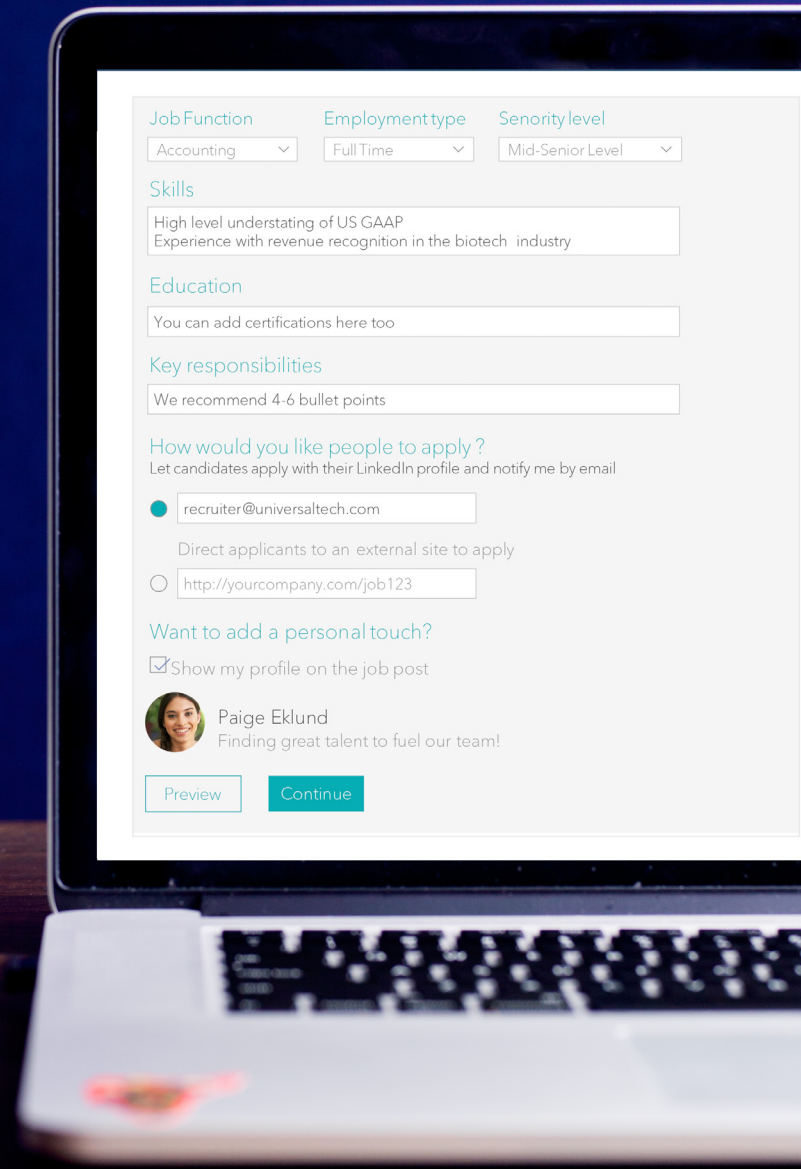
Check out our [7 Tips for an Irresistible Job Description](#) for inspiration and more tips.



Bonus tip

To give high-priority positions extra oomph, consider placing **Work With Us** ads on employee profiles or **sponsoring jobs**.

³ LinkedIn's Global Talent Trends Report 2016.



4

New hire staying power: onboard well, build skills, and pave the way for advancement

Your employer brand is just as important to your employees as it is to your candidates. It's a force that helps keep them. If you empower them with tools, skills, and information so that they thrive, you will make them happier and more satisfied. Happier and more satisfied hires make better brand promoters and will be more likely to stay.



Ensure the candidate-to-employee transition is smooth

To retain new hires, a solid onboarding process is critical. It's the natural and expected extension of a great candidate experience, and a signal of employer brand strength. Do it well and you set your employees on a path to job satisfaction, improved productivity, and ultimately, a long tenure at your company - all of which will save you money.



Download our [Onboarding in a Box Toolkit](#) for all the tools and resources you need to develop a great new-hire process.



Arm your employees with new skills and knowledge

Giving employees learning and development opportunities is a win-win: it makes them more productive and confident at work, and it builds trust and loyalty by demonstrating your company's interest in their long-term goals.

Providing on-the-job training is one concrete ways to do this, but it doesn't have to break the bank. Facilitating mentorships and leadership programs are two low-cost ways to help your employees thrive too.



Bonus tip

Lynda.com **courses** and **Learning Paths** are also great resources for giving your employees the skills and knowledge they need to get ahead.



Create and highlight career advancement opportunities

The #1 reason people leave their jobs is lack of career advancement opportunities.⁴ Oftentimes, it's a matter of employees not knowing about them. Making new hires aware of internal opportunities and how to advance toward them is a smart way to keep them happy.

Be sure to put those opportunities in front your talent. Use good old fashioned word of mouth to promote openings at department and team meetings, and in one-on-ones with managers.



You can find out about developing a more formal internal hiring process and other fresh ideas in [3 Ways to Increase Employee Retention](#).



Bonus tip

LinkedIn can raise awareness about your internal opportunities for you via internal **Work With Us** ads or the Internal Jobs Recommendation tool.



⁴ LinkedIn's Global Talent Trends Report 2016.

Additional Resources

Building a strong employer brand on LinkedIn starts with building a strong employer brand, period. Neither happens overnight. But if you invest in increasing your reach, engagement, job interest and new hire staying power, you'll be well on your way.

For more tips on how to define, promote and measure your employer brand, download our [Employer Brand Playbook](#).

About LinkedIn Talent Solutions

Attract, recruit, and empower the best people for your business with LinkedIn. Get access to quality candidates – active and passive, external and internal – on the world's largest professional network of 433M+ candidates.

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