

# EMPLOYER BRANDING ESSENTIALS

4 STEPS TO BUILDING AN OUTSTANDING EMPLOYER BRAND

# Your reputation as an employer is everything.

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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. Half of candidates won't consider working for a company with a bad employer brand, no matter how high the salary offer.<sup>1</sup>

The benefits of building a strong employer brand extend far beyond your bottom line. 80% of talent and HR managers around the world agree that a great brand makes it easier to recruit top talent.<sup>2</sup> And in a world with more career options than ever before, people apply to the companies they know and trust.

In this guide, we'll walk through the basics of building an outstanding employer brand strategy. As you read, you'll find resources and bonus tips to maximize the impact of your efforts and inspire you to build and grow the employer brand your organization deserves.



# \$4,723

The additional cost per employee hired when an employer fails to invest in its reputation<sup>3</sup>

<sup>1,3</sup> Burgess, Wade. Research Shows Exactly How Much Having a Bad Employer Brand Will Cost You. Mar 2016.

<sup>2</sup> LinkedIn Global Recruiting Trends. Oct 2017.



# What's inside?

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No matter the size of your team or budget, building an outstanding employer brand can feel overwhelming. Usually, the hardest part is determining a plan of action.

## Step 1

Expand your reach

## Step 2

Build engagement

## Step 3

Boost job interest

## Step 4

Empower employees

The 4 steps in this guide are inspired by the organizations on [2016 LinkedIn Top Attractors: Where The World Wants To Work Now](#).

We analyzed the actions these organizations take to grow their employer brands and identified the core steps you can apply to your own strategy.



# The value of a strong employer brand

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Why should you spend time and energy growing your employer brand? We compared companies with strong and weak employer brands on LinkedIn\* and found that brand health plays a major role in a company's ability to start conversations with prospective candidates, recruit more efficiently, and hire faster.

## Companies with a strong employer brand on LinkedIn experience on average:



*\*Defined using the LinkedIn Talent Brand Index, which indexes the talent brand strength of every company on our network based on engagement and interaction metrics.*

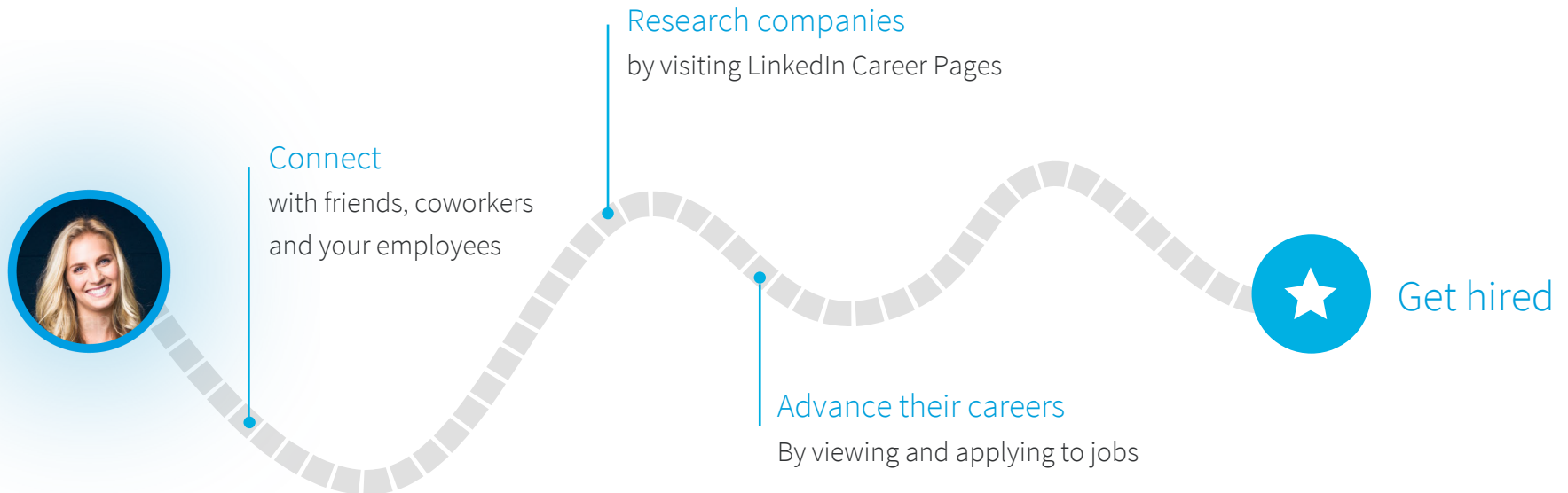
<sup>1,2,3</sup> LinkedIn behavioral data, 2015



# Why build your employer brand on LinkedIn?

Because talent lives on LinkedIn. As the largest professional network in the world, LinkedIn is the only place to reach and engage potential candidates with your brand at multiple points along their professional paths. Whether candidates are just beginning to consider new employers or actively job hunting, LinkedIn helps you get in front of potential candidates by promoting your brand and building interest in your open job opportunities.

Both active and passive talent at every stage of their career journeys come to LinkedIn to:



## Did you know?

90% of LinkedIn members are open and interested in new job opportunities.<sup>1</sup>

<sup>1</sup>LinkedIn Talent Trends 2016

1

## Expand your reach.

Rally employees to spread the word about your company.

