






# The essential **employer branding** handbook



# Table of contents

	Why your employer brand matters	p. 3
	Connecting with stakeholders	p. 5
	Creating a prioritized checklist	p. 7
	Amplifying your values and attracting engaged job seekers	p. 9
	Building your employer brand is now more important than ever	p. 12



# 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.

<sup>1</sup> LinkedIn Talent Solutions, [The Ultimate List of Employer Brand Statistics](#).




of US job seekers consider an employer's brand before even applying for a job.<sup>1</sup>



# What is an employer 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<sup>2</sup>

<sup>2</sup> LinkedIn Global Talent Trends, 4 trends changing the way you attract and retain talent, 2020.

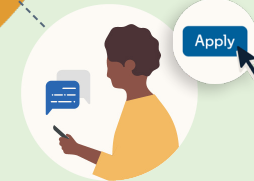
Engaged employees showcase company culture through word of mouth and social media



Employee life and culture impacts an employer's brand



Engaging employees improves employee experience and culture



A strong employer brand attracts talent

# 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.



# 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.



## Top priorities:

- 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.*

## Secondary 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.*

# 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](#).


**1**



We've been changing the way people eat for **10 years**.  
Thank you for supporting us along the way.

**HelloFresh**  
Delicious achievement every day.  
Consumer Services · Berlin, Berlin · 239,988 followers

**2**




**Toast**  
We empower the restaurant community to delight guests, do what they love, and thrive.  
Computer Software · Boston, MA · 72,098 followers

**3**

Home About Products Posts Jobs **Life** People Insights M

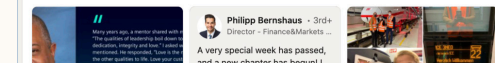
Discover Siemens < Previous Next >

Siemens Canada Siemens in the USA **Life at Siemens**




**Trending employee content** < Previous Next >

Photos and videos from Siemens employees




**4**


**Microsoft**  
16,101,474 followers  
1mo · 🌐

 **Kathleen Hogan** · 2nd  
Chief People Officer & EVP, Human Resources  
1mo · 🌐 [+ Follow](#)

As I meet with HR leaders across industries, it's clear there is no single blueprint for the future of work. At [#Microsoft's](#) recent CHRO Connections event, I gathered with Chief HR Officers and thought leaders to dis ...see more



**5**



**goodr**  
Sunglasses

**goodr**  
We're recklessly committed to fun...blah blah blah sunglasses.  
Sporting Goods · Inglewood, CA · 2,639 followers

See all 81 employees on LinkedIn

[+ Follow](#) [Visit website](#) [More](#)

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**Overview**

We are recklessly committed to fun, blah, blah, sunglasses.

We started goodr because we think working out is fun and your gear should be too. At our core, we're creating fun, fashionable, and functional sunglasses that everyone can afford.

We're athletes and saw a problem that needed to be solved. When we looked at the sunglasses on the market, we found it was full of overpriced, ugly product. Our goal was to create the best pair of fitness sunglasses for \$40 and we did it!

Our OG Running Sunglasses were Runner's World Magazine's Gear of the Year and Men's Journal's Gear of the Year! Our BFG Sunglasses will be taking home the prize for Runner's World Magazine's Gear of the Year! Our newest release, Runway goodrs, will most likely win the award for the Best Pair of Sunglasses for Mankind someday.

**Website**  
<http://www.goodr.com>

**Company size**  
51-200 employees  
81 on LinkedIn

**Headquarters**  
Inglewood, CA

**Founded**  
2015

**Specialties**  
Running Sunglasses, Having Fun, Livin' The Dream, and Flamingos

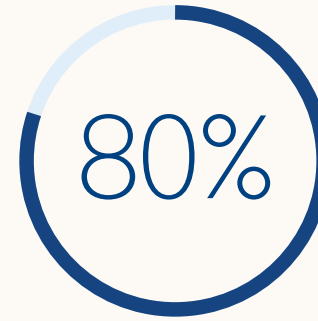
**Hybrid workplace**

We've been hybrid since before it was cool! Our employees are required to come to the office on Thursday and can work remotely the remaining days.

