

A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a silver ring on their left ring finger and several colorful beaded bracelets on their left wrist. The background is blurred, showing other people in an office environment. The text is overlaid on the left side of the image.

# Distribution Planning for **Talent Attraction**

Finding the Right Fit: How to Create and  
Share Content for Talent Attraction

themuse

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### Are You Ready to Use Content to Attract Talent?

You want to attract the very best talent to your company. But, how can you do that?

One powerful word: **content**.

Here at The Muse, we know that content plays a huge role in the very best talent attraction strategies. Crafting effective content campaigns will help you:

- Foster awareness among your target pool of applicants
- Empower talent with a clear understanding of your company's unique values, culture, and opportunities
- Convert passive candidates into engaged and informed active applicants

So, where exactly should that impactful content live? On your company's careers page.

It's easy to overlook your careers page as a place where you should just post job descriptions—and not much else. But, it can actually be a real opportunity for you to provide a resource to prospective candidates who are interested in learning more about your company.

In fact, [one TalentBoard study](#) found that applicants are twice as likely to visit a company's career site for more information than they are to visit LinkedIn or Glassdoor.

If candidates visit your page and are greeted with informative blog posts, compelling videos, and behind the scenes photos, that's a lot more engaging than a bunch of plain text job descriptions and a snapshot of your office that hasn't been updated since 2011.

Think about it this way: If you were thinking about purchasing a new car, would you be willing to hand over your money after only reading a text description of the vehicle? Probably not. You want things like photos and videos to give you a better idea of what you're in for.

Talent works that same way. By providing these resources, you're empowering them to take a peek behind the curtain and get a grasp on what it'd really be like to work for you organization.

While generating that content is a step in the right direction, you also need to invest some elbow grease into promotion. You can build it—but that doesn't mean talent will come. In addition to actually crafting the campaign, you need to also figure out how to distribute it effectively.

We know what you're thinking now:  
*Whoa, this all sounds overwhelming. How do I get started creating content campaigns for our own organization and then actually get that information in front of the eyeballs of our target talent?*

ROLL UP YOUR SLEEVES  
AND GET READY TO  
WORK, BECAUSE WE HAVE  
EVERYTHING YOU NEED TO  
KNOW RIGHT HERE.



## Telling Your Story: Crafting Your Content Strategy

When it comes to creating content that showcases your employer brand and boosts your talent attraction efforts, authenticity is the name of the game.

Candidates will gloss right over any buzzwords and generalities.

So, remember, you don't just need a content strategy—you need one that's true to your values and your culture, so that you can provide a genuine and transparent look at your company and find the best-fit talent for your organization.

This might seem impossible to accomplish, but rest assured, it's not. Here are a few steps to take to craft a content strategy that proves your company doesn't just talk the talk, but actually walks the walk.



## 1.1 Identify Your Goals

Any solid strategy starts with a goal. Obviously, your objective in this case is to leverage content to attract high-quality talent.

But, you need to go a step further and determine what success with that goal actually looks like.

- Is it an increased application rate?
- Better-informed candidates?
- An easier time hiring for highly specialized roles?
- A shorter hiring process, because you have a way larger pool of qualified applicants?

Determine those success metrics up front so that you can not only target your content efforts, but also get data that shows whether or not you're getting a decent ROI on your efforts. With that in your back pocket, it'll be that much easier to get buy-in from senior leadership on any employer branding initiatives you choose to tackle in the future.





In order to effectively create and distribute your content, you need to identify your target audience—the talent you're trying to reach.

**Here's the best way to do that:**

Start broad by honing in on a specific position you're actively recruiting for. Do you always need engineers? Sales people? Account managers?

Now, take that single position and do a deeper dive. Perhaps you need sales people, but what other criteria do you need them to meet?

Do they need to be bilingual? Do they need to be familiar with a certain type of software that you use? Do they need to reside in a certain geographical area? Do they need a certain number of years of experience or a specific personality trait to be successful?

Those are all helpful details in creating target talent personas that will help you tailor your content and then align your promotion efforts.

Knowing as much as possible about your audience—like what they care most about in their roles and where they're already spending their time job searching and exploring companies—will ensure you get way more bang for your buck with your content.

### 1.3A Talk to Your Employees

If you take nothing else away from this guide, make it this: Your employees are your greatest assets. That's not just because they produce great work, but also because they can give you some much needed insight into the core pieces you should be promoting through your content.

