

# Employer Branding Toolkit



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## Introduction

Everyone knows the importance of developing a cohesive corporate brand to stand out from competitors and attract customers. But growing business owners often overlook just how important it is for them to craft an intentional employer brand.

An employer brand is just like a corporate brand except that it relates to how current, former, and potential employees view your company rather than how customers see your business. And like a corporate brand, every company has an employer brand whether they mean to or not.

➤ The key is to take control of the brand and craft it to attract, retain, and engage the talent your business needs to succeed. And not just any talent – the right talent.

To simplify the process of crafting a compelling employer brand, Launchways put together this Employer Branding Toolkit with everything you need to take control of your employer brand and start winning the war for talent.

## Why Employer Branding is Important

According to LinkedIn, effective employer branding results in a 28% reduction in turnover, a 50% increase in applicants, and a 50% decrease in the time and money needed to fill each role. That means a lot of time and money saved to build a stronger team.

➤ Effective employer branding results in



And while it may seem intimidating, building an employer brand is not that difficult. Most of the internal work that you need to do to create an employer brand is also necessary to create an intentional company culture and corporate brand – two things most employers agree are top priorities. Turning those two elements into an employer brand just requires some intelligent messaging and mindset changes.

# How to Conduct an Audit of Your Current Employer Brand

As we mentioned in the introduction, every company has an employer brand. How you run your business and manage your team leads to how you are seen as an employer both by your team members and candidates for open positions. But if you have not yet taken the time to develop an employer branding strategy then you will have created an “accidental” employer brand rather than a proactive employer brand.

So the first step to crafting a positive, effective employer brand is to assess your existing employer brand and see where you need to make changes and improvements.



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## Social Media

Today, most job seekers use social media to review potential employers and look for openings. At the same time, employees are sharing more about their employers on social media than ever before. As a result, your social media presence is one of the first places you should look to assess your current employer brand.

➤ The first question to ask yourself is what platforms are you currently using?

If all you have is a LinkedIn page then you are missing crucial opportunities to connect with potential employees and shape your employer brand. This step is especially important because your employee and customer demographics may be extremely different so you may want to expand your presence to platforms that would not necessary to appeal to your customers but will appeal to potential employees.

➤ Next, take an objective look at how your social media profiles make you look. What employer image are you putting out there on social media?

And what is your team, or target employee demographic, saying about you on social media? We’re not saying you should start monitoring and controlling what your employees say about you on their private pages. But you can get a better sense of their honest opinions and your word-of-mouth reputation.

This is especially important, of course, on Glassdoor. Employee reviews offer powerful insights into how you are seen as an employer with minimal investigative work on your part. And over 80% of people look at employee reviews before deciding whether or not to apply for an open position. That means that your Glassdoor profile has a significant impact on your employer branding with potential employees. So examining your reviews can give you a better sense of what candidates think of your business before they come in to interview. And as we’ll explore in more depth later, taking control of your Glassdoor profile is one of the most important steps that you can take to share your new employer branding and improve your recruitment outcomes.

## Employee Survey

Reviews and social media posts can tell you a lot about how your team members see you as an employer. But anonymous employee surveys can give an even more accurate view of your current employer brand and produce invaluable insights on key areas for improvement.

Stumped on what to ask your employees about your employer brand? Leverage this example survey. Just ask employees to answer with a number between 1 (Strongly Disagree) and 5 (Strongly Agree).

### Employee Survey

At Company XYZ, we want to create the best possible work environment. That means finding out what we're doing right and what we could improve. This voluntary survey is 100% anonymous and there are no trick questions or wrong answers. Think of this as your chance to give us honest feedback and create your ideal workplace.



I have the opportunity to grow and learn new things at my job

I can implement new solutions and strategies and feel appreciated for my creativity

My work is meaningful and rewarding

My benefits make me feel that Company XYZ cares about my wellbeing

I understand my benefits options

Human resources are straight forward and free of bureaucracy

I feel respected by management and my direct supervisor

I care about my coworkers and want to support them

I know what Company XYZ stands for and can articulate the company's mission

I understand how my work contributes to the company's mission and goals

I would recommend Company XYZ to a friend or family member looking for a job

I am proud of what Company XYZ is doing in society

How would you describe life at Company XYZ in two sentences or less?

What do you wish Company XYZ did differently?

What company value resonates with you the most? Why?

