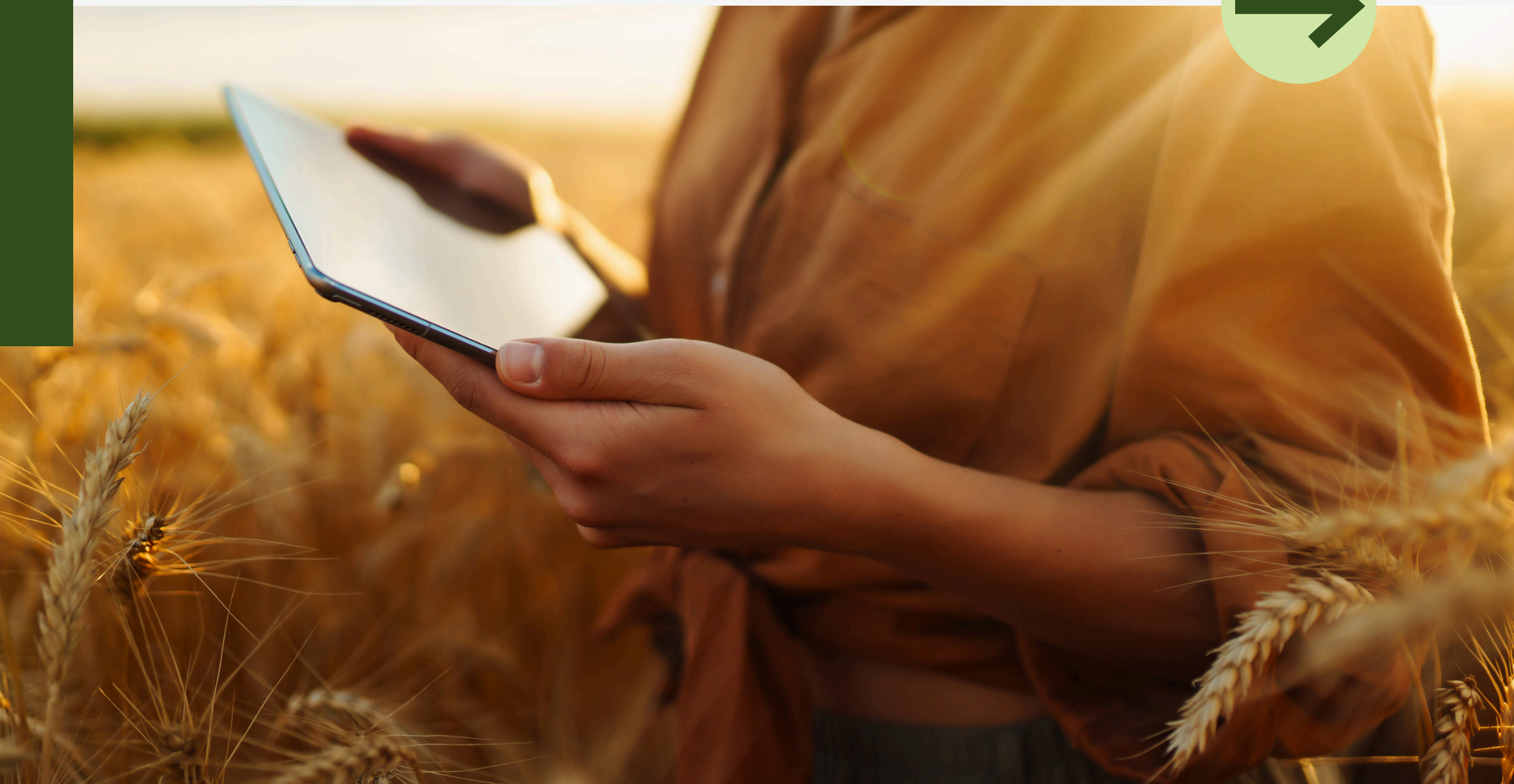


HOW STRONG IS YOUR EMPLOYER BRAND?

EMPLOYER BRAND AUDIT CHECKLIST

- Evaluate your employer brand to identify opportunities to better attract, engage, and retain top talent.



YOUR EMPLOYER BRAND'S IMPACT ON HIRING

Today's candidate's are doing their homework
on a company before applying.

A green circle with a white border containing the text "93%".

93%

are researching
employee reviews
when job searching.

A green circle with a white border containing the text "85%".

85%

review the company's
social media before
applying for a job.

91%

say employer branding impacts
their decision to apply.





1

CAREERS PAGE

Your careers page should showcase your open opportunities and give candidates a glimpse into what it's like to work for you.

- ☐ Up to date with active job openings
- ☐ Highlights company culture, mission, and values
- ☐ Features employee testimonials
- ☐ Shows real content of your operation



 2

JOB POSTINGS

Your job posting is often a candidate's first impression. Ensure it's clear, skimmable, and answers candidates' basic questions.

- ☐ Brief company overview and culture
- ☐ Salary range and benefits outlined
- ☐ Clear job responsibilities and scope
- ☐ Minimum qualifications or requirements
- ☐ Built-in application or instructions included





3

SOCIAL MEDIA PRESENCE

An active social media presence showcases your culture and builds trust with potential applicants.

- ☐ Post regularly on LinkedIn, Facebook, etc.
- ☐ Showcase company culture and team
- ☐ Feature employee achievements and milestones
- ☐ Highlight workplace and community events





4

CANDIDATE EXPERIENCE

**A positive candidate experience creates advocates,
regardless of the outcome.**

- ☐ All applicants receive confirmation receipt
- ☐ Clear interview expectations provided
- ☐ All interviewed candidates receive a response
- ☐ Offer process is efficient and professional



5



EMPLOYEE ADVOCACY

**Your employees are your best brand ambassadors.
Their authentic experiences can build trust and
bring your employer brand to life.**

- ☐ Employees share company content
- ☐ Team members refer candidates
- ☐ Positive employee reviews visible online
- ☐ Leadership participates in employee advocacy



SCORE YOUR BRAND

How attractive is your employer brand to today's candidates?



17-21 CHECKS: STRONG EMPLOYER BRAND THAT CAN ATTRACT TALENT



11-16 CHECKS: GOOD FOUNDATION WITH ROOM FOR IMPROVEMENT



0-10 CHECKS: YOUR EMPLOYER BRAND MAY BE COSTING YOU CANDIDATES