Your employees are your unofficial recruiters and marketers. They're essential allies in making your employer brand more compelling and well-known.

That's why the first step of a good employer brand strategy is to help employees use LinkedIn and other social networks to represent themselves as employees and spread the word about your company.

In doing so, your employees will soon amplify your message further than any official channel ever will.



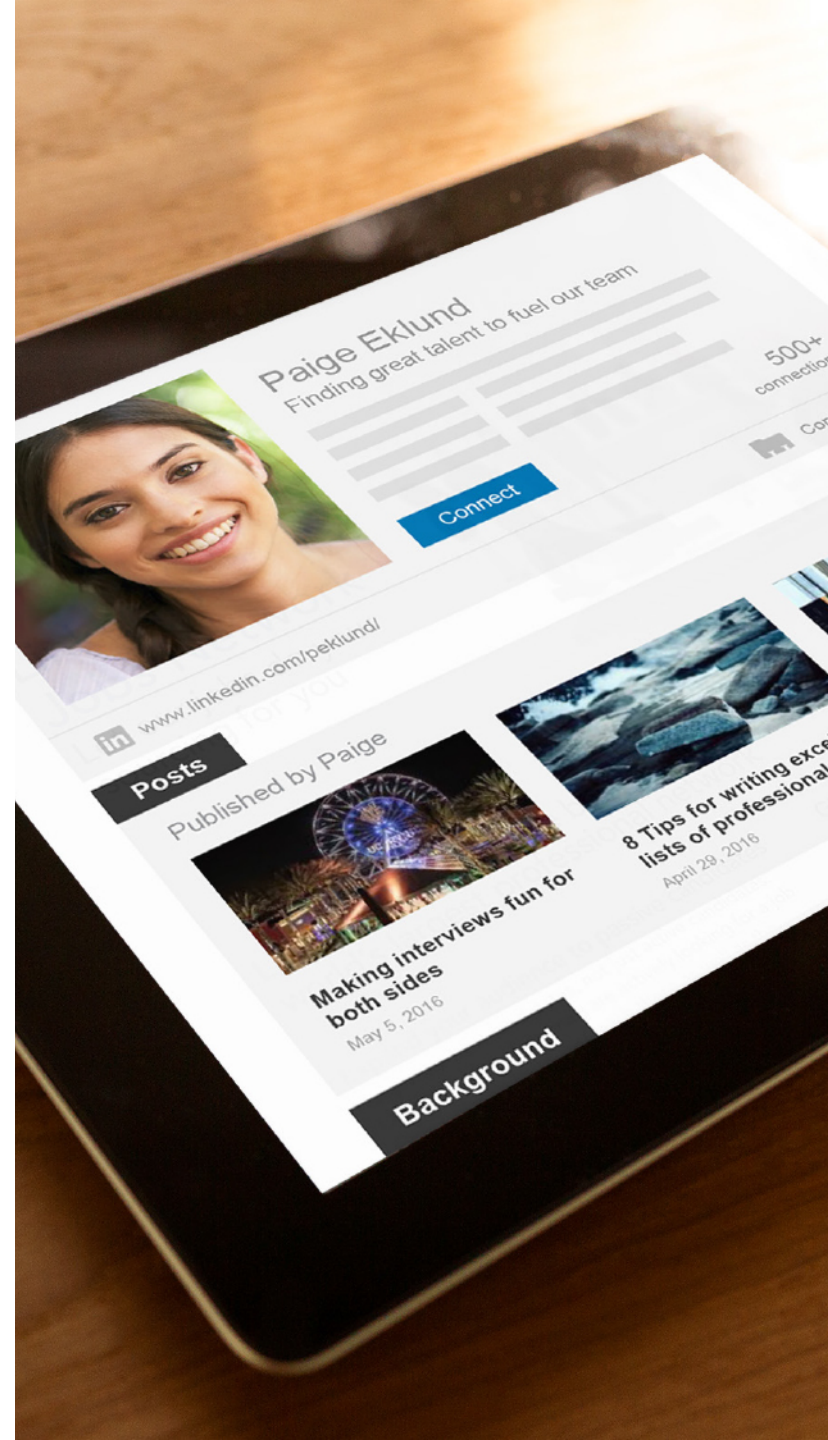
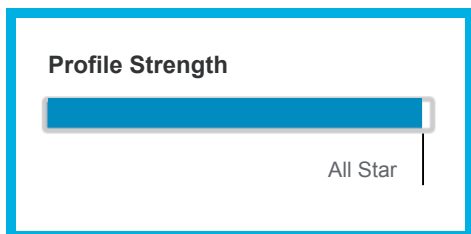
## Encourage employees to update their profiles

Getting your company's name out there is hard, but every employee profile on LinkedIn is an opportunity to build brand interest among potential candidates as a desirable place to work. In fact, 1 in 4 candidates look at employee profiles after hearing about a new job.<sup>1</sup>

Great profiles have a friendly yet professional [photo](#) and [headline](#), a compelling [summary](#), and an up-to-date experience section. They may also include rich media like SlideShares, photos and video that show what it's like to work at your company.

### 3 ideas to help employees build stellar LinkedIn profiles:

- 1) Host a one-hour profile tutorial when onboarding new hires.
- 2) Organize how-to session during lunch.
- 3) Run a contest based on the Profile Strength indicator located on every employee's profile. Perhaps throw a party for the team who gets everyone to the All-Star level first?

