

Employer branding checklist

Are your employer branding efforts up to speed? Find out quickly if you're good to go or if any vital aspects need to improve with this checklist.

Employer branding checklist:

Be clear about what constitutes your company culture, values, mission and purpose, and how to effectively communicate them. In short, take some time to craft your story. This is, along with job characteristics and the benefits you offer, vital for attracting candidates.

Careers page:

- Is it well designed and in line with your visual identity?
- Does it look modern and clean?
- Is it up to date with the latest jobs, and not displaying positions that have been filled?
- Is it responsive and fast to load?
- Is it well-adapted to mobile?
- Does it contain good pictures and videos of your team and office?
- Is it easy to apply to jobs (e.g. with LinkedIn one-click apply or with a form requiring little effort)?
- Does the copy carry across your company values, vision, and mission? Was it checked for errors?
- Does the page include a hiring timeline to make the process of applying and getting hired more tangible?
- Does it link back to your website or social media accounts, in case someone wants to explore further?

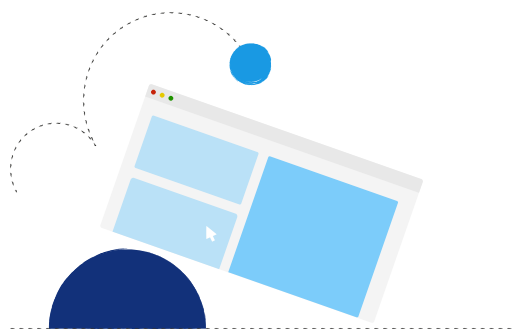


Social media pages (LinkedIn, Facebook, Instagram, Twitter or any others that are relevant to your audience):

- Are your accounts up to date with fresh and relevant content, at the very least featuring posts with your job openings, links to your careers page, and some content displaying your company culture in a favorable light?
- Do you post videos and photos of your team having fun or doing their work?
- Do you have a coherent visual identity across all your communications and materials (e.g. appropriate and consistent color scheme, typography, and design principles)?
- Do you have a social recruiting strategy in place? Take a look at our [Social Recruiting Playbook](#) if you'd like to learn some new tricks!

Website:

- Does it load quickly on both desktop and mobile?
- Does it look good?
- Is it intuitive?
- Does it carry across the company's story, vision, mission, and values?
- Explore the site.



Knowledge of candidates:

- Do you know your candidates? What do they like, where do they spend their time (online and perhaps offline), and what aspects of your culture will resonate with them?
- Have you created your candidate personas to better guide your employer branding attempts?

Job descriptions:

- Do your job descriptions reflect your culture and company spirit?
- Are they detailed and precise enough? Can the candidate easily understand what is asked of them and what skills/experience they would need to be considered?
- Are they free of typos and is the copy compelling? Consider having a content marketer give your text a final brush-up!
- Do they include the benefits you offer to increase the chances that people will apply?
- Are they written in a way that those suitable for the role would find convincing? The people writing the job descriptions should have good knowledge of the role and what it entails to avoid coming across as vague.
- Is the application process easy? Forms should contain as few fields as possible.
- Some software, such as Recruitee, allows candidates to apply via their LinkedIn profiles with one click!

Nurturing advocacy (word-of-mouth):

Have you considered the impact that your interactions with potential employees have on your employer brand? Both those you accept and reject are important.

At-a-distance communication with prospective employees:

- As soon as the employees apply, do you make sure to answer promptly?
- Are your answers as efficient and to-the-point as possible?
- Are your messages to potential employees personalized (i.e. not automatic templates)?
- Is your tone of writing friendly yet professional?
- Do you send carefully worded, empathetic rejection emails?
- Is your company culture carried across in your communications?
- Are you, as much as possible, timely in your responses and not late for any appointments?
- Do you use phone interviews to avoid disappointment and wasted time?

Interview stage:

- Do you let everyone in your office know that a candidate is coming to visit? Make sure people are welcoming and warm.
- Have you done all you can to ensure the interview runs smoothly (e.g. reserve a silent room, have some appropriate refreshments to offer, make sure the office is not messy, be on time, be accommodating, make sure to ask some ice-breaker questions)?
- Make sure that, no matter their fit or quality as a candidate, you still treat them excellently, as if they were your employee.

Post-hire:

- Have you set up an employee referral program?
- Do you offer a high enough reward to motivate employees to refer candidates?
- Do you ensure you take photos and videos at every team event, and then use the good ones to develop your employer branding further?
- Do you gather employee testimonials and promote them on your careers page?
- Do you send out occasional employee surveys and then act, as much as possible, on their suggestions and concerns?



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