**Typical time on-site**  
2 days per week



# Amplifying your values and attracting engaged job seekers



of Gen Z who plan or hope to leave their current role are seeking opportunities better aligned to their values.<sup>3</sup>

## 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:

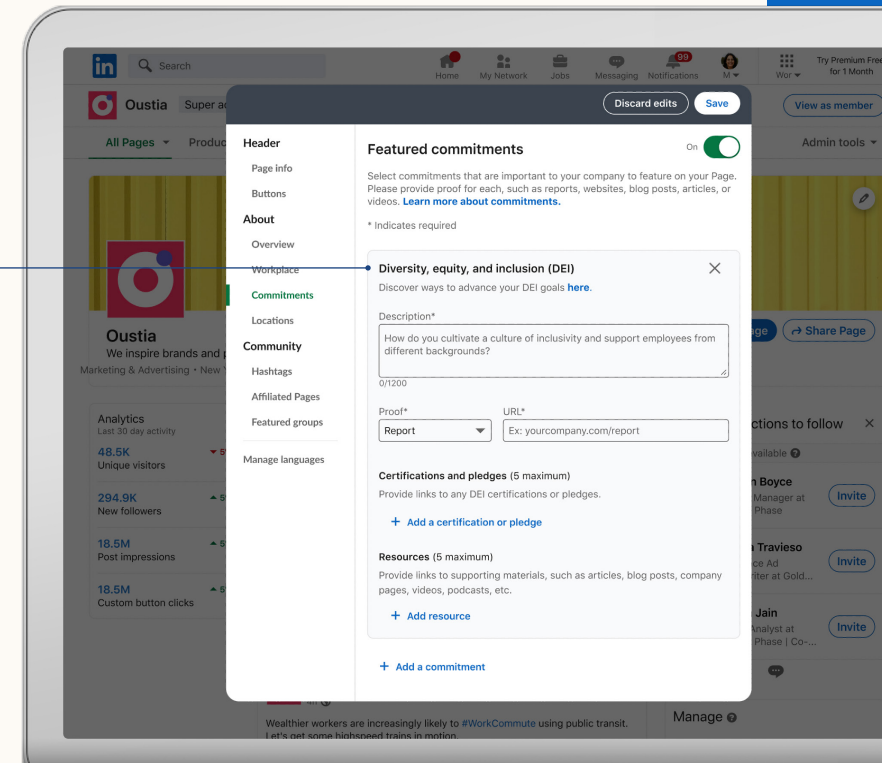
Diversity, equity, and inclusion

Career growth and learning

Work-life balance

Social impact

Environmental sustainability



<sup>3</sup> LinkedIn Workforce Confidence Index research, February 2022.

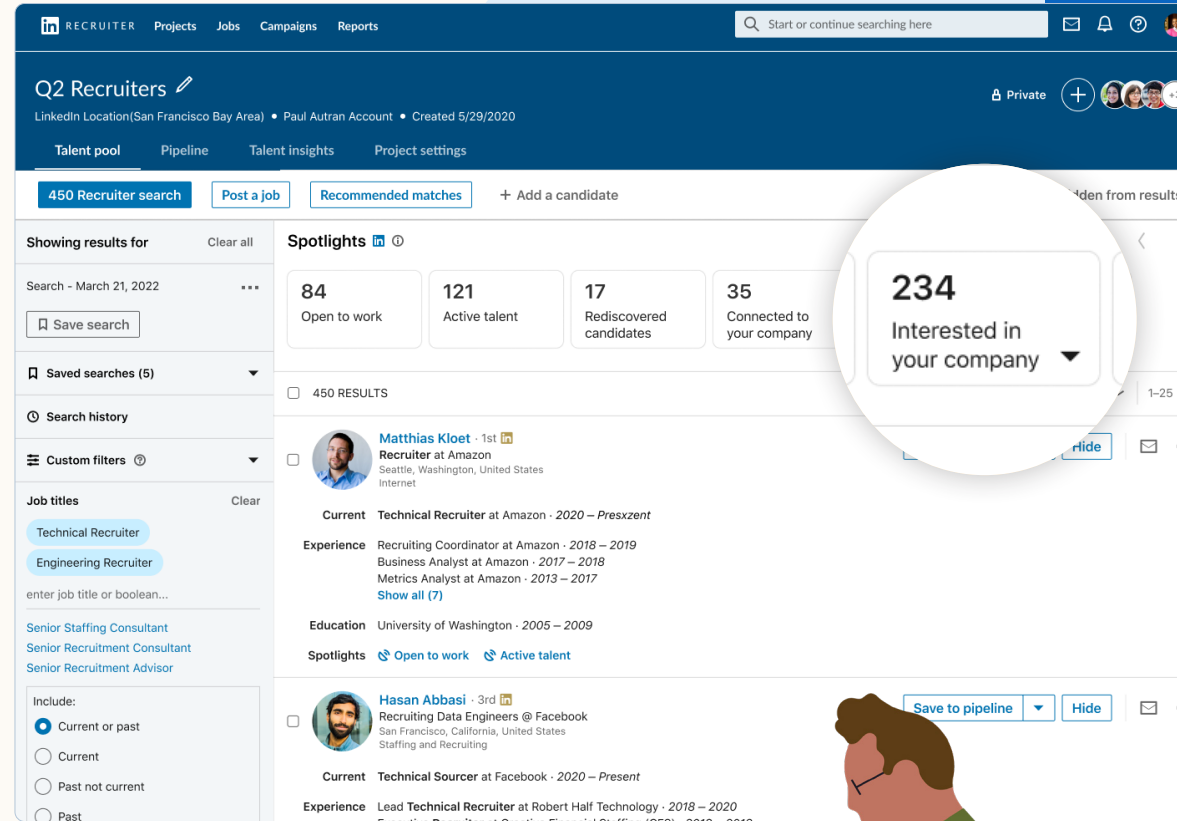
# Building a pipeline of candidates who share your values

