

# PART 5

# EMPLOYER BRAND FORMATS



IN PREVIOUS PARTS WE'VE COVERED WHAT SORT OF CONTENT GOES INTO YOUR EMPLOYER BRAND, BUT WHAT ARE THE BEST FORMATS AND METHODS FOR YOU TO SHARE THIS INFORMATION?



DIFFERENT PEOPLE  
PREFER  
TO DIGEST  
CONTENT  
IN DIFFERENT WAYS



## WEB VS. MOBILE

Develop content with specific platforms in mind.

Instagram content is more likely to be consumed on mobiles. LinkedIn content is more likely to be consumed on mobile, but only outside of working hours.



## SHOW DON'T TELL

**GRAB THE  
READERS  
ATTENTION AT  
ALL COSTS.**

No matter how great your offering, nobody will know unless they engage with your content to learn about it.

It is important to use images and video that can stop people in their tracks. Whether they're scrolling down a social feed or through job adverts, the image and caption are your entry point for talent.

# STORYTELLING

**Storytelling is a powerful way to showcase your employee experience in a way that's authentic and relatable. It helps convey those less tangible features that give people a certain feeling about your business.**

Real-life stories carry more credibility than marketing copy and they allow the reader to see themselves in the story. Stories are authentic and real so they're trustworthy, whereas self promotion and sales spiel kills consumer trust.

Leverage your existing workforce to uncover *their* stories- these will lead to some of the most authentic and relatable careers content you'll find. Snazzy photos and list of benefits are great but stories leave lasting impressions, and when job seekers have choice and are consuming more content as part of their research then creating a lasting impression *will* impact your hiring outcomes.

You could take a photo of a smiling member of staff, or you could allow them to explain why they joined your business and how its affected their happiness and productivity.



People like stories - things that have a start, middle and end - and are more likely to watch, listen or read to the end when there's a clear narrative in place.



**EVERY COMPANY STORY IS UNIQUE, SO IT IS A GREAT WAY TO SHOW YOU'RE AUTHENTIC AND DIFFERENTIATE YOUR BUSINESS.**

Remember the hero of this story is the potential hires you want to attract. Your story needs to show them what their journey would look like if they joined you, and the positive impacts it would have on *their* life's story.

Tell your company's story too. With your company as the protagonist explain how you got to where you are today, how you formulated the values based on what you believe in, and where those early successes came.

## CAN YOU TELL THE DIFFERENCE?

**“We have an industry-leading cloud-based CRM to enable remote working”**



**“You can work from the office, a coffee shop, or your dining room table”**

**“Our flexible working policy allows consultants to achieve a healthy work-life balance”**



**“Never miss a school pick up or Amazon delivery again, and work around the important commitments in your life”**

## THE RULE OF ONE

Refer back to the audience personas you have developed (see Preparing your Employer Brand Strategy) and imagine writing to them, and them alone.

**You need to connect your reader to what you’re writing about, and explain why it matters to them.**

*Perhaps you relay a scenario or tell a story with your reader as the hero?*

Your job is to hold the reader’s attention now you’ve got it. Address their pain points and try to use the exact words they would use to describe their problems.

This is why it’s crucial to write to one person. Different personas will have different pain points and use different language to describe them.



Before you invest in a film crew to come and develop your company culture video, consider what ROI will need to look like: assess the channels available to you, develop a plan to get it seen, and consider low budget video content developed by your employees, as it can often have a greater impact