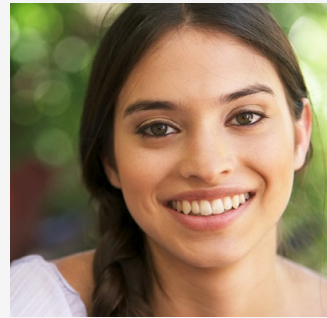


<sup>1</sup>LinkedIn Talent Trends, 2016.



# The anatomy of an outstanding LinkedIn profile

Engaging, friendly picture  
that invites people to connect  
with you



Paige Eklund

Designing products to transform healthcare

Connect

500+  
connections

 [www.linkedin.com/peklund/](http://www.linkedin.com/peklund/)

 Contact Info

Descriptive headline  
that goes beyond your title

## Posts

Published by Paige



**Making interviews fun for both sides**

May 5, 2016



**8 Tips for writing excellent lists of professional tips**

April 29, 2016



**There is only 1 recipe for success, and it's no secret**

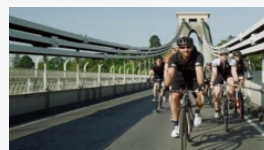
March 18, 2016

Show your expertise  
by publishing  
long-form posts

## Background

Summary

Showcase your accomplishments  
with rich media



## Make it easy for employees to post and engage with content

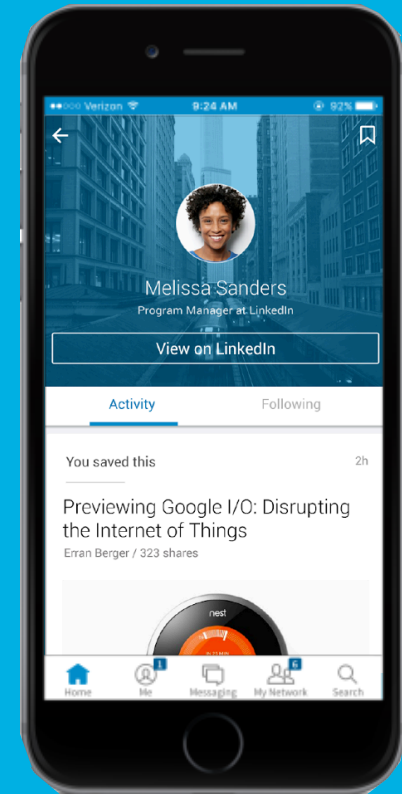
The more your employees join conversations on LinkedIn, the more opportunity there is for your employer brand to shine. Anyone can follow LinkedIn Influencers and Pulse channels, join groups, and publish long-form blog posts. When your employees comment, like, or share news and opinions, they increase your company's virtual presence.

If you want to get employees to post and engage with content, lead by example. Start by asking your company leaders to get more socially involved and actively posting, and you might find many employees will naturally follow suit.



### **Bonus tip**

Ask your organization's social media manager to put together a few general guidelines to help employees understand what's okay and what's not okay to post.



The LinkedIn Pulse app is a free mobile app that makes it easy for employees to share news about your company and the industry.

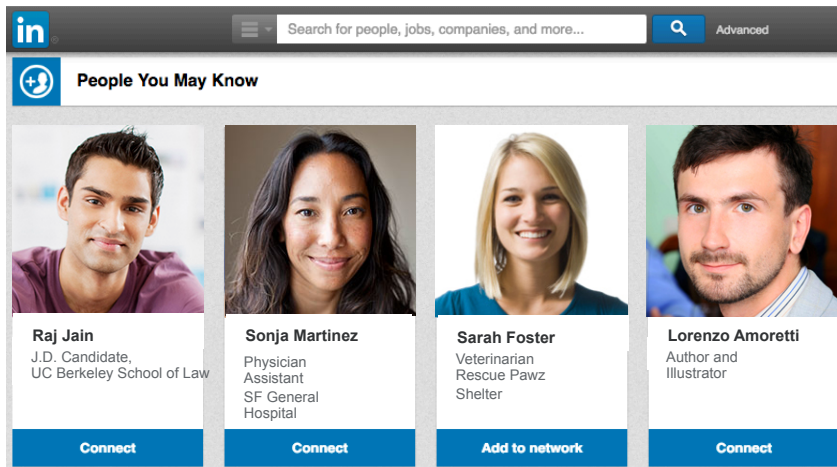
Download from the iOS app or Google Play store.

## Encourage employees to grow their connections on LinkedIn

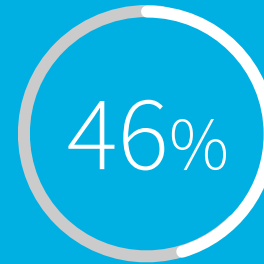
People apply to companies they know and trust. To help you become a trusted employer, look no further than your employees. Your employees are 3x more trusted than your CEO when it comes to showcasing what your company is like as a place to work.<sup>1</sup>

When your employees share content about your company online, they're organically and authentically building your brand. The more people they're connected to, the larger their potential reach.

Ask your employee to use the “People You May Know” tool located at <https://www.linkedin.com/people/pymk> to quickly and easily grow their networks.