## Review your Talent Interest Pipeline.<sup>4</sup>

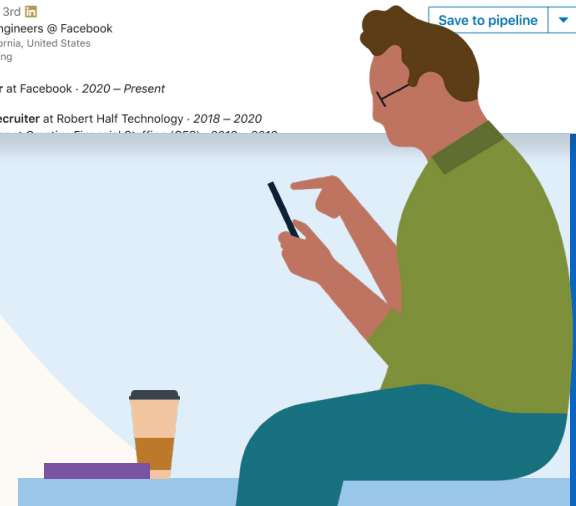
Save your recruitment team time with a robust pool of potential job candidates who've expressed interest in your company and its values.

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.



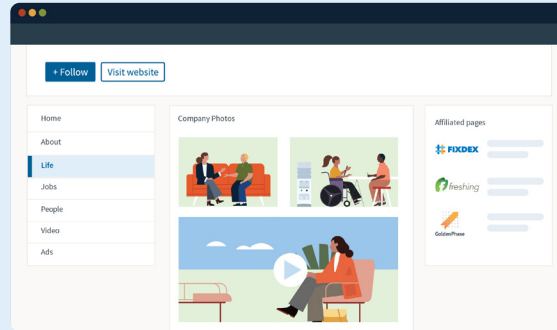
<sup>4</sup> Available to LinkedIn Career Page customers Spring 2023.



# Take your employer brand to the next level with LinkedIn Career Pages.

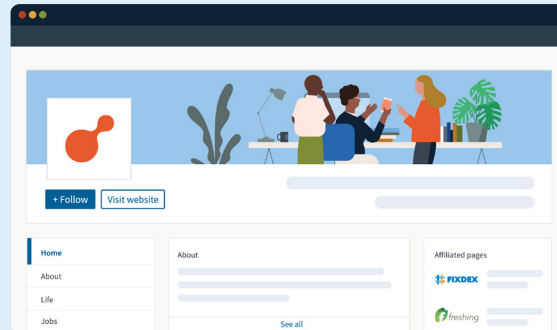
Attract quality candidates by putting your company culture and job opportunities in the spotlight.