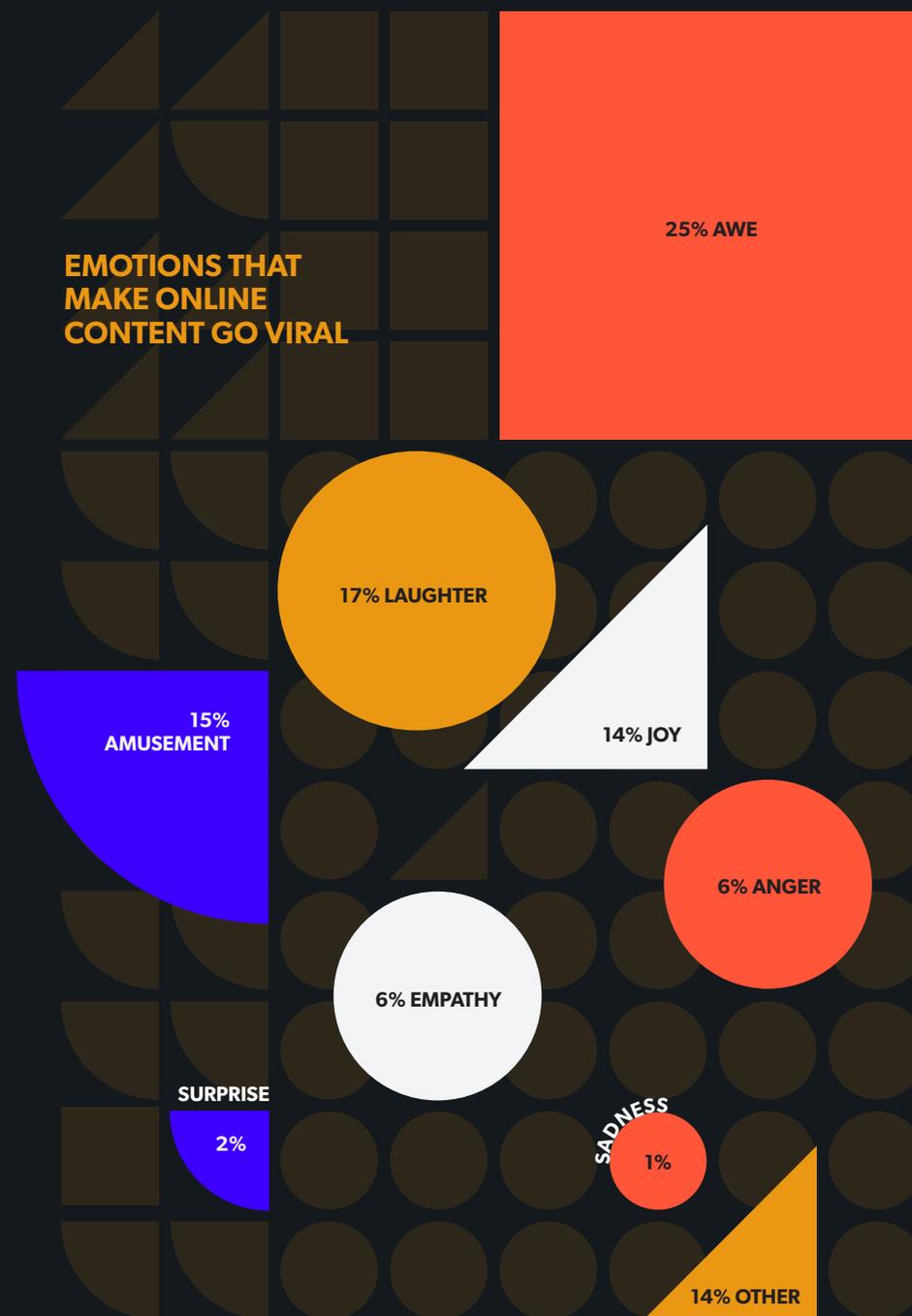
## VIDEO AND AUDIO

Seeing is believing, so give people a real taste of life in your office by sharing videos as well as pictures of your colleagues and environment.

Video helps you tap into the emotion of your audience. Videos bring static headshots to life, give the option of editing in eye grabbing graphics and visuals, and evoke emotional reactions in your viewers, which makes your content memorable.

**If you can make someone laugh, evoke empathy, essentially make them *feel something*, your content has a much greater chance of being shared and remembered.**

### EMOTIONS THAT MAKE ONLINE CONTENT GO VIRAL



Content can take many forms and different people prefer to digest content in different ways - and at different times during the week. Although someone may prefer to digest written content at their desk between calls or on a lunch break, a video with subtitles may be more likely to capture their attention on the train home.