For that reason, you should absolutely be involving your employees in the content planning and creation process.

This all starts with the personas we just talked about above. Involving your employees in the creation of those personas will give you a much stronger grasp on what it's actually like to have a certain position within your company.

Your employees are the ones in the trenches, so they know that information way better than you do. Rely on their insights to add more detail to your personas and also draft far more accurate job descriptions for your open roles. Here are a few questions you should be asking your existing employees:

- **What part of your role do you enjoy the most?**
- **Why did you apply to this company?**
- **What do you like about our culture?**
- **Where do you spend your time online?**
- **What skills do you think help you succeed?**
- **What are your major goals and targets?**



## 1.3B Talk to Your Employees

Next, ask your employees—whether it’s through casual conversations, a more formal survey, or a tool like our own [BrandBuilder](#)—what things they love about working for your organization. That will help greatly with that oh-so-important authenticity piece of the puzzle.

For example, perhaps you’re operating with the assumption that your fun outside events and enthusiastic culture are what keep people sticking around. But, when you listen to your employees, you find out that they’re much more passionate about your commitment to community service or your emphasis on professional development.

That means those are the things you should be actively promoting through any content for talent attraction.

By leaning on your employees, you’ll not only be able to wrap your arms around those things that team members truly love about your company, you’ll also start to source some great foundational pieces for your content strategy.

Things like quotes and personal stories make great inspiration for everything from Instagram posts to employee-focused videos or blog posts.



That employee-centric content is important for candidates, who rate a company’s existing employees as their [most trusted source for information](#)—yes, even above news coverage or reviews from other job seekers.

Want an example of employee-centric content? Muse client, [CSC](#), does a great job with this, featuring employee stories, quotes, and peeks at different company activities across multiple different channels.



Creating content might seem like a totally overwhelming task. But, here's the good news: You probably already have way more resources at your disposal than you think. There's no need to reinvent the wheel here.

Take a fine-tooth comb through any existing content you already have in your archives.

Those random photos you snapped during your company's weekly craft beer wind-down? Those could make for a highly-engaging Instagram or Facebook post that provide a peek at your people-first culture. Those various pieces of praise that employees submitted as part of their feedback surveys? With permission, those could make awesome pull quotes.

It's also important to remember that every piece of content you share doesn't need to be originally created by you. Whether it's an article that shares helpful interview tips or a story that a news outlet did about one of your company's initiatives, that's content that's also well worth sharing.

Here's an example: Muse client, [Guidepoint](#), promoted a Muse company roundup that they were included in. This sort of content still gives talent a look at what the company is really like—without them having to create the content themselves.

## 1.5A Piece Together Your Plan

It's easy to feel totally swamped when it comes to crafting a content strategy for talent attraction. But, rest assured, you probably already have most of the pieces you need—you just need to put them together.