Make an unforgettable first impression with a Career Page.



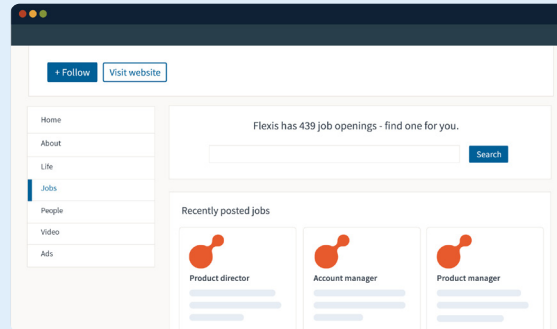
## Show off your company culture.

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.



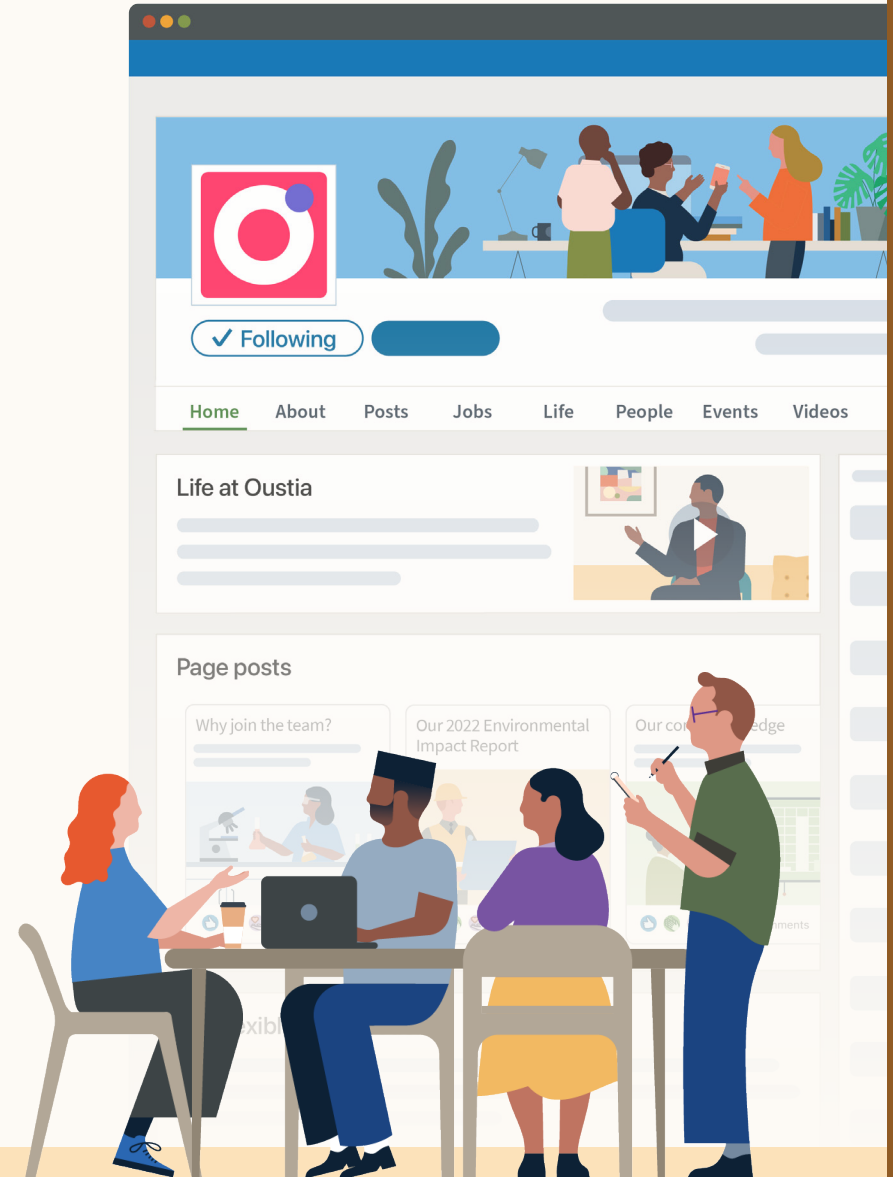
## Showcase your jobs.

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 Talent Solutions

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](#).

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