8 Employer Brand Mistakes to Avoid

Becoming a top brand among early career talent

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Presented by

handshake
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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 Chart]

- Previously viewed Employer Page: 87%
- Did not previously view: 65%

Source: Handshake data, 2017-2018
Poll
What is the biggest challenge you’re facing in building a strong employer brand with an early career audience?
8 Employer Brand Mistakes to Avoid
#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
#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:**

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#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
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
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#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
Thank you!

For any questions, email employers@joinhandshake.com