

Employer Brand Checklist

Take the reins of your employer brand by following these steps.

Audit Your Current Employer Brand

- Check your eNPS scores
- Host stay and exit interviews
- Check out social media platforms like LinkedIn, Twitter, Glassdoor, Indeed and Blind to learn what current or former employees, or job candidates say about your company.

Define Your Employee Value Proposition (EVP)

- Create a clear set of statements outlining what you can offer employees

Set Up A Careers Page On Your Website

Include the following:

- Employee testimonials
- Company photos
- Short video featuring real employees
- Your company values and mission statement
- Employer awards
- Company perks and benefits
- Current open vacancies (and remember to keep updated)

Build An Inclusive Recruitment Process

Understand the importance of following a diverse and inclusive recruiting process

Craft inclusive job descriptions using gender-neutral language

Use anonymization in your screening processes to remove identifiers like names, ages, gender, or home addresses that may skew decision-making.

Value Your Candidate's Time

Improve candidate experience by:

- Having strong communication with candidates
- Making quick decisions about rejections or shortlisting
- Providing content such as FAQs or documentation to support the application process
- Fill out your own application form to put yourself in the candidate's shoes.

Improve Onboarding Process

Continue strong communication with new hires

Remove repetitive admin tasks from onboarding

Lean on technology to automate manual processes

Collect Regular Feedback From Employees

Use:

- Pulse surveys
- 1:1 meetings
- Focus groups
- Employee satisfaction and engagement surveys

Remember to act on the feedback you receive.

Offer Career Growth Opportunities

Clarify how prospective employees can progress at your company by offering:

- Clear career paths across your organization
- Mentoring
- Shadowing
- Courses
- Microlearning

Publicize Your Employer Brand

Actively promote your employer brand online on social media

Encourage your employees to become brand ambassadors by filling in their LinkedIn profiles to expand your company's natural reach.

Develop A Talent Community

Keep in touch with promising candidates by inviting them to join your talent community. Send out:

- Newsletters
- Job alerts
- Company news

Connect The Dots Between Your Current And Dream Employer Brand

Complete your employer brand audit and outline the steps needed to create a positive employer reputation. Depending on your current situation:

Improve employer brand visibility: make potential candidates aware of your offering

Negative employer brand management: take the time to respond to negative feedback, own your mistakes and turn them around.