

# How to Use Social Media to Build Your Employer Brand



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Your company is a great place to work. You and your current employees know that—but, what about everybody else?

Your employer brand isn't a "build it and they will come" sort of thing. It requires active marketing and promotion to get your company in front of the right people. Fortunately, social media is an easily accessible and effective platform for spreading the word about what makes your company special.

Still, we'll be the first to admit that social media can also feel overwhelming. With so many different options—Twitter, LinkedIn, Instagram, Facebook, Pinterest— and seemingly endless conflicting advice, it's tough to figure out the best way to move forward and actually see results.

The good news is: Leveraging social media as a core part of your employer brand strategy really doesn't need to be that complicated. Let's dig into everything you need to know to make the most of your company's social media presence.

# Why Does Social Media Matter for Your Employer Brand?

When it comes to the conversation around social media efforts, return on investment is a big question. If you're going to dedicate time and resources to something, it makes sense that you want to understand how it actually pays off.

Using social media effectively can lead to several great benefits for your company.

## 1. It Strengthens Your Employer Brand

You've worked hard to cultivate an employer brand that you're proud of—but, where are you marketing it? Sure, places like your careers site and your blog definitely matter, but social media is the other huge piece of the puzzle.

A reported [59% of candidates](#) use social media to research companies that they're interested in working for—which makes social media an effective and accessible place to reinforce your brand identity, tell your story, and promote your culture.

Whether you want to showcase your learning and development initiatives or demonstrate what a fun and relaxed environment your office has, social media is where you should be calling extra attention to the unique attributes that make your company stand out (and show candidates why it might be the right fit for them).



## 2. It Attracts More Candidates To Your Open Jobs



Here's another enlightening statistic: [According to LinkedIn](#), 49% of professionals follow companies on social media with the intention of staying in the loop on their open jobs.

That means that if you aren't using social media to spread the word about your company and share your open positions, you're likely missing out on a huge number of quality candidates who are eager to apply.

Put simply, an active presence on social—regardless of whether you're specifically posting about an open role or not—will increase awareness and keep your company top of mind for both active and passive talent.

### 3. It Engages Your Existing Employees

While a lot of focus gets placed on capturing the attention of job seekers, let's not forget about keeping your current employees interested, too. Gallup reports that **70% of employees** are disengaged at work, which means a lot of companies are struggling to find ways to get over the engagement hurdle.

Social media is a great tool to help bring your workforce back into the fold. Tag them in content on your company-owned channels or even re-share company-related posts they've shared on their personal accounts—both actions can make your existing team members feel like integral, valued members of your company.



# What Sort of Content Should You Be Sharing?

See? The benefits of an active presence on social media are undeniable. But, many employers get held up by a second question: *What exactly should they be posting on their accounts?*

We'll be honest: This is a step that we've seen way too many companies over-complicate. They come up with these complex strategies and campaigns and end up reinventing the wheel time and time again. That works! But, it's also time-intensive.

If you don't have the hours or resources to invest in something that in-depth, there's still plenty you can do on social media.



You already have tons of awesome content and resources at your fingertips:

- There are those photos from your recent company-wide volunteer day and those inspiring quotes from your numerous Employee Resource Groups.
- There's the content that you're creating with The Muse and those great nuggets from your culture feedback survey.

If you haven't previously been heavily relying on social media as part of your employer brand

strategy, it's easy to convince yourself that you're starting from scratch. **Trust us—you aren't.**

**Step back and do an audit of all of the potential content and assets you already have at your disposal (from big to small!).**

We're willing to bet that, after doing so, you'll have no shortage of inspiration for how you could leverage that on social to foster an even stronger employer brand.

# But...Where Should You Be Sharing it?

Facebook, Twitter, Instagram, Pinterest, LinkedIn...there are enough social media outlets out there to make your head spin. How can you know which ones deserve your time and attention?



When it comes to the best platforms for employer branding, there isn't one right answer. Instead, the smartest move is to build out your target talent personas (if you haven't already). As part of these personas, detail things like:

- **Desired Position**
- **Experience Level**
- **Key Skills**

With that in place, you can figure out which platforms your target talent is actively using already. How do you figure that out? There's certainly some qualitative and quantitative research you could do. However, we recommend something much simpler: **Talk to your current employees who closely match those personas.**

Ask them what social media accounts they use most frequently. Inquire about which

ones they relied on when they were job searching (actively or passively).

Doing so will allow you to make an informed decision about which outlets require more of your time and energy. Remember this: It's much better to do a really solid job on one or two platforms than to do a mediocre job on all of them.



# Let's Get Social: 5 Key Tips to Level Up Your Social Presence

With that foundation set, it's time to roll up your sleeves and actually start posting.

So, when it comes to the actual content of your social posts, what tips and tricks do you need to know? Here are five important ones to keep in mind.



## 1. Be Authentic (Yes, We Really Mean It)

There's an overwhelming desire to look perfect on social media—to maintain this flawlessly cultivated aesthetic and polished appearance. And, while you obviously don't want your social presence to be jumbled and inconsistent, you can throw out the rulebook that says everything needs to be staged and shined up.

Instead, be human. It's always the 100% authentic content that resonates best with your followers. They can connect with it much more easily than something that only exists to make you look good. You want your presence to be approachable, rather than untouchable.

Start by using a friendly and human voice in all of your captions and content. Social media isn't one big billboard or advertisement—it's a place where you can connect and engage.