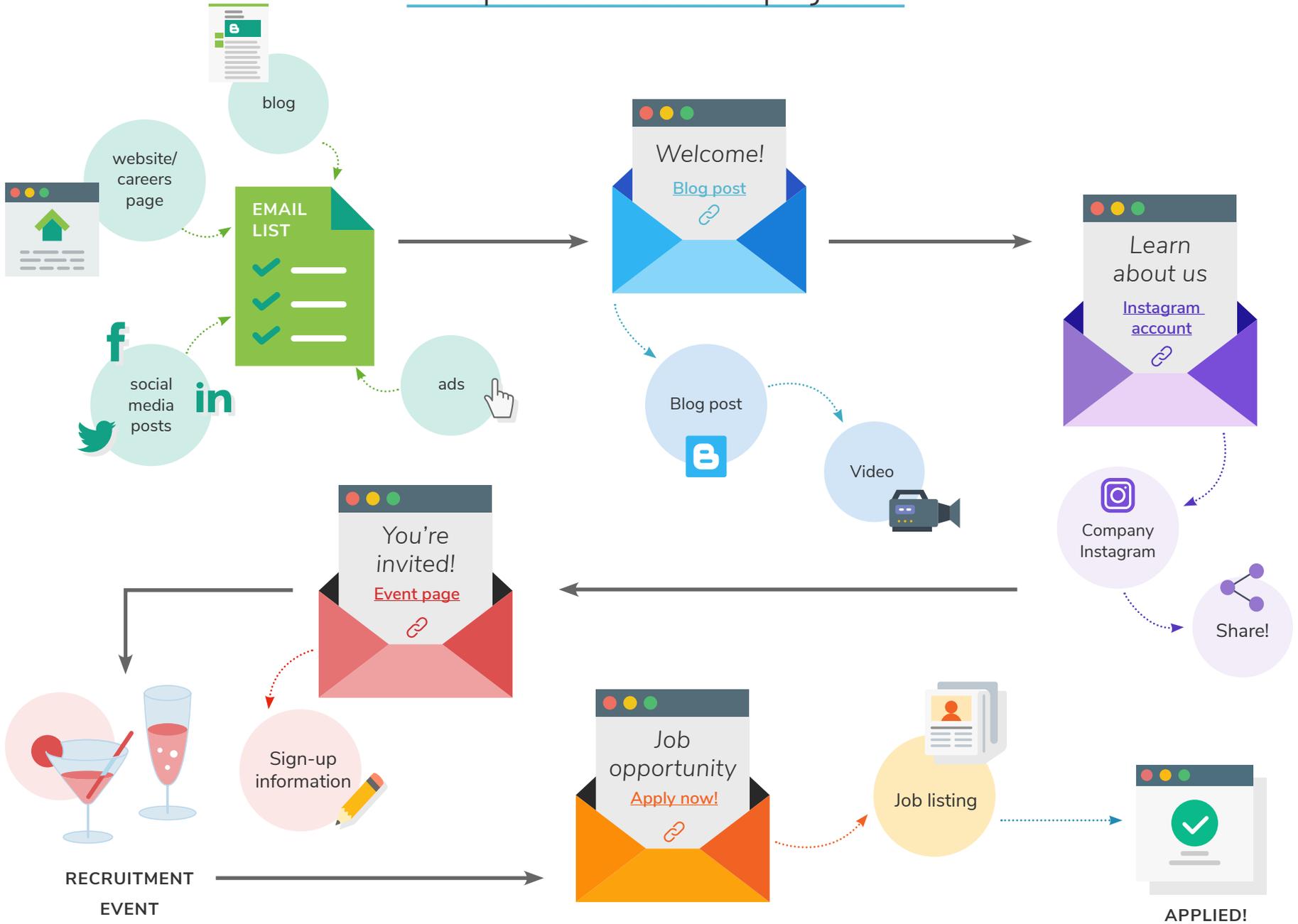
Speaking of putting things together, when you've set your goals, created your personas, gathered valuable information from your employees, and then assessed your existing content, it's time to start compiling those into a cohesive strategy.

Let's look at an example. Perhaps a candidate sees a social media post of yours and decides to sign up for your email list. Once they're added to your list, they receive an automated "welcome" email that includes a link to a blog post or video that includes more information about your company.

From there, perhaps you'll encourage them to follow your Instagram account to find out even more about what it's really like to work for you. After that, you send an email invite to an upcoming recruitment event, follow up with an email with a targeted job posting, and then finally that person applies for an open role.

YOU PROBABLY  
ALREADY HAVE MOST  
OF THE PIECES YOU  
NEED—YOU JUST  
NEED TO PUT THEM  
TOGETHER.

# Example of a nurture campaign flow



## 1.5B Piece Together Your Plan

Do you see all of the opportunities for content within that journey? From social media posts to blogs to videos, there are plenty of places you can leverage content to strengthen your employer brand and really snag the attention of talent.

Thinking through the talent experience in this way is helpful, because it'll help you focus on the content that will be most impactful during each step of the hiring journey. It's another way to target your efforts in a way that's strategic—rather than throwing a bunch of content out there and hoping something sticks.

Maybe you decide you want to launch a monthly Q&A Facebook Live series that features a different employee each week.

Perhaps you receive a lot of the same questions from early-stage

candidates, so you think it's time to pull together a helpful blog post featuring those FAQs.

Or, maybe you've already seen great engagement with photos, so you're planning to start leveraging Instagram more to share more behind-the-scenes peeks at your office and your employee events.

There's no one-size-fits-all formula for what your strategy should look like. Make a plan that fits your current needs and capabilities (it's important that you can stick to your strategy—consistency is crucial).



Remember, if your metrics show that something isn't working as well as you anticipated, you can always adjust later on. Your plan isn't set in stone—you can be flexible.

THERE'S NO  
ONE-SIZE-FITS-ALL  
FORMULA FOR WHAT  
YOUR STRATEGY  
SHOULD LOOK LIKE.