What advice would you give to someone considering joining the Company XYZ team?

Open-ended questions – leave room for more detailed comments.



## Career Page

Because it is the main touchpoint between candidates and your website, your Careers page plays a significant role in your employer branding. Take a look at the page: what is it saying about life at your company and what you value as an employer? Your Career page is the face you are putting on as an employer – is it the look that you are going for?

➤ If you do not have a Career page, that is one of the first places that you should start when it comes time to creating an intentional employer brand. And a personalized and branded Career page should be part of any employer branding strategy.

## Employer Branding Assets

Do you have any existing employer branding assets? What do they say about your company?

This may well not be the first time that you have given thought to your employer brand in one way or another. Odds are that you have some sort of employer branding assets that have been contributing to your existing employer brand. Pay particular attention to materials such as:



## Mission and Values

An authentic and effective employer brand will be founded on your company's mission, vision, and values.

- Do you know what you stand for as a company and do you have the company mission/vision statement and values written down anywhere? If not, that should be a top priority when creating a new employer brand.

When it comes to your existing brand, you should consider whether or not you have been putting your mission, vision, and values front-and-center with your employees and with potential employees or the general public. That will give you a sense of how much work there is to do to establish an intentional and values-based employer brand.





## Benchmark Against Competitors

Your competitors are another valuable resource when it comes to evaluating your current employer branding and crafting a more effective brand. Pick a few of your main competitors and perform a mini-audit of their employer brand along the same lines as your brand audit. Look at their social media pages, especially their Glassdoor profile, as well as their website and any job descriptions or listings. What are they doing well that you would like to emulate? What are you doing better than they are that you should keep or expand? You'd be surprised by how much you can learn.

Also, keep in mind that you may not only want to look at your main commercial competitors. Remember, you are crafting your employee brand, not your corporate brand. So, it is just as useful to look at your key competitors for talent – companies that hire from your demographic, for your job categories, and in your region.

### Employer Brand Audit Worksheet

Use this easy Employer Brand Audit Worksheet to track your progress as you review your current employer brand.

What message are you sending about your company as an employer on your social media pages?

How would you summarize employees' opinions of your company on Glassdoor?

What are three things that you are doing well?

What three complaints come up the most?

Does your Career page give an accurate and complete impression of what it's like to work at your company?

What could you add to make it even better?

What is your mission statement?

How can you express your mission in terms of what it means for your employees?

What are three things that your competitors are doing that you want to emulate?

What three things are you doing better than they are?

## Building Your Employer Brand

As we mentioned in the introduction, every company has an employer brand. How you run your business and manage your team leads to how you are seen as an employer both by your team members and candidates for open positions. But if you have not yet taken the time to develop an employer branding strategy then you will have created an “accidental” employer brand rather than a proactive employer brand.

➤ So the first step to crafting a positive, effective employer brand is to assess your existing employer brand and see where you need to make changes and improvements.

### Brand Identity

Start with the fundamentals and then work your way up. Trim away the narrative fat until you get at the very core of what you want to be known for as an employer. Keep it to one sentence ideally and one paragraph at the absolute most. Aim for something like this:

“Our mission as an employer is to help our team members acquire new skills, take on new responsibilities, and have a meaningful impact on our clients’ businesses and the Chicago community at large while having as much fun as possible along the way.”

### Brand Story

Next, zoom all of the way out and craft the big-picture narrative of who you are as an employer and what life is like at your company. Your brand story should be firmly grounded on your brand identity, values, mission, and vision but elaborate on them in a meaningful way.

Your goal when writing your brand story should be to effectively and efficiently communicate your brand identity to anyone, regardless of their previous knowledge about your company. It will form the basis of your employer brand awareness messaging so treat it as a piece of marketing collateral rather than an internal document.

If you want to tee up your employer brand marketing efforts, create three versions of your brand story: the full narrative, the paragraph-long elevator pitch, and the one-sentence networking pitch. Honing the brand story down to each size will help you create a consistent message and a foundation for your future communications.



## Brand Benefits

Your employer brand benefits are fairly self-explanatory: what benefits or value do you provide for your employees?

Try to be concrete, honest, and brutally concise. We would all like to think that we help our employees in every aspect of their professional life and maybe their personal lives as well. But saying that won't help you build a better brand as an employer.

➤ Pick just a handful of specific areas or benefits that are at the core of why your employees choose to work at your company.

