The essential employer branding handbook
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Why your employer brand matters

Your employer brand puts a spotlight on your organization’s values and mission so that candidates get a deeper understanding of what it’s like to work at your company.

By actively demonstrating the ways in which your company culture aligns with the needs and priorities of job seekers, you’ll attract talent who’ll want to engage with your company and apply to open roles.

The key to building an effective employer brand is crafting a clear and consistent story. Every touch point, from your website to your LinkedIn Page, plays an important role in shaping it. This guide will provide you with tips and resources to help get you started.

75% of US job seekers consider an employer’s brand before even applying for a job. ¹

¹ LinkedIn Talent Solutions, The Ultimate List of Employer Brand Statistics.
Engaged employees showcase company culture through word of mouth and social media

Employee life and culture impacts an employer’s brand

A strong company culture bolsters employee engagement and shapes a company’s brand.

Your employer brand is how you communicate this culture to attract candidates.

Did you know?

143% higher headcount growth for companies rated highly on open and effective management

2 LinkedIn Global Talent Trends, 4 trends changing the way you attract and retain talent, 2020.
Connecting with stakeholders

Your employer brand should reflect what life at your company is like and embody your culture, mission, and values.

Speak to stakeholders across various departments (ex: sales, engineering, finance) to get the full story and ensure your brand aligns with company goals and speaks to the talent you’re targeting.

Six questions to ask stakeholders

☐ What are the long- and short-term objectives for our employer brand?
☐ How would you describe our company culture?
☐ How much awareness does our target audience currently have of us as an employer?
☐ What candidate traits are we looking for?
☐ What are candidates saying about our company online? What about employees?
☐ What are three ways we can promote our employer brand externally?
Tips to get you started

• **Build a roadmap.** Make sure to outline milestones and steps based on your budget and priorities. This will help you stay on track and keep everyone accountable.

• **Create a backup plan.** Build different versions of your roadmap in case priorities change — like a scaled-back plan for a smaller budget, or whether you’re targeting active or passive job seekers.

• **Gather existing content.** The best content comes from your employees — look or ask for photos, videos, and testimonials. Make sure you have permission from them to share.

• **Delegate strategically.** Assign tasks based on strengths and, if possible, involve other employees to boost your engagement and employer brand.

• **Think long-term.** When evaluating employer-branding solutions, consider what you’ll need to establish and maintain your brand, and whether it will be able to scale with your business.
Build a diverse talent pipeline.
Note what a qualified candidate looks like and use this to inform the following priorities.

Update your job descriptions.
Start with a template then personalize to reflect your brand.

Refresh your LinkedIn Company Page.
Learn how to add your company Commitments.

Update your LinkedIn Career Page.
Start a file folder for all the photos, videos, and testimonials you’ve gathered.

Top priorities:

Boost your social media presence.
Make it easy for candidates to follow your employer brand with a dedicated social account. Ex: @WeAreNetflix and @microsoftlife.

Create eye-catching visuals. Use design tools like Canva or Adobe Spark to create professional-quality visuals that will grab candidates’ attention.

Secondary priorities:

Creating a prioritized checklist

Not sure which tasks to tackle during your ramp-up period? Here’s a sample checklist for inspiration and to help you get started.

Bonus tip: Add details to your checklists, such as links to resources and specifics (examples in italics). This will help you be more efficient and stay organized.
Tips to make your Company Page stand out

1. **Use a bold banner image.** Your top image is prime real estate and your first chance to make an impression. Use it to announce a new product, celebrate an award, or promote an upcoming event.

2. **Craft a punchy headline.** Your headline is the place to summarize what your company does, your mission, or the type of talent you’re looking for in a short, digestible snippet.

3. **Showcase your culture in the “Life” tab.** The “Life” tab gives you the opportunity to introduce your leadership team, feature employee testimonials, and display videos from key events.

4. **Inform, inspire, or entertain.** Posting videos, photos, news articles, and polls on your Company Page are just some of the ways to keep employees engaged and feeling connected to your company.

5. **Keep your “About” section focused.** The “About” tab gives you space to discuss your products and services, mission, and history in more detail. This is a great place to add information about flexible work options, which job seekers are actively looking for.

💡 For more tips, check out this blog post.
Amplifying your values and attracting engaged job seekers

Add featured Commitments.
Demonstrate how your company is committed to upskilling employees, creating work-life balance, and engaging in social change by adding featured Commitments to your Company Page. This helps job seekers understand what it’s like to work at your organization at a glance.

These Commitments are featured prominently on your “About” section and showcase your promises to your employees and the broader community.

Add up to five Commitments for free to your Company Page, including:
- Diversity, equity, and inclusion
- Career growth and learning
- Work-life balance
- Social impact
- Environmental sustainability

80% of Gen Z who plan or hope to leave their current role are seeking opportunities better aligned to their values.3

3 LinkedIn Workforce Confidence Index research, February 2022.
Building a pipeline of candidates who share your values

Review your Talent Interest Pipeline. Save your recruitment team time with a robust pool of potential job candidates who’ve expressed interest in your company and its values.

The Talent Interest Pipeline feature makes it simple for members to submit their profile information by clicking a new “I’m interested” button located on the “About” section of your Company Page.

Once they submit their interest, you’ll be able to tap into an automated pipeline of engaged candidates through Recruiter Spotlights.

4 Available to LinkedIn Career Page customers Spring 2023.
Take your employer brand to the next level with LinkedIn Career Pages.

Attract quality candidates by putting your company culture and job opportunities in the spotlight.

Make an unforgettable first impression with a Career Page.

Show off your company culture.
Easily upload photos and videos that showcase what’s unique about your company.

Target qualified talent.
Customize what viewers see based on what’s most relevant to them so you reach qualified candidates sooner.

Showcase your jobs.
Use the dedicated tab for your jobs to automatically show every visitor personalized job recommendations and insights.
Building your employer brand is now more important than ever.

Your employer brand has an impact on how your company is perceived by candidates. Whether you’re hiring now or in the future, investing in your brand will help increase the quality of your candidates and decrease your recruitment costs.

By creating an honest and engaging view of your company, you’ll attract qualified candidates who are committed to your company values and mission.
LinkedIn’s Talent Solutions help talent professionals hire efficiently with a single platform. Providing access to the world’s most dynamic professional community, real-time market data, and the ability to intelligently match open roles to qualified candidates so they can attract, source, and connect with people based on a deeper understanding of the individual.

For additional resources, visit our Employer Branding site.