## All About Distribution: Reaching the Right Talent

You followed those steps and have a plan in place to crank out all sorts of impactful content. But, now what? That content doesn't accomplish much if nobody actually sees it.

It's time to address the other piece of the puzzle: distribution. We're breaking down some of our favorite tips and strategies to get your content in front of your target talents' eyeballs.



## 2.1A Understand Your Audience

What's an incredibly effective way to get prospective applicants to actually see your content? By promoting it somewhere that they're already hanging out—rather than hoping they'll blindly stumble upon it somewhere else.

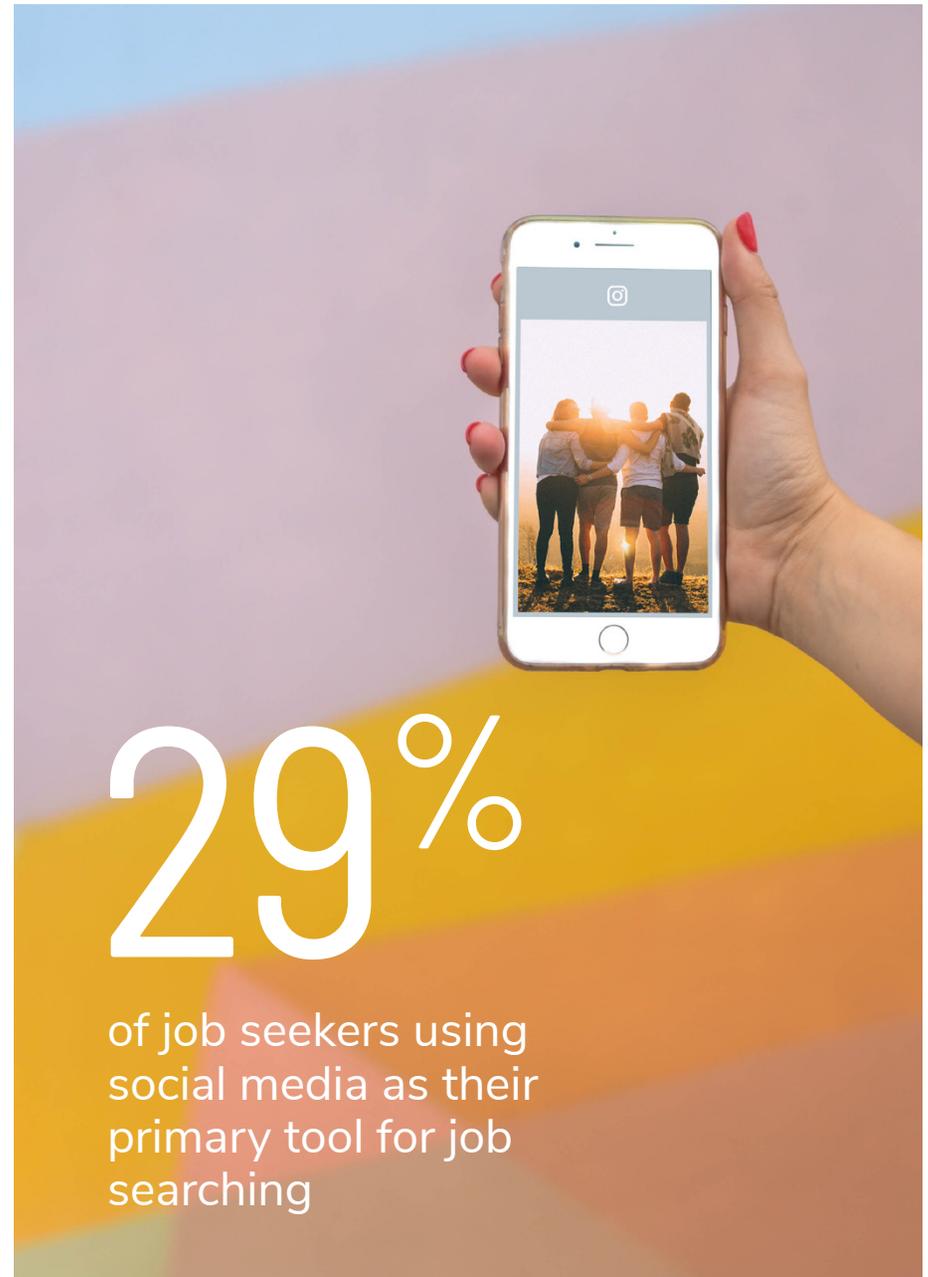
This is why the first step of any of your distribution efforts should be to thoroughly understand your audience—especially where they're currently spending their time job searching.