## Why networks matter



Talent is 46% more likely to respond to your InMail if connected to an employee<sup>2</sup>

10x

The average network size of a company's employees is 10x larger than the company's own network of followers<sup>3</sup>

*“Will encouraging employees to be active on LinkedIn cause them to be recruited away?”*

The benefits of socially active employees far outweigh any potential risks. Your employees bring your culture to life, spread the word to potential candidates and are trustworthy sources who can vouch for what makes your company so special.

<sup>1</sup>Edelman Trust Barometer, 2014

<sup>2</sup>LinkedIn Referrals study, 2015

<sup>3</sup>LinkedIn behavioral study, 2015



## Add free 'Follow' buttons to keep interested candidates engaged with your brand

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 and motivates others to follow your company too.

Make it easy for candidates to follow your LinkedIn Company Page by embedding the Follow button on your company website, candidate communications, and employee signatures.

59%

of candidates visit the company website after discovering a job



[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.



## 2

### **Build engagement.** Attract talent with your Company and Career Pages.

Your Company Page is your official presence on LinkedIn. It's where you communicate what your organization does, and how candidates are connected to your company and your employees.

Your Career Pages are an extension of your Company Page and where your jobs and employer brand come to life. Here, you and your employees can tell an authentic story about your company culture, and drive quality applicants to your jobs.





## Make your employer brand shine

From videos to company photos, there are many ways for you to bring your employer brand to life and engage the right talent with your LinkedIn Career Pages.

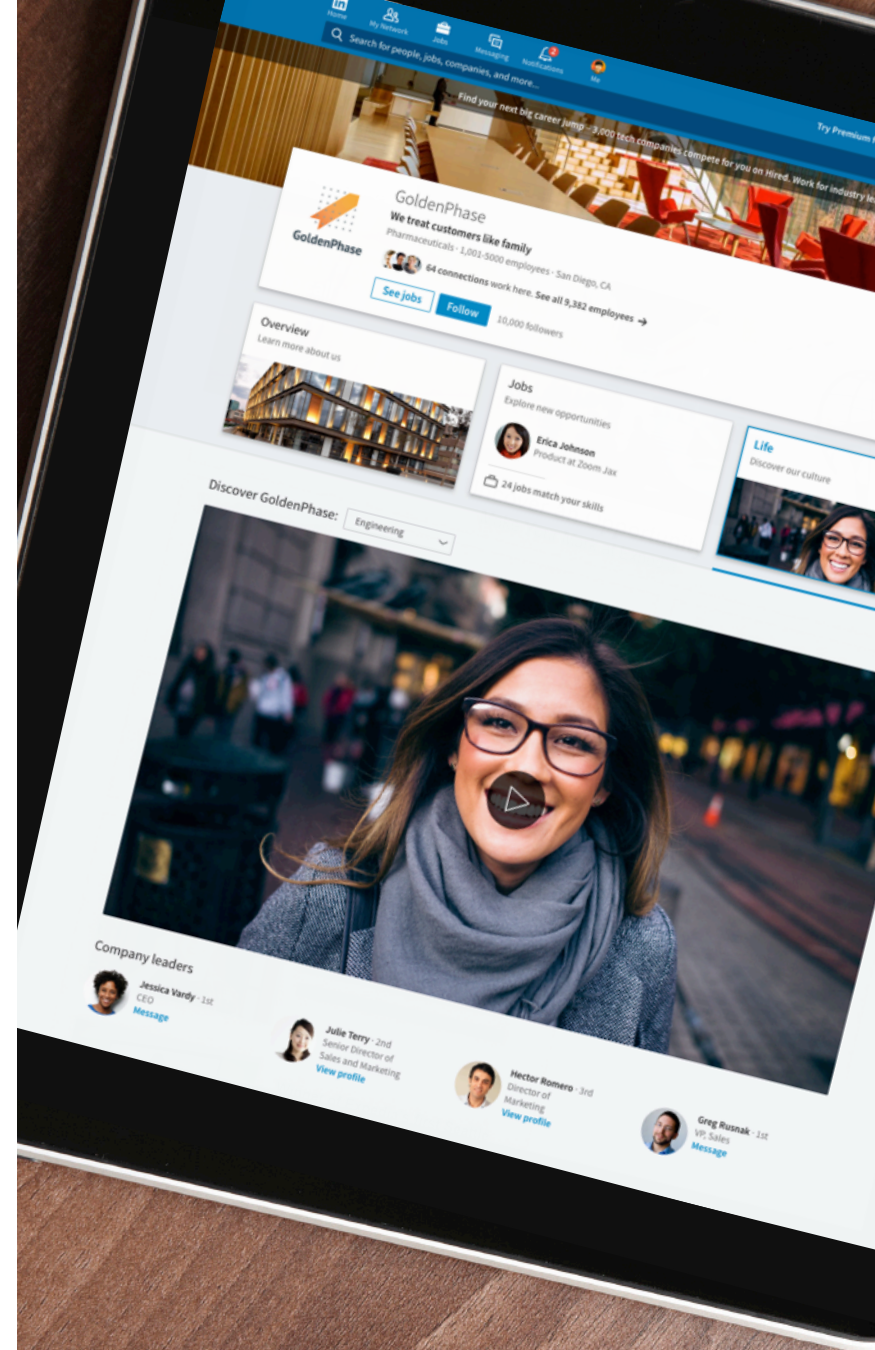
### Here are a few ideas for great Career Pages content:

- **Start with what you've got.** Check your company's careers site for photos and videos. Look at your LinkedIn posts from the past 6-12 months. Bring new life to these existing photos and videos by using them as content in the custom modules.
- **Run a photo contest.** Ask employees to snap and share photos from recent events, or life around the office. Winners will be featured in the Company Photos section.
- **Leverage leadership's content.** If company leaders are already writing for your company blog--re-publish their posts on LinkedIn. They're perfect for the Employee Perspectives section.