If that seems like too much commitment for you, think of the brand benefits as your employer goals for the next year. Focus on living up to the promise you make in the brand benefits and then reexamine and set new goals in a year. After all, the best way to build a better employer brand is to become a better employer.

## Core Values

Your brand identity, brand story, and even brand benefits are all in some ways external-facing. They are the things that you want your employees and candidates to believe about you as a company.

➤ Your core values are different. They are what you want to stand for as an employer.

What you genuinely stand for not what you want to get credit for. They will be your guiding light as you build your employer brand and realize your employer brand in how you operate as a company. When you have to make tough choices as an employer, your core values should guide your decisions.

## Employer Branding Worksheet

### Employer Branding Worksheet

Use this worksheet to organize your employer branding efforts and keep track of your progress towards building a compelling and unique employer brand.

What is the core of your employer brand?

Describe your employer brand in three sentences or less.

You are giving a presentation to your entire team on your new employer brand. What five ideas do you want to make sure you include in the presentation?

- 1.
- 2.
- 3.
- 4.
- 5.

What would you tell a candidate to convince them that you are the right place for them to work?

Name five key benefits to working at your company.

- 1.
- 2.
- 3.
- 4.
- 5.

What do you stand for as an employer?

If you had to pick three values to describe your employer philosophy, what would they be?

- 1.
- 2.
- 3.

## Realizing Your Brand

As we mentioned, the best way to build a better employer brand is to become a better employer. If you try to change your image as an employer without changing the forces that created that image, your new employer branding will fall flat.



### Tailored Benefits and Compensation

What you invest in as an employer says a lot about what you value. Cutting corners when it comes to benefits and compensation sends a clear message to current and potential employees that their well-being is not a priority for your company. On the other hand, crafting an effective benefits package that is tailored to meet your employees' demonstrated needs can help you stand out as an employer who cares. The impact on your talent acquisition, retention, and engagement efforts will be immense.

Keep in mind, we are not saying that you have to increase your benefits spend and improve benefits across the board. With the right partners, you can deliver more meaningful benefits and save money at the same time.

➤ The key is to identify what matters most to your employees and expand those benefits while reducing your costs for benefits that your employees do not leverage or value.

Proactive benefits brokers can conduct health-risk assessments to determine your employees' medical needs and leverage targeted employee surveys to identify what your employees care about. They will also examine your plan utilization to identify unused coverage and important areas to restructure coverage. Then they can craft cost-effective, tailored benefits packages that will support your employer brand.

Benefits education is also a key part of realizing your employer branding because it doesn't matter how comprehensive your benefits are if your employees don't understand them.

➤ If your benefits broker isn't actively engaged in employee education and doing everything they can to streamline the enrollment process, it might be time to find a new benefits partner.

## Opportunities for Advancement and Meaningful Work

The era of the “company man” is officially over. Employees are demanding more from their employers than solid benefits and steady income in exchange for their loyalty. After all, that’s why employer branding is so important in the first place.



➤ The two main value propositions that will improve your employer branding and earn employee loyalty are opportunities for growth or advancement and meaningful work.

Opportunities for advancement are relatively self-explanatory. Your employees will not stick around for long or feel particularly positive about you as an employer if they feel as though they are stuck in their positions with nowhere to go. So, it’s a good idea to outline clear paths for advancement with established requirements to reach each next level – and to make good on the promise of those paths by actually promoting employees when they reach key performance milestones.

Employees are also increasingly thinking in terms of their broader careers rather than just their positions within your company. You can make good on your employer branding by supporting your employees’ professional development by subsidizing continuing education or providing paid time off for development opportunities. When your employees feel like you are invested in their success, they will become that much more invested in the success of your company.

Meaningful work is a slightly more complicated topic to get right. The struggle to provide meaningful work is one of the number one challenges facing employers today. But you can go a long way towards delivering meaningful work with just a few simple changes. Employees want to know that their work is contributing to something greater, that they are making a difference. Aligning employees behind a strong company mission and vision goes a long way in accomplishing this.

How can you make work meaningful? Set goals on the company, team, and individual level and tie employees’ projects to the success of those goals. Keep employees in the loop on what the company is trying to do and why. Make yourself available as the business leader so your team feels connected to the big-picture of the organization and does not feel as though there is a disconnect between the leadership and employees. And foster a values-based company culture.