You likely started on this process when you were building your target talent personas. But, this is another good opportunity to lean on your existing employees for insights.

If you need to attract engineers, for example, chat with some of your current engineers to find out what resources they looked to when they were on the job hunt. Those are the places that you should be actively promoting your content.

Digging into this research will also help you strategize your content promotion by specific channel. Just think: How you'd say something on Twitter probably differs pretty greatly from the way you'd say it on LinkedIn. And, with an estimated [29% of job seekers](#) using social media as their primary tool for job searching, you need to ensure that your presence there is strategic and engaging.

While it can be tempting to use a social media dashboard to blanket all of your accounts with the exact same message, it's far more effective to tailor your post to the norms of that particular channel—as well as your audience on that platform.



## 2.1B Understand Your Audience

Check out Muse client, [HelloSign](#), as just one of many examples. A post about their company's annual summer party looks similar on Facebook and Twitter. But, you'll notice that they actually made some important changes to make sure that the post resonated best on each platform.

BOTH POSTS SHOWCASE THE COMPANY'S FUN-LOVING CULTURE, BUT IN A WAY THAT'S MOST RELEVANT TO EACH INDIVIDUAL PLATFORM.

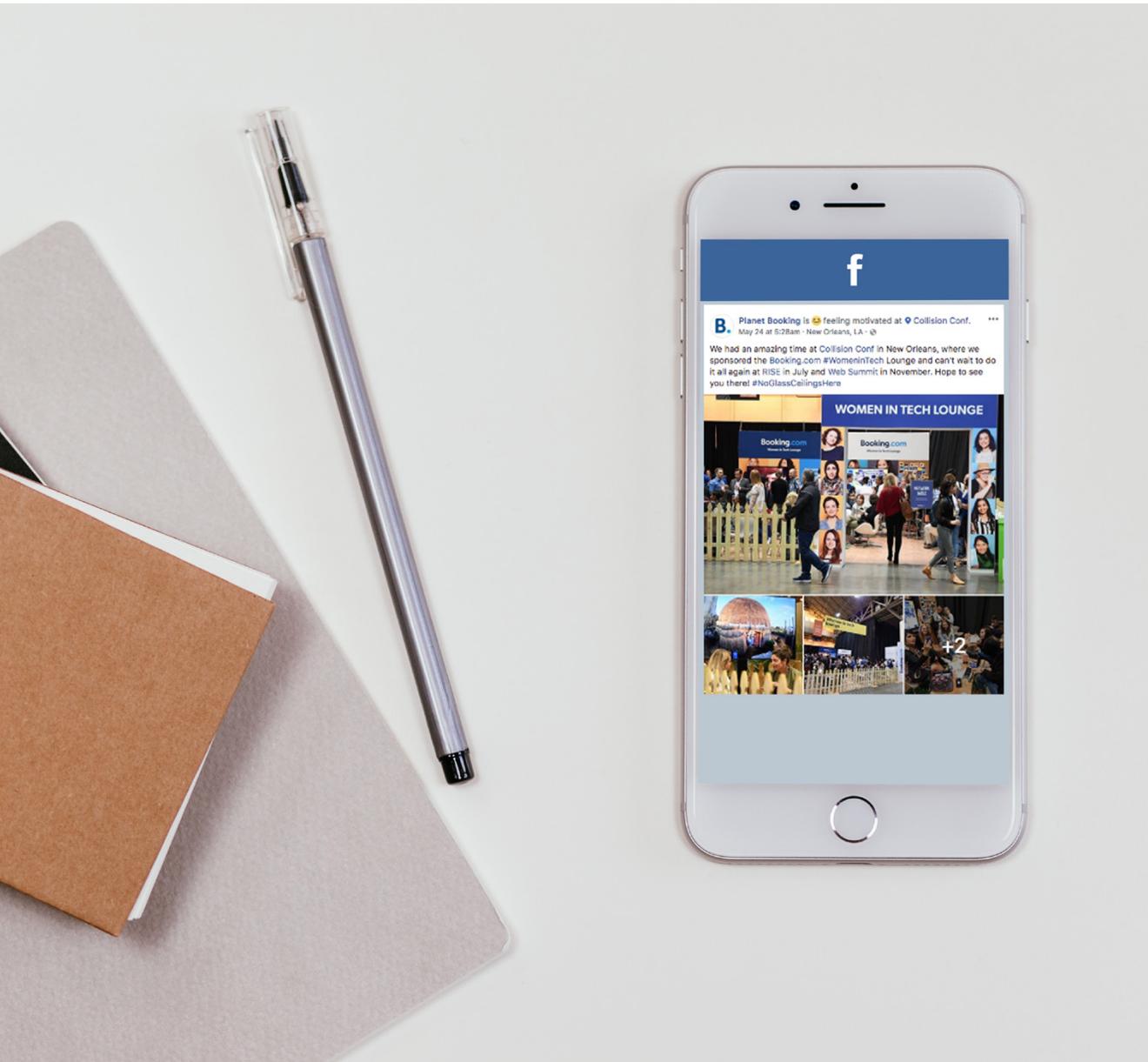


In the Facebook version, the team asked a lighthearted question to encourage engagement from followers:



In the Twitter post, the HelloSign team skipped the question and instead used some different hashtags to increase their chances of having even more people find that content:

## 2.2A Leverage the Power of Media



While there's certainly a time and place for written content like informative blog posts, never underestimate the power of vibrant photos and compelling videos—particularly when you're actively promoting content.

Did you know that Facebook posts that include images get over [two times more engagement](#) than plain text posts? So, rather than just sharing an announcement with a simple text status update, include an attention-grabbing photo or two as well.

For example, Muse client, [Booking.com](#), posted on their recruitment Facebook page about a recent conference they had attended, as well as another they were preparing for.

That announcement alone is a great way to show the causes they're passionate about as an employer—such as empowering women in tech. However, by including some photos from the event, they kicked the engagement with their post up even further.