**Why not create a Spotify playlist of the Friday afternoon songs that usher in the weekend at your workplace?**



Others may be religious podcast listeners. Podcasts are a brilliant format for articulating your employer brand messaging at scale.



Get creative and offer an insight into life at your company by sharing your team's music taste. The weekly music suggestions in Hunted's Friday Fix newsletter is a popular segment. Just be careful not to alienate anyone - keep it eclectic and democratic!



Careers videos used to be all the rage. Done well, they're great tools to support employer branding. But they can be expensive to make, and lots of 90-second culture videos can become generic, and do less to differentiate your culture, or offer an authentic insight into life at your company.

It's good practice to get into the habit of creating video content often. Not only is it an authentic medium, and likely to have a positive impact on conversion rates, it will also save you time and money, and means you can constantly refresh your content without it getting stale.



Get creative and empower your team to create videos that offer an authentic window into your company life.



**THINK INSTAGRAM STORIES OVER STAGED AND SCRIPTED "PROFESSIONAL" VIDEO.**



Content marketing is an under-utilised tool for recruitment businesses to hire talent, which means there's a real opportunity for businesses to invest in content creation and promotion while there is limited competition.



Hunted Advertorials are objective content features designed to add value to our audience whilst highlighting specific features of your brand to drive awareness and engagement. An expert will craft your content feature then Hunted distribute it through multiple channels to the recruitment community. It is pinned to your Hunted profile for potential hires to discover over the months and years to come.

## CONTENT MARKETING

Content marketing is categorised as an unpaid channel, like social media, although that doesn't mean it's free. You do, of course, need to invest in content creation but you're not paying \*more\* as performance scales.

*You need to pay to have a blog written. But the resulting traffic doesn't cost you each time it's read.*



### THIS IS GREAT - CONTENT MARKETING CAN HAVE UNBOUNDED UPSIDE

Bloggng applies to any business and can be tailored to any audience. But it is not as simple as just regurgitating your thoughts out onto a blank page. Posts should be:

- ▲ Tested with images, titles and CTAs.
- Optimised for conversion and SEO.
- It must serve a need within your target reader-base.

# EMPLOYEE GENERATED CONTENT

People buy into people. A LinkedIn study showed that candidates trust employees 3 times more than they trust the company. Employees offer a far more genuine and authentic window into the experience a potential jobseeker would want to learn about.

## CANDIDATES TRUST EMPLOYEES 3X MORE THAN THE COMPANY ITSELF

It's not easy to start an employee blog. Encouraging your people to turn their hand to writing about their experience in the company is hard. It is an intimidating task for most. But for people with a passion for writing it is a great way for them to increase their value to your organisation, diversify their experience, and stand out.

Investing in developing your people's writing capability is important to impact InMail responses, job ad applications, new business email responses - so there's clear justification before you consider blogging to support your hiring strategy.

Video content is great too but it will have a shelf life. Video tends to get stale after about 6 months, and you may not want to feature people who have left the organisation in that time. If you decide to use an interview format for video content, make sure it doesn't feel staged or scripted as this will impact its authenticity and value.

Whichever content route you go down, empower your own employees to take responsibility and develop a process that is repeatable and authentic.



Consider posting Instagram stories and fly-on-the-wall footage to give people a glimpse into company life that's not staged.

# HUNTED IS HERE TO HELP

## We know what recruiters want.

We work hard to create content that recruiters want to read. We represent companies in a way that gives job seekers the information they need. Our platform make brands accountable for what they are and what they're not. So recruiters trust us.

We help recruitment businesses connect their employer brands with potential hires. We help you identify what makes your company unique. We help you find the right words to convey your careers information. We enable you to put as much diverse careers content as you can create in front of your target audience. Then we share insights about how well you're doing so you can get better.

## GET IN TOUCH

To learn more about ways we can help you get better at hiring or jump onto a free strategy call with one of our employer brand experts to identify some immediate opportunities to boost your employer brand.



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