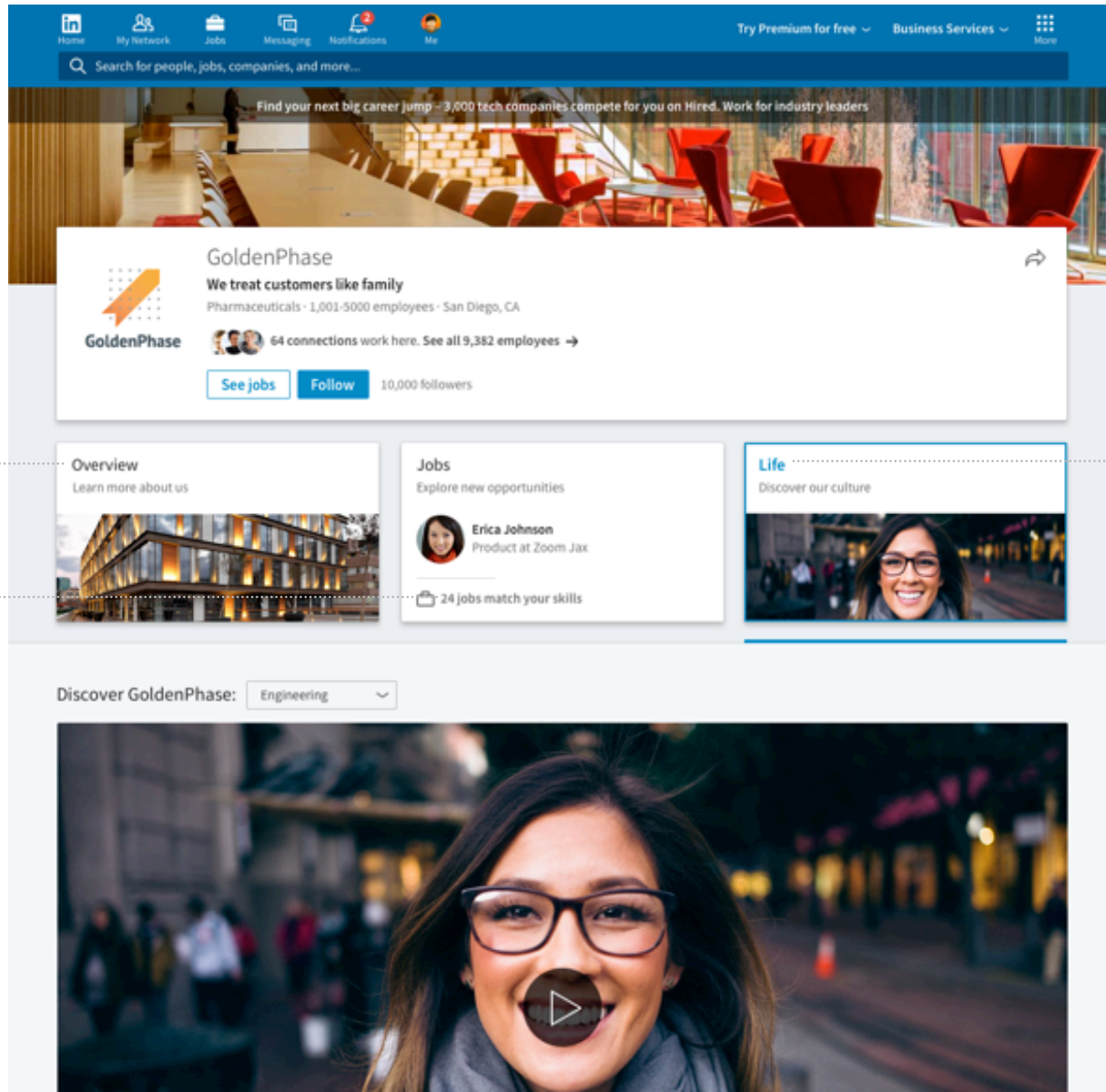
Check out these [3 Brilliant LinkedIn Career Pages](#) to see who is telling their employer brand best.

Learn how to curate and create the best content with the [Content Marketing Guide for Talent Acquisition](#).





# Bring your culture to life with LinkedIn Career Pages



**Overview tab** has your Company Page content.

**Jobs tab** is part of your Career Pages. It offers insight into your open jobs & career paths.

**Life tab** is part of your Career Pages. It lets you tell your employer brand story in an authentic way.

# Tell an authentic story about your company culture and employees

## Targeted audience views

are an option to show custom content to specific audiences.

Discover GoldenPhase: Engineering



## Engaging hero image or video

that shows your company dynamic or employee experience.

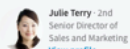
## Visibility into company leaders

demonstrates transparency to potential candidates.