## 2.2B Leverage the Power of Media

It's also excellent proof that you don't necessarily need a complicated schedule or strategy in order to launch content. Chances are, you're already creating compelling content on a regular basis—you're just missing the opportunity to share it and use it to attract talent.

While video might involve a little more effort to create, it can be well worth it when it comes to attracting and engaging with prospective candidates. You've probably seen the numerous different statistics that indicate video is the most engaging type of content.

This is another area where Booking.com shines. Knowing that employee-centric content resonates best, they did an interview with one of their employees to create a [Q&A style blog post](#) with plenty of vibrant images.

But, Booking.com didn't stop there. They also used that interview as a launching point for an amazing video about that same employee. When they shared that video on social media, they saw awesome engagement—with over 3,000 views, 83 reactions from users, and 18 shares.

It's a great example of repurposing content in a way that will be the most impactful on each channel.





If you look back at some of the examples we've used throughout this guide, you'll likely see something crop up in a number of posts: hashtags.

Hashtags are great for a couple of different reasons, including:

- They make it easy for people to find your content—even if they aren't already following your accounts.
- They make it easy for you to find relevant content that could be worth sharing.

Make sure to include relevant hashtags with your social media posts. Whether it's #WomenInTech or #Volunteer or something else entirely, using those tags will allow users with those same interests to stumble across your own content.

It can also be worth creating a unique hashtag for your employer brand—much like Muse client, [Capital One](#), did with their #LifeAtCapitalOne tag.

Your existing employees can use that tag whenever they post about something related to your company. That means you'll be able to find and then keep track of plenty of authentic content from your current team members that could be worth reposting on your own accounts.

## 2.4 Lean on Brand Ambassadors

When you're looking to promote content that will catch the attention of prospective candidates, it's helpful if you're not the only one sharing it.

Chances are, you have some highly-engaged existing employees who are eager to get involved and spread the message about why you're a great place to work.