## Streamlined, Personalized HR

As a growing business, you may not have given much thought to your HR policies and processes. Many growing businesses are so focused on building their business that they put human resources on the back burner. But how you run your human resources has a serious impact on the employee experience and, as a result, your employer branding.

Think about it: how effectively can you brand yourself as a hip, savvy employer if your employees have to fill out paper forms during onboarding and to sign up for healthcare each year?



➤ One of the simplest and most effective steps you can take to streamline and improve the human resources process is to implement a modern human resources information system and management system (HRIS/HRMS).

These technology platforms will create a single system of record for key human resources data, simplifying countless processes and eliminating unnecessary bureaucracy. When paired with an employee portal, your HR technology suite will improve the employee experience and make it easier for everyone to focus on the human side of human resources and the employee-employer relationship.

Another human resources related topic that is worth considering when realizing your employer brand is how you communicate with your employees and deliver feedback. The annual review model is quickly becoming outdated. Millennial employees, in particular, are demanding continuous feedback to fuel meaningful work and support their professional development. Consider how you can improve the lines of communication, celebrate every win, and offer constructive feedback that helps employees grow. The specific solutions will depend on your own business, priorities, and needs but some options to consider include performance management software and new meeting structures such as weekly or daily standups and regular manager one-on-ones.

The most important parts of the employee experience to get right for your employer branding are the hiring, onboarding, and offboarding processes. So, let's take a look at how to nail every step of the employee journey.

## How to Create a Thoughtful Hiring Process

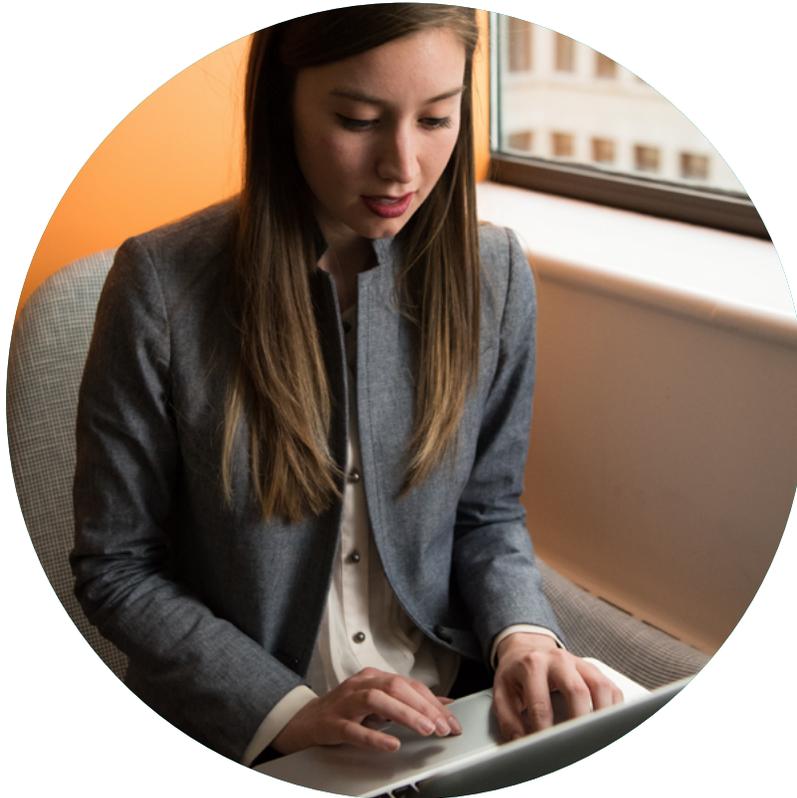
Your employer brand should be at the heart of every step of the hiring process. Think of the hiring process as a sales funnel for employees rather than consumers. You want to create a curated, thoughtful experience that is strongly branded and targeted to draw ideal candidates farther down the funnel.

Let's take a look at how to take a more thoughtful approach to each step of the hiring process.

### Job Descriptions

Whether they're on your website or a job board like Indeed, your job descriptions are the first step of the employee journey. They're your chance to make the right first impression to attract more, and more qualified, candidates to apply for job openings. Think of your job descriptions as the frontlines of your battle to establish and disseminate a strong employer brand.

The stakes might be high but nailing your job descriptions isn't as hard as it sounds. Just follow this quick cheat sheet on the next page for crafting killer job descriptions.