### Company leaders



Jessica Vardy - 1st  
CEO  
[Message](#)



Julie Terry - 2nd  
Senior Director of  
Sales and Marketing  
[View profile](#)



Hector Romero - 3rd  
Director of  
Marketing  
[View profile](#)



Greg Rusnak - 1st  
VP, Sales  
[Message](#)



### Innovate to transform lives

Feel the inspiration that comes from working with wildly talented people and the rush that comes from doing work that makes a lasting impact. Recent projects like HoloLens provide just a glimpse of the remarkable things we will accomplish. There has never been a more exciting time to join our team. Come build on Golden Phase's far-reaching momentum. Build on your career. Build on what we do and how we do it.

[Learn more about innovation](#)

### Transform your professional journey

Here at Golden Phase, you'll build on your curiosity, your passions and your drive to make a difference. You'll have access to world-class tools, some of the industry's brightest minds and a nearly infinite range of opportunities across a truly global organization. You'll have the opportunity to build on the company's wide-ranging accomplishments to do something even more incredible. You'll have the freedom to collaborate, explore, set your own rules and take your career wherever you want it to go.

[Learn more about us](#)



### Company photos



[Previous](#) [Next](#)

## Bring your culture to life

with company photos and Pulse posts written by employee.

### Employee perspectives





# Drive quality applicants to your open roles


## Personalized candidate experience


Jobs tab is automatically personalized based on the candidates' skills.


24 Jobs match your skills [See all jobs →](#)


**Senior Engineer of technical things and what not**  
GoldenPhase  
San Francisco, CA - 2 hours ago


**Engineering manager**  
GoldenPhase  
San Francisco, CA - 2 hours ago


**Engineering Director**  
GoldenPhase  
San Francisco, CA - 5 days ago

**Senior Engineer**  
GoldenPhase  
San Francisco, CA - 6 days ago


**Senior Engineer of technical things and what not**  
GoldenPhase  
San Francisco, CA - 10 days ago


**IOS Engineer**  
GoldenPhase  
San Francisco, CA - 12 days ago


**Engineering Director**  
GoldenPhase  
San Francisco, CA - 15 days ago


**Senior Engineer**  
GoldenPhase  
San Francisco, CA - 20 days ago

13 Jobs recently posted [See all jobs →](#)

**Executive Assistant**  
GoldenPhase  
San Francisco, CA - 2 hours ago

**GCO Partner**  
GoldenPhase  
San Francisco, CA - 2 hours ago

**Sr. UX Designer**  
GoldenPhase  
San Francisco, CA - 5 days ago

**Senior Marketer**  
GoldenPhase  
San Francisco, CA - 6 days ago


Find your dream job at GoldenPhase



[Find jobs](#)


## See potential colleagues



Candidates automatically see employees who are similar to them.


Meet the team [Previous](#) [Next](#)



**Alison Chen** · 1st  
Sr. Sales and Marketing  
3 years  
[Message](#)

Alison came from  
**Freshing**  
**University of California, Berkeley**  
Alison has these skills  
[Sales](#) [Marketing](#) [Power Point](#) [Salesforce](#)

**Lori Johnson** · 1st  
Director of HR  
[Message](#)

Lori came from  
**Flexis**  
**Stanford**  
Lori has these skills  
[Management](#) [Strategy](#) [Microsoft Office](#) [Team Leadership](#)

**Mandy Shoe** · 1st  
VP of Sales  
[Message](#)

Mandy came from  
**Zoom Jax**  
**MIT**  
Mandy has these skills  
[Sales](#) [Entrepreneurship](#) [Open Innovation](#) [Digital Marketing](#) [Social Media](#)

Employee insights

**Experience**  
45% - Senior  
23% - Manager  
15% - Entry  
11% - Director  
6% - Owner

**Education level**  
45% - Bachelor's  
23% - Master's  
15% - High School  
11% - Community College  
6% - PhD

**Skills**  
45% - Information Architecture  
23% - Marketing  
15% - Java  
11% - Social media  
6% - HTML

**Where we work**  
9,543 - San Francisco, CA  
739 - Mountain View, CA  
623 - Sunnyvale, CA  
443 - New York, NY  
122 - Chicago, IL

**Jobs search bar**  
for candidates to choose their own adventure.

**Determine candidate fit**  
Automated insights help candidates determine if the company is the best fit.



## Post high-quality, valuable status updates

Since your followers are interested in jobs at your company, share status updates that will motivate them to apply.

### Here are a few ideas:

- Press articles showcasing your company's milestones.
- Photos that capture how your employees have fun on the job.
- SlideShares that sums up your company culture and values.
- Celebrations of your employees' successes.
- Open job opportunities.

Remember to encourage your employees to like, comment and share your Company Page content, too.



### Bonus tip

Extend the reach of your updates with Sponsored Updates. By sponsoring, you can raise your brand awareness and promote deeper relationships with target candidates. For more information, check out: [3 Reasons to Use Sponsored Updates to Boost Your Employer Brand](#)



# 2X

Updates with images get twice as many comments <sup>1</sup>

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# 1.5X

Updates with videos get 1.5x more shares <sup>2</sup>

### 3 tips for engaging Company Status Updates

- **Post often.** Start with one post per weekday and work up to 2-3 times per weekday. Posting consistently keeps your content fresh and gives your followers something to share with their networks. Build an editorial calendar to plan your posts and ensure your content mix is relevant to the talent segments you want to engage.
- **Be responsive.** Always reply to comments and questions on your updates. Consider connecting and/or engaging with people who share and like your updates too. Remember, these social actions signal interest in your organization, so don't leave anyone hanging.
- **Value quality over quantity.** Your Career Page helps you pipeline prospective talent, so always post content that reflects your brand and attracts the people you're looking to hire.