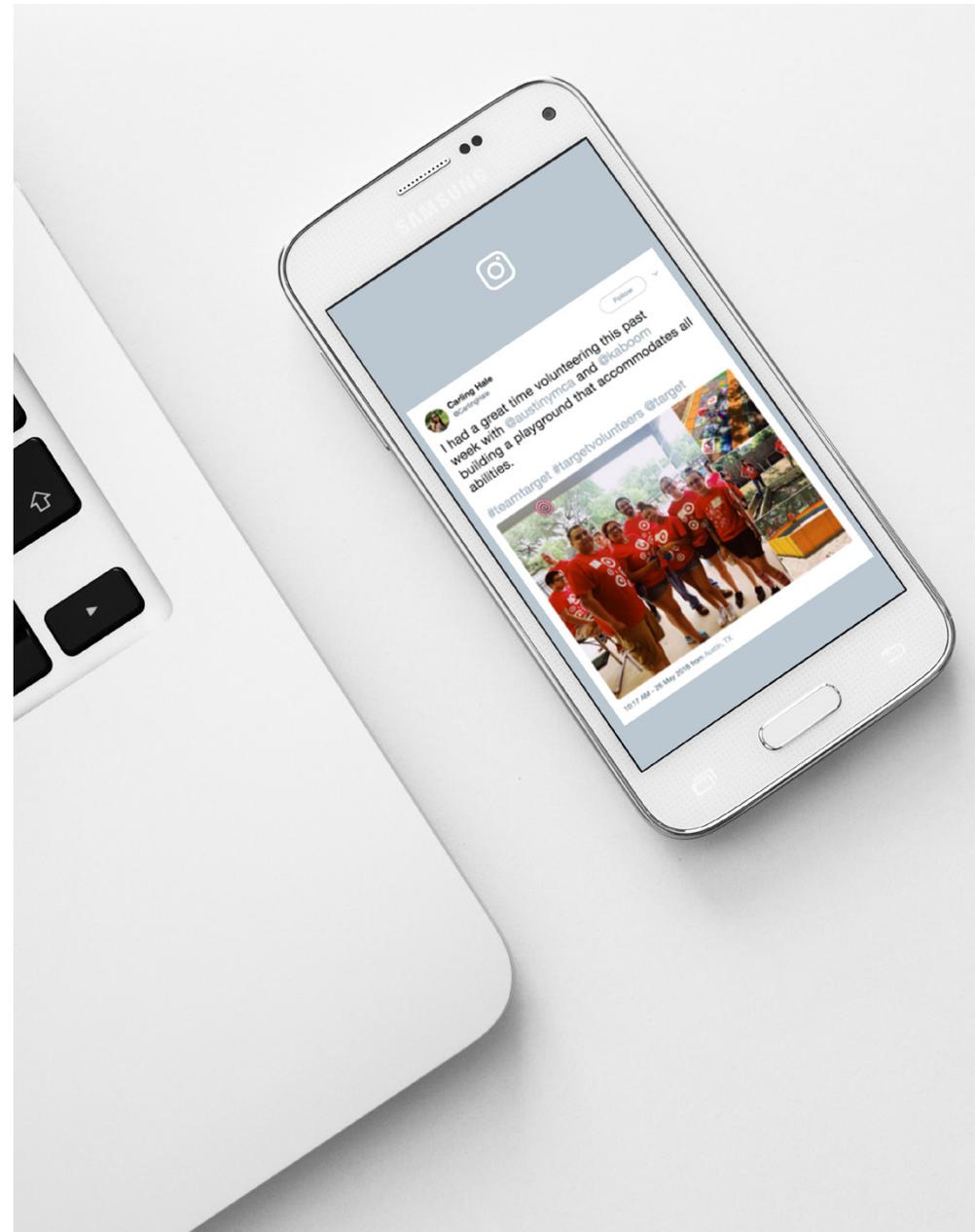
Encourage these employees to post to their own accounts and share their pride for where they work. If you post a photo that includes some of your employees, for example, tag them in it so that they can easily share it to their individual accounts. That not only widens the reach of your content, but also empowers talent to find out more about your existing team members.

You can also make it easier for your employees to share your content by drafting sample posts for them to use on their own channels. That way,

all they need to do is simply copy, paste, and add some personalization if they'd like.

Remember, your current employees are who talent trust most as their source for reliable information. So, the more you can encourage them to promote your workplace and employer brand, the more impact you'll make.

This example from an employee of Muse client, [Target](#), shows how awesome a single employee post can be. With just a short post, this Target employee showed that the company has an engaged and involved workforce and also cares about giving back to the community—two considerations that will be important for prospective talent.



# Are You Ready to Use Content to Attract Talent?

Content is an undeniably powerful tool for talent attraction—provided you're willing to be strategic with your efforts.

When creating your own content strategy, make sure that you place your emphasis on authenticity. By involving your existing employees in the content planning process, you'll craft a message that's both engaging and true to your company's core values.

When it comes to the promotion piece of the puzzle, take the time to implement the best practices we've highlighted here. Doing so will help you tailor your efforts and your message to be as impactful as possible—and, as a result, get your awesome content out in front of the best-fit talent for your company.

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