## Job Description Cheat Sheet

Use this worksheet to organize your employer branding efforts and keep track of your progress towards building a compelling and unique employer brand.

### Take Time and Customize

Whatever you do, don't copy your job descriptions from a template. Any time spent customizing and personalizing your job descriptions will be paid back many times over in higher-quality applicants and improved employer branding.

### Don't Turn Your Job Description into a List of Demands

Too many employers make their job descriptions all about setting out the technical specifications for the position. But the job description is a piece of marketing collateral. You wouldn't make a product page that listed everything you expect from your clients, would you? Obviously, you need to set some expectations to attract the right candidates but they should not be the focus of your job posting. Focus on emphasizing soft skills that are important to be an overall high-performing member of your team.

### Set Reasonable Expectations

When you do write the job requirements, think hard about what qualifications you really need in an employee. Nothing turns candidates off faster than an entry-level job that requires ten years of industry experience. And remember that finding a cultural fit is at least as important as finding someone who has the technical qualifications for a position. Emphasizing desired soft skills or company culture expectations can help you find better candidates and promote your employer brand more effectively.

### Use the Job Description to Establish Your Employer Brand

Remember how we said to craft your brand story as though you were going to post it onto your homepage? This is where that work pays off – adapt the brand story into a brand-driven company profile for your job descriptions. Try to give potential applicants an accurate sense of what life is like at your company and why it's an awesome place to work.

### Highlight Company Culture

In addition to your employer brand statement, you should include a description of your company culture, how you live up to that culture, and your expectations for potential employees as future stewards of your culture. Your company culture should be a consistent theme in your job descriptions, tying together your employer brand story and the soft skills you expect from applicants.

### Paint a Picture of the Position and Its Future

Most job descriptions give applicants a sense of what it will be like to try to get a job rather than what the job itself will be like. Stand out from the crowd by tailoring your job descriptions to give an accurate idea of what the day-to-day will look like for the role. Also, describe how you imagine the employee growing within the organization and what their long-term future at the company might look like. What higher-up roles do you expect the position to lead to and what skills do you expect the employee to gain during their time at your company?

## Branded Interviews

How can you harness the interview process to promote your employer brand and find the candidates who will make the best additions to your team? Well, we've got another cheat sheet for that:

### Interview Cheat Sheet

#### Be Prepared.

You would be insulted if a candidate came into an interview without having done any research into your company or even re-reading the job description, right? Pay the candidate the same respect by familiarizing yourself with the details of their resume and cover letter in-depth before the interview. The candidate will feel better about their experience when the interviewer is engaged and knowledgeable about their background and skills, and you will have a more productive, effective interview.

#### Be Consistent.

You shouldn't just do homework on the candidates. Also, take some time to review your job description and your About and Careers pages. What promises have you made to the candidate about who you are as a company and what it will be like to work for you? Make sure to live up to those promises and keep the messaging consistent during the interview.

#### Be Personal.

You are hiring a whole person not just a cog in your corporate wheel. Take the opportunity to get to know the candidates as people. Set a more casual atmosphere to help candidates relax and be themselves and ask questions that reveal elements of their personalities and values. You will get a much better sense of the cultural fit and how it would be like to work with this person every day. At the same time, be upfront about your company culture and use it to guide your questions – and share some of yourself in the interview. Candidates will appreciate the human connection and it will be a much better experience for everyone involved.

#### Be Open.

Interviews should be conversations, not interrogations. Encourage candidates to ask questions and give honest, thoughtful answers. Ask open-ended questions that allow the right candidates to shine and create space in the interview for candidates to fill with what they think is important for you to know. Believe us, candidates will fill any gaps in the conversation with valuable information that you might never have gotten out of a direct question.

#### Be Objective.

Unfortunately, unconscious bias can impact how you view different candidates and result in a less diverse and inclusive team. One way to combat potential bias is to create standardized rubrics that establish a consistent and relatively objective evaluation process. Don't let the rubrics stop you from being hands-on and in the moment during the interview but use them as a tool to hold candidates to the same standards.

#### Be Transparent.

Open communication is the key to a positive candidate experience that supports your employer brand. Give candidates as much information as possible about the process before, during, and after the interview. Some companies think that an air of mystery will make them seem more intimidating and encourage applicants to prove themselves. But who wants to work for someone aloof and intimidating?