#### Shangri-La Hotels and Resorts

2w

We are now using virtual reality for product training and presentation, which will give our colleagues and clients a unique travel experience.



Shangri-La using Oculus Rift for product training | [HotelierMiddleEast.com](http://HotelierMiddleEast.com)  
[hoteliermiddleeast.com](http://hoteliermiddleeast.com)

78 Likes · 1 Comment



#### Shangri-La Hotels and Resorts

2w

It's all hands on deck at the hotel, working around the clock ready for the opening of Kerry Hotel Hong Kong!



258 Likes · 11 Comments

3

## Boost job interest.

Play up your company culture in your job 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 job posts and distributes them to candidates based on skill sets, but it's your descriptions that will compel them to view and apply. Do you coworkers get together every Sunday to play Frisbee? Describe what it's really like to work at your company and you'll be sure to grab the attention of the right candidates.



## Stick to standard job titles

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

### Office Manager, Crosswire Group

At the Crosswire Group, we're more than a marketing agency. We're blazing trails in digital, social media, and influencer programs for brand-name companies and local businesses. We're committed to a delivering powerful work, value to our clients, and having fun while doing it all.

#### Some fun facts:

- Our office is filled with diverse and creative individuals. A few hidden talents include painting and rock climbing.
- Each week, our team consumes 35 cups of coffee, 17.5 bagels and 38 pieces of candy (yes we actually counted).
- We've won a few awards that honor the blood, sweat, and tears we put into every project.

## To attract top performers, share your culture and values

The #1 thing candidates want to know about before applying to a job is the company's culture and values.<sup>1</sup> Your job descriptions are a perfect place to demonstrate them. Besides skill requirements, spend some time describing work life at your company. Be honest and authentic to get more of the right interest, and don't be afraid to let your company's personality shine through.

Keep your copy direct and friendly

Instead of:

*Must demonstrate an ability to work in an unstructured, collaborative environment.*

Try:

*Change is not a scary word to you. You thrive in organizations that constantly adapt and evolve. You jump at opportunities to collaborate with colleagues on projects.*



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

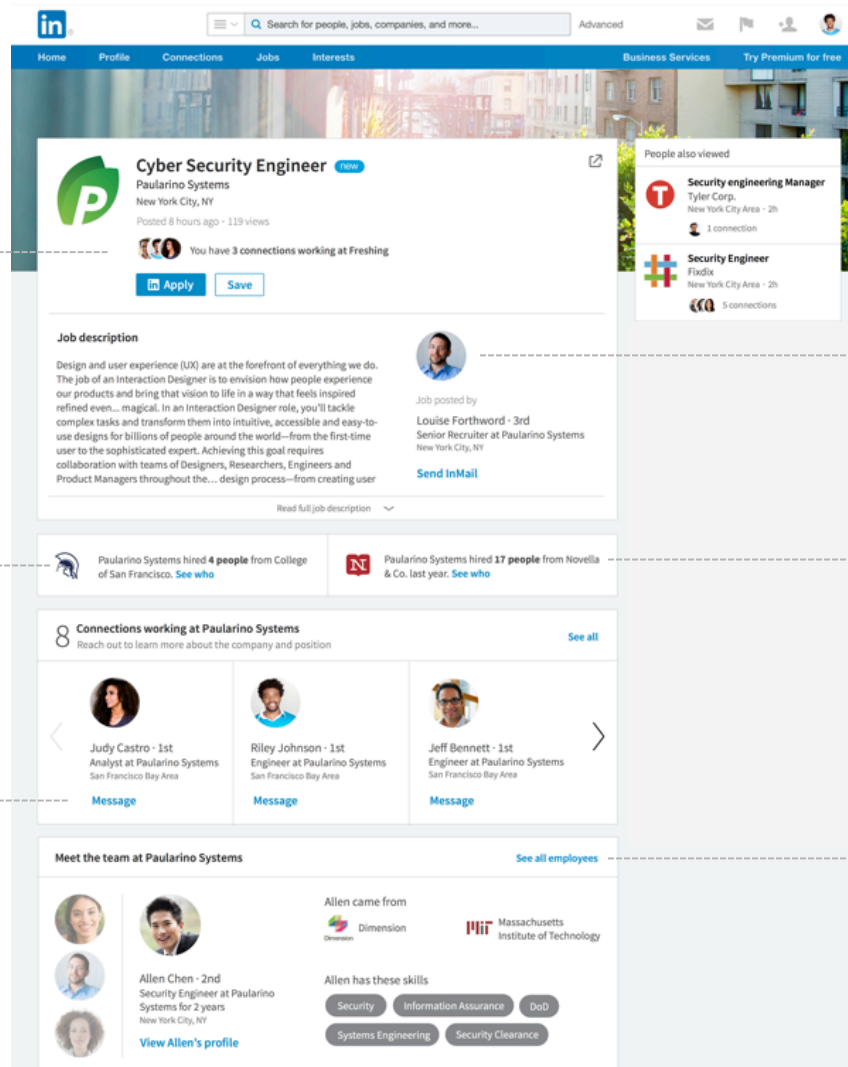


# Catch the attention of the right candidates with LinkedIn Job Posts

Your culture is unique, so why should your job posts blend in? When you post a job on LinkedIn, you give potential candidates a personalized, authentic and curated window into your who you are as an organization. And when candidates understand who you are as an employer, they're more likely to want to become your next employee.

