

# 8 Employer Brand Mistakes to Avoid

*Becoming a top brand among early career talent*

April 25, 2019

Presented by



# Introductions



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# Agenda

- 1 Introductions
- 2 The Influence of a Strong Employer Brand
- 3 8 Employer Brand Mistakes to Avoid
- 4 8 Tactics to Start Using Today
- 5 Live Q&A

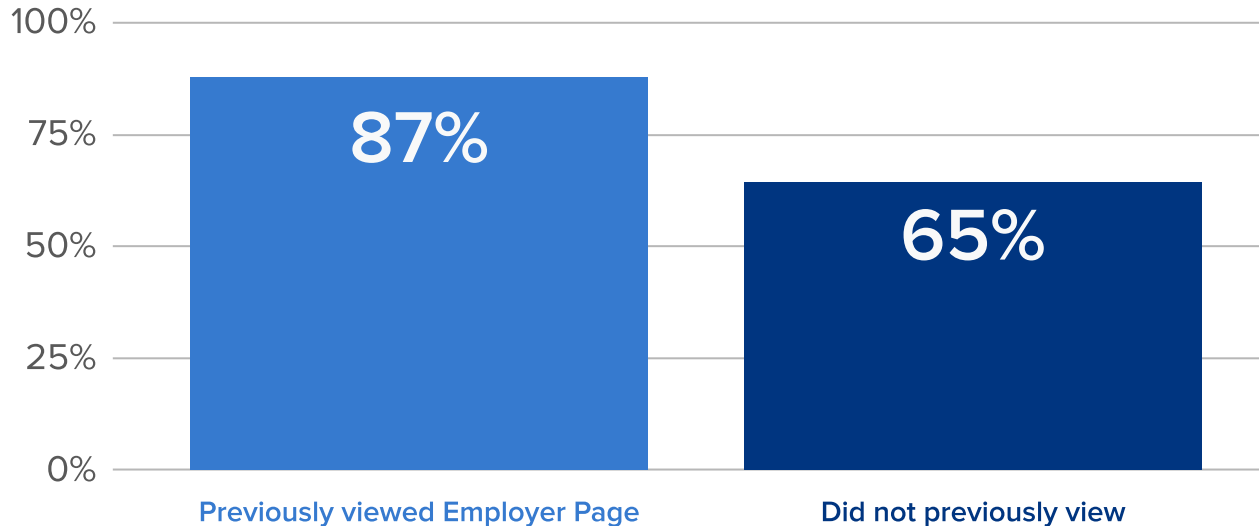


# The Influence of a Strong Employer Brand

# The Influence of a Strong Employer Brand

*Students & alumni that interact with your brand are  
+20% more likely to open your message*

## Message Open Rate





## Poll

**What is the biggest challenge you're facing in building a strong employer brand with an early career audience?**

A smiling woman with long dark hair, wearing a red button-down shirt, is shown from the chest up. She is looking upwards and to the right. The background is a solid blue color with decorative elements: a cluster of small white dots in the top left, a cluster of small white dots in the bottom center, and several thin white diagonal lines on the left and right sides. The text '8 Employer Brand Mistakes to Avoid' is written in a bold, yellow, sans-serif font across the middle of the image.

# 8 Employer Brand Mistakes to Avoid

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**#1: You market your employer brand the same way as your Marketing team promotes the corporate brand**

## Long-term strategy

Determine your top Employer Value Propositions (EVPs), or benefits your organization provides as an employer. Then, publicize those EVPs consistently across all channels

## Tactic to use today

Talk to 5 Gen-Z hires to ask what they like about working at your organization



# 8 Employer Brand Mistakes to Avoid

#2: You don't know how hiring managers & interviewers talk about your employer brand

## Long-term strategy

Create, implement, and maintain a training program & playbook for everyone involved in speaking with early talent candidates

## Tactic to use today

Schedule an employer brand focus group with 5 of your hiring managers

# 8 Employer Brand Mistakes to Avoid

**#3: You don't know all the ways students interact with your employer brand**

## Long-term strategy

Determine all the ways that students are interacting with your brand, then write up 'rules of engagement' for communicating with students on each channel

## Tactic to use today

Search for "work at [organization]" and find what students see when they research your organization

# 8 Employer Brand Mistakes to Avoid

## #4: You are accidentally deterring students from underrepresented groups

### Long-term strategy

Utilize the 70 inclusive language principles from the Handshake blog in your job descriptions, on your career site, and during interviews

### Tactic to use today

Remove any mention of “culture fit” in job descriptions or in interview prep guides

#### *Inclusive language blog posts:*

Part 1: [bit.ly/inclusivept1](https://bit.ly/inclusivept1)

Part 2: [bit.ly/inclusivept2](https://bit.ly/inclusivept2)

# 8 Employer Brand Mistakes to Avoid

**#5: You don't know what your company does better than your talent competitors**

## Long-term strategy

Create internal guides for each of your top talent competitors and share with your team

## Tactic to use today

Research and find 3 strengths and 3 weaknesses of your top talent competitors on employer review sites



## Poll

**What is the main way you are currently measuring your employer brand presence among early career talent?**



# 8 Employer Brand Mistakes to Avoid

## #6: You don't know the best way to measure your employer brand

### Long-term strategy

Focus on the most important metrics for your business, e.g. how you compare with talent competitors, company page views, employer reviews

### Tactic to use today

Build a post-interview survey & send to a candidate you interviewed this week

*Employer brand survey  
template:*

[bit.ly/EBsurveytemplate](https://bit.ly/EBsurveytemplate)

# 8 Employer Brand Mistakes to Avoid

**#7: You use the same employer brand strategy across all student segments**

## Long-term strategy

Create an internal guide with talent personas for each type of student you're trying to recruit

## Tactic to use today

Email 3 early talent new hires in 3 different role types to ask for testimonials

# 8 Employer Brand Mistakes to Avoid

#8: You don't have a brand strategy in place for recruiting in new locations

## Long-term strategy

Expand your reach when it comes to your school list & implement an event strategy for those colleges

## Tactic to use today

Post on social media with a popular event hashtag in a new location where you're trying to recruit



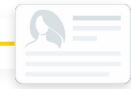


# Recap: 8 Tactics to Start Using Today

- 1 Talk to 5 Gen-Z hires to ask what they like about working at your organization
- 2 Schedule an employer brand focus group with 5 of your hiring managers
- 3 Remove any mention of “culture fit” in job descriptions or in interview prep guides
- 4 Research your top talent competitor’s 3 strengths and 3 weaknesses as an employer
- 5 Build a post-interview survey & send to a candidate you interviewed this week
- 6 Search for “work at [organization]” and find what students see when they research your organization
- 7 Email 3 early talent new hires in 3 different role types to ask for testimonials
- 8 Tweet with a popular event hashtag in a new location where you’re trying to recruit

# Handshake Premium

Engage at every step in a student's career journey



## Drive priority students

to Events & Jobs with smart Campaigns



## Connect meaningfully

with Event Check-In and Virtual Events



## Highlight your story

authentically with Content and Branding everywhere



## Build relationships

at scale with context on each Candidate's Journey



Track results & build visibility with **Handshake Analytics**

To learn more, email [employers@joinhandshake.com](mailto:employers@joinhandshake.com)

# Thank you!

For any questions, email  
[employers@joinhandshake.com](mailto:employers@joinhandshake.com)