#### Be Gracious.

How you handle rejections contributes as much to your employer brand as how you treat candidates who you want to become employees. Respect the commitment that candidates are making by coming in to interview, let alone by interviewing in the first place. Even if you don't hit it off during the interview, thank the candidates for their time and write personalized rejection letters. Don't just send a form letter. You never know who the candidates will talk to or whether they will end up being a fit for another position down the road.

## Effective Onboarding

Once a candidate accepts your offer letter, the employee experience officially begins. How you handle onboarding will have an impact on how your new employee sees you as an employer for the duration of their tenure. We could write an entire toolkit about the onboarding process alone, but this checklist will help you cover all the important bases and create a better onboarding experience.

### Onboarding Checklist

- Set first-day expectations in advance including schedule, dress code, and necessary documents
- Notify existing employees of new hire including employee details and invitation to welcome their new coworker
- Design onboarding materials and processes according to the employer brand
- Focus on the human side of onboarding while streamlining the bureaucratic side with enrollment software and digital forms
- Explain compensation and benefits and answer any employee questions
- Conduct job orientation including a tour and introductions to coworkers, managers, and leadership
- Connect the employee with a peer mentor
- Provide employee handbook and guidelines
- Set employee up with necessary devices, accounts, and documentation (ID card, business cards)
- Outline expectations and schedule for the first week and months
- Set initial goals, assignments, and evaluation criteria
- Meet with the employee daily over the first week

## Communicating Your Brand

Once you have developed your brand and aligned the ways that you treat your employees and hire new team members with your new employer brand, it's time to get the word out about your employer brand. We've touched on some elements of communicating your employer brand throughout the toolkit but let's look at each major channel in more detail.

### Word-of-Mouth: Getting Employee Buy-in and Uplifting Employee Voices

When it comes to creating employer brand awareness, your employees are the greatest tool available to you.

➤ The good news is that if you have effectively shaped the employee experience to match your employer brand, your employees will become natural allies in your branding efforts.

They will be excited about working at your company and will want to share that excitement. Especially if you have created a vibrant and inclusive company culture with plenty of employee buy-in.

If that is the case, odds are that your employees are already telling people about your company and unconsciously promoting your employer branding. All you need to do is create outlets for their enthusiasm by inviting them to:

- Write blog posts for the company website
- Take over the company social media accounts or write social media posts for the pages
- Write honest Glassdoor reviews
- Record video testimonials for the company website
- Craft personal employee bios for the website
- Form a team advocacy Employee Resource Group that comes up with new ways to celebrate the team, their stories, and their wins



## Careers Page

Sooner or later, future employees will find their way to your Careers page. It's hard to overstate how important the Careers page is to your employer brand. You wouldn't have a commercial landing page that just lists your products with vague descriptions and links to third-party sites.

➤ Think of your Careers as the landing page for your employee marketing campaign and customize it accordingly.



Some companies choose to feature their entire team on their careers page to show their dedication to their employees and give applicants and visitors a sense of the company culture. Others include employee testimonial videos, pictures or a video walk-through of the office space, and images of team meetings and events. What you do is up to your brand and resources, but here are some ideas to get you started:

- Employee Testimonials: quotes or videos
- Employee Spotlights: highlight a few key employees
- Employer Brand Story
- Mission/Vision Statement
- Core Values (“How We Work”)
- Company Culture Profile
- Features on Managers
- Statement from CEO
- Summary of Perks and Benefits
- What it Means to be On Our Team
- Who We’re Looking For: soft skills and cultural fit

## Glassdoor Profile



The other place that every potential employee will look before applying to work at your company is your Glassdoor profile. That means that it is important to claim your profile and tailor it to match your employer brand. Many companies don't realize that they can use their Glassdoor profiles as a second Careers page. Follow this Glassdoor best practices guide to up your Glassdoor game and attract the talent you need:

### Glassdoor Best Practices Guide

#### Add a Customized Company Description

Once you claim your Glassdoor page, you get to write your company description. Take this opportunity to stamp the page with your employer brand by highlighting your brand story, mission/vision, values, and company culture in the description. Pull elements from your Careers and About pages if you don't feel like reinventing the wheel but try to keep it at least somewhat unique from what candidates will read on your website.

#### Include Photos of Your Workplace

As the old saying goes, a picture is worth a thousand words. Uploading professional photographs of your office can help candidates picture life at your company and let you show off any unique features or benefits.