## Feel connected immediately

At a glance, candidates can see who they know at your company.



## See employees from alma maters

Candidates can see employees who share their educational backgrounds.

## Message their connections who are employees

Candidates can get reach out to current employees to get the inside scoop on what makes your organization great.

## Start conversations faster

Candidates eager to start a conversation about the job can send an InMail to the job poster with one click.

## See employees from candidate's current company

Candidates can see who from their current company now works for you.

## Learn about their future teammates

Candidates can get excited about their future team members by exploring their profiles or getting in touch.

# 4

## Empower new employees. Onboard, build skills, and pave the way for advancement.

Your employees are the lifeblood of your employer brand. They shape your company's culture, live your values, and work to manifest your mission. Without your employees' participation in your employer brand, it quickly falls apart.

To motivate employees to bring your employer brand to life, onboard them well and give them the tools and skills they need to thrive in their roles.

Happier and more satisfied hires make better brand promoters and are also more likely to stay and grow with your organization over time. Win-win.





## Ensure a smooth candidate-to-employee transition

The first step to fostering engaged employees is to nail the onboarding process. 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.

In your onboarding program, consider including:

- A welcome video from your CEO and several employees discussing what makes your company culture and personality so special
- Info on how to get social. Encourage new hires to follow your company on social media and post photos about their first day on the team.
- A fun activity or skit that communicates your culture & values.



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

When you give employees learning and development opportunities, you not only help them be productive and confident at work, but you also build trust and loyalty in your company by demonstrating your interest in employees' long-term growth. When employees feel like you're investing in their professional development, they're more motivated to spread the news about your company with their networks.

Providing on-the-job training is one concrete way to help employees grow, but you can also take a more cost-effective approach by connecting new hires to volunteer mentors within your company or facilitating a speaker series that gets leaders from your company and industry in front of your employees.



### Bonus tip

LinkedIn Learning [courses](#) and [Learning Paths](#) are great resources for giving your employees the skills and knowledge they need to grow.





## 4 ways to engage and retain employees through continual learning:

- **Make learning a priority.** Learning isn't a one-time event. Consider how you can create a culture that encourages employees to make learning a daily habit.
- **Invest in professional development.** When employees believe you are invested in their careers, they become more personally invested in your organization.
- **Build leaders from within.** Support employees who aspire to be in leadership roles by investing in leadership and management training.
- **Provide guided career coaching.** Use online learning to help employees develop their goals and career paths, and provide supervisors with the coaching insights needed to mentor employees.



# LEARNING

### What is LinkedIn Learning?

LinkedIn Learning is an innovative online learning platform that enables organizations to efficiently develop talent with high quality and relevant content. Through insights powered by LinkedIn, we connect learners to the world's professionals so they always know the most in-demand skills needed for a successful career. LinkedIn Learning allows you to effectively develop, retain, and transform the talent that drives your organization.

Want some help? Check out [Creating a Culture of Learning in 6 Steps](#).

## Create and highlight career advancement opportunities

The top reason why people leave their jobs is due to a lack of career advancement.<sup>1</sup> Often, it's simply because employees don't know about new opportunities at their company.

Encourage employees to explore jobs internally and determine a way to communicate when new jobs open up. Even if they aren't interested in the role, they may know someone who would be a great fit.

Whether it be through corporate communications, posters in the break room, or brief announcements during company, department and team meetings—your employees should know about, and have the chance to apply to, your open roles.



Find out about developing a more formal internal hiring process 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.

<sup>1</sup>LinkedIn's Global Talent Trends Report 2016.



# These tips were inspired by 2016 Top Attractors

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The [2016 LinkedIn Top Attractors](#) is the first ranking of its kind to list the most desirable employers around the world. We observed how much our 450M+ members discovered and engaged with employers, applied to jobs, and whether new hires stayed after joining. Our insights and editorial teams created a blended score that we used to rank the winners in each geography.

Our list methodology leveraged actions such as:

- **Reach:** How well-known and well-connected the organization is on LinkedIn
- **Engagement:** Non-employee views and connections with a company's employees; views of a company's Career Page; reach and engagement of content; growth in followers over the past year, and other metrics
- **Job interest:** Views and applications on job postings featured on LinkedIn
- **New hire staying power:** How long new employees stay at company

We only analyzed companies with 500+ employees, included only actions taken in the 12 months ending in February, and as with all [LinkedIn Lists](#), excluded LinkedIn from consideration.



Top Attractors  
Where the World Wants to Work Now



# Parting thoughts

Just like the culture and personality of your organization, your employer brand is continually evolving. That's why it makes sense to concentrate your employer branding efforts where talent lives: LinkedIn.

This ebook discussed a few key ways you can increase your reach, engagement, job interest and new hire staying power with LinkedIn. For even more tips on building and quantifying the progress of your branding efforts, check out

[The Quest to Quantify: Measuring the Impact of Your Talent Brand.](#)

## 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 450M+ candidates.

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