



50 Ways To Brand Your Candidate & Employee Experience

In partnership with Rally



To help you communicate your employer brand, we have partnered with Rally Recruitment Marketing to create a checklist of 50 opportunities across 19 stages in the employee journey. Use this checklist to identify the moments and touchpoints you can use to infuse your employer brand into your digital experience.

OPEN TO CHANGE

- 1 Focus on creating and sharing recruitment marketing content that illustrates how you differ from hiring competitors.
- 2 Encourage employees to create and share their workplace stories externally to provide an authentic inside look into what it's like to work at your company.
- 3 Leverage social media to share employee stories so that candidates can determine if your organization is a good fit for them.
- 4 Promote compelling PR moments to show proof that your organization is a great place to work.

SEARCH FOR JOBS

- 5 Provide initial content about your application process, include the steps involved and typical timelines associated.
- 6 Build out personalized landing pages for different job families. Highlight the team value proposition and employee experience.
- 7 Enhance your job descriptions by incorporating videos and images.

EMPLOYER RESEARCH

- 8 Make sure your career site has information that candidates are researching, including your organization's values and mission.
- 9 Create a careers blog hosted on your corporate website to give candidates a glimpse into your organization.

APPLY FOR JOBS

- 10 Take a hard look at your apply flow from start to finish and work to eliminate unnecessary steps.
- 11 Consider overlaying disparate systems with technology that can unify the experience into one that's modern and mobile.

APPLICATION REJECTION

- 12 Set up automated emails that are triggered when candidates are moved to different stages of your process.
- 13 Offer rejected candidates resources that could help them succeed in their job search.
- 14 Encourage unsuccessful candidates to stay in touch for future opportunities.

ATTEND INTERVIEWS

- 15 Text and chat-bots can save everyone time and frustration.
- 16 Leading employers have created virtual interview guides that help candidates prepare for success.
- 17 Consider developing an EVP training session or guidebook that shares key messages and candidate experience tips with recruiters.
- 18 Send a thoughtful communication that includes a brief personal note and constructive feedback.

INTERVIEW REJECTION

- 19 Invite the candidates to keep in touch by inviting them to connect with your talent community.

CONSIDER OFFER(S)

- 20 Make offer packages easier by creating content to help candidates navigate your offer process.
- 21 Make the offer package an experience.

DECLINED OFFER

- 22 Tactfully ask the candidate the reason they rejected your offer. Constructive feedback can help shape your future efforts.
- 23 Send the candidate a nice thank you email or phone call and encourage them to keep in touch for future opportunities.

ACCEPTED OFFER

- 24 Send a physical welcome package with company swag.
- 26 Staying in touch with new hires can also decrease “ghosting” by candidates.
- 25 Record a welcome to the team video to personalize the experience.

NEW HIRE ONBOARDING

- 27 Can you make your on-boarding process a one-stop experience?
- 28 Update your on-boarding systems to feature visuals, messaging and a tone of voice that aligns with your external brand.

COMPLETE TRAINING

- 29 Ditch the traditional PowerPoint training for more engaging methods.
- 30 Team up with your HR team to audit and review existing policies, programs and procedures to ensure brand alignment.

PROBATIONARY REVIEW AND INVOLUNTARY EXIT

- 31 Take the time to conduct a thorough exit interview, capture their feedback and make them feel heard.
- 32 Monitor employer review sites and address negative reviews and feedback head on.



BELONGING

- 33 Digital tools like Slack and Teams foster instant communication and collaboration among employees.
- 34 Ensure that day-to-day admin tasks are up-holding your commitment to a quality employee experience.
- 35 Review your employee recognition program to ensure it communicates your employer brand and values.
- 36 Create a committee responsible for social events and other team activities that can help strengthen your internal culture.

GROWTH AND DEVELOPMENT

- 37 Fulfill your EVP promise on learning and development by ensuring programs are reflective of what you're promoting.
- 38 Celebrate promotions and transfers with swag or a gift card and through a department-wide shout out.
- 39 Encourage hiring managers to spend a week considering internal candidates before moving to the external market.



RETENTION

- 40 Conduct regular employee pulse or eNPS surveys to gauge employee engagement and satisfaction levels.
- 41 Use analytics to measure your digital experience and make improvements.
- 42 Give your performance management process some love.

ADVOCATE

- 43 Create an employee advocacy program to encourage employees to share your company culture content on social media.
- 44 Develop a “keep in touch program”.

VOLUNTARY EXIT

- 45 Provide training and a how-to document for social media to encourage your team to produce employee generated content.
- 46 Try to create a positive final employee experience that boosts your employer brand.
- 47 Keep the exit paperwork simple and ensure the process upholds your company values.

RETIRE

- 48 Organize a celebration that commemorates the employee.
- 49 Create a career highlights presentation or video to acknowledge their contributions.
- 50 Give them an award to acknowledge their hard work and dedication over the years.

Download the full guide from Rally [here](#)