#### Verify Benefits

You can verify the benefits that employees mention in reviews to add emphasis and attract candidates. 80% of employees would prefer better benefits over a raise, so highlighting your benefits on Glassdoor can help you stand out.

#### Feature Reviews

That's right – you can feature employee reviews and move them up to the top of your page. The feature is only available to premium members but it's worth considering so that you can highlight meaningful positive feedback and promote your employer brand.

#### Respond to Reviews

Never let negative reviews go unanswered and always thank positive reviewers for their feedback and contributions to your company. Two-thirds of users think better of employers who respond to employee reviews, regardless of the quality of the review. But it's also important to write the right response. Here are some key things to keep in mind when responding to Glassdoor reviews:

- **Be specific:** Respond to details in the reviews, reinforcing positive characteristics and addressing concerns.
- **Speak to the reviewer:** Don't make the mistake of addressing visitors and trying to discredit negative reviewers, it's not a good look. Thank the reviewer for their feedback and frame the response as a dialogue with the reviewer.
- **Be humble:** Negative reviews can sting and it's natural to want to respond forcefully, but that will not help your employer branding. Treat criticisms as valuable insights and opportunities for improvement and always take the high road.
- **Say how you are going to do better:** Don't just apologize for negative experiences – say how you're going to do better in the future. Better yet, say how you have already addressed or started to address any issues.
- **Take reviews to heart:** When current or former employees, or interviewees, give negative feedback take it as an opportunity to improve. It's all well and good to say that you will do better but it's important to follow that up with action and actually do better in the future.

## LinkedIn



LinkedIn has been consistently expanding its company pages over the past few years and you can now create a profile that contains almost as much information as your official website – just minus your product pages. Let’s look at how to optimize each element of your LinkedIn profile:

### LinkedIn Optimization Guide

#### Profile Picture and Banner

Your LinkedIn profile picture and banner are important parts of both your corporate branding and your employer branding efforts. Company pages with profile pictures get 30% more views and it’s so easy to add one that there’s no reason not to: just use your company logo. You have more leeway when it comes to your banner, so it deserves some thought about how you can convey both your corporate and employer brands. Follow your marketing style guides and try to come up with a message that synthesizes your two brands.

#### Company Tagline

Your company tagline appears underneath your profile picture and is one of the first things any candidate or potential client will see on your page. You have to keep it to around one sentence, so the pressure is on to get it right. But, you can deliver a meaningful company tagline by adapting your mission statement, employer brand identity, or employer brand networking pitch.

#### Company Overview

Think of your Company Overview as the main text on your About page. This is where you get to tell visitors what you stand for and who you are as a company and as an employer. Again, your overview is going to do double-duty to attract clients and employees so you’ll need to find the right balance between corporate and employer branding. But you can do a good job on both by focusing on your mission, vision, and values.

#### Life Page

The Life page on your LinkedIn is your Career page, but social media style. You can create different spaces to highlight yourself as an employer: a “Careers at Company X” section with your employer brand statement and employee video to establish what life will be like at your company, a mission statement section to show candidates what they will be working towards, a carousel of office and employee photos, and a carousel of employee LinkedIn posts or blog articles. Just like on your Careers page, put your employees and their voices front-and-center and share as much of your personality and passion as possible.

#### Jobs Page

Unfortunately, there isn’t much you can do to customize your Jobs page. But it is still a great way to drive conversions and get people to apply to open positions. So make sure to post any openings on the Jobs page and remove any filled positions.

#### Home Page: LinkedIn Feed

Your Home page will automatically display your most recent LinkedIn posts. And you should be writing LinkedIn posts! You can create a mix of content designed to appeal to customers and candidates, including industry news, thoughts on industry issues, company updates, employee profiles, and thought pieces about what your company does or what it means to work at your company. You can repurpose blog and social media content as well as writing original material for LinkedIn.



## Don't Do it Alone: Find the Right HR Partner

Because benefits and human resources play such a large role in your employer branding, you can't afford to work with a benefits broker who takes a hands-off, one-size-fits-all approach to your business. You need someone who is invested in your success and willing to put in the work it takes to deliver meaningful benefits and a streamlined, values-based human resources experience for your team.

At Launchways, we specialize in helping our clients realize their employer brands and creating benefits offerings that maximize the value of every dollar invested.

Want to see what Launchways can do for your organization?  
Visit [www.launchways.com/learn-more](http://www.launchways.com/learn-more)