Secondly, people love feeling like they're being

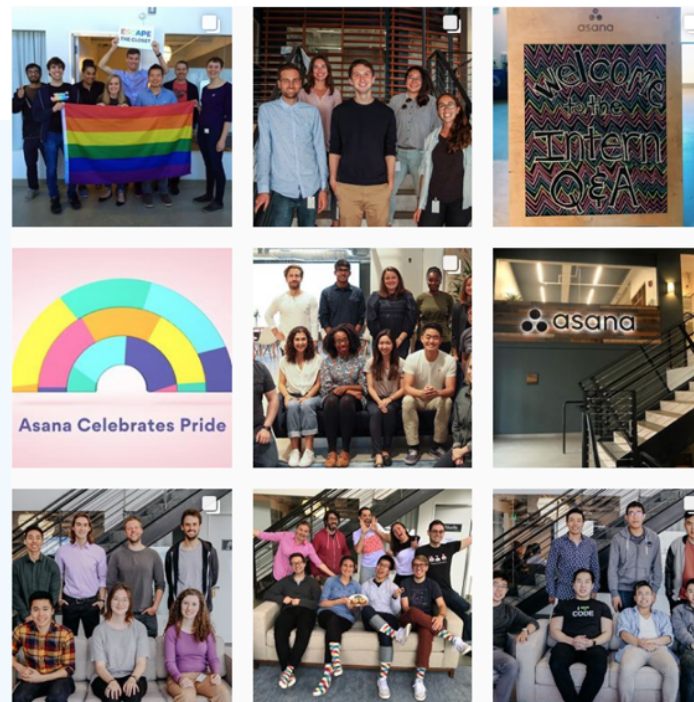


Image via  
@teamasana

granted insider access to what life is really like at your company—which means the photos that look like they came (or actually did come) straight from a stock photo website aren't going to cut it.

Snap a photo of your office on a busy day or have an employee give a quick tour on Instagram stories. You can even go ahead and post some pictures from your company-wide chili cookoff or your Halloween costume contest.

[Asana](#) is one company that does this well—

Authentic content will appeal to prospective talent while simultaneously engaging your current employees.

particularly on their [Instagram account, @teamasana](#). They're frequently sharing fun snapshots of their new hires and peeks at different areas of their office.

## 2. Don't Be Strictly Self-Serving

Imagine this: You followed a company on social media because you admire what they do. But, before long, your feed is clogged with sales message after sales message. Buy this widget. Read this post. Sign up for this thing.

You feel spammed. So spammed, in fact, that you promptly head over and unfollow them.

Sound familiar? We're willing to bet it's happened to you, and it's an important lesson to keep in mind when you're crafting your company's own social accounts.

While you definitely have some goals you're aiming to accomplish with social media and your employer brand (for example, driving more candidates to your open jobs), your

social presence can't be strictly self-serving. Constantly making asks of your followers or pushing salesy messages at them will only turn them away.

Does this mean you should never post about your open jobs? Absolutely not—that's important. But, you need to strike a balance here.

Think of other ways that you could serve your followers. Maybe you could do a Facebook Live or Instagram Live (like [T-Mobile!](#)) with one of

your hiring managers to answer questions or share interview tips.

Or, perhaps you can round up different quotes or video clips from employees sharing what they love about working for your company or their best advice for prospective candidates.

Social media needs to be a two-way street, so make sure you're providing some real value to your followers and not just using it as a giant advertisement.



Image via  
T-Mobile Careers

### 3. Lean on Your Current Employees

You've probably noticed that we've mentioned your existing employees quite a bit already. That's no coincidence.

They're a great resource for getting some traction on social media—provided you're willing to rely on them. What sorts of things can you be doing with your current employees to amp up your social media efforts? There's no shortage of ideas:

- Ask them for their own suggestions about what they'd like to see on your social accounts. They likely have ideas you never would've thought of on your own.
- Enlist their help in creating social-worthy content. Maybe that salesperson is willing to take some photos at the company kickball game or that engineer wants to do a short interview explaining your learning and development opportunities.
- Encourage them to engage with (like, share, and comment on) the content you're posting. If they aren't already following you on social media, they should be! For example, Capital One's employees frequently share enthusiastic posts using the hashtag #LifeAtCapitalOne.

Additionally, when you have something you're trying to spread the word about on social—whether it's a new blog post, a big hiring push, or an upcoming event—make it easy for your existing team members to share that information on their own social media accounts.

Draft some language (including all necessary links and hashtags) that they can simply copy and paste to their own accounts. The easier you

can make it for them, the more likely they are to actually do it.

**Candidates trust your current employees more than anything else (even reviews from other job seekers), so your existing team members should be a key part of how you distribute information and strengthen your employer brand. It could make all the difference!**



Image via  
Jessica  
VanMersbergen

## 4. Find a Cadence That Works for You

Have you heard that consistency is crucial on social media? The rumors are true. This isn't a space where you can post something once every couple of weeks or months and expect positive results. You need to maintain some level of consistency.

So, exactly how often should you be posting? There isn't one right answer—and it varies from platform to platform. But, generally, two to three posts per week ensures you have an active presence without bombarding your followers. A more “real-time” platform like Twitter can handle even more frequent posts than that.

The important thing is to find a rhythm that you can keep up with. Don't overcommit to something that will result in tons of stress over what you can actually post that day. (And remember: You can always up the frequency later on once you have a handle on things.)

Want an example? HP often posts multiple times per day on Facebook, but only a few times per week on LinkedIn.



Image via  
HP Careers

**One more quick tip:**  
Using a social media scheduler (like Buffer, Coschedule, Hootsuite, or numerous others) will help you continually push your content out on your platforms, without needing to manually post every single time.

## 5. Actively Engage With Your Followers

You see a post from a brand on Instagram and have a question. When you click to comment on the photo and ask, you see that numerous people have already posted the same question—with absolutely no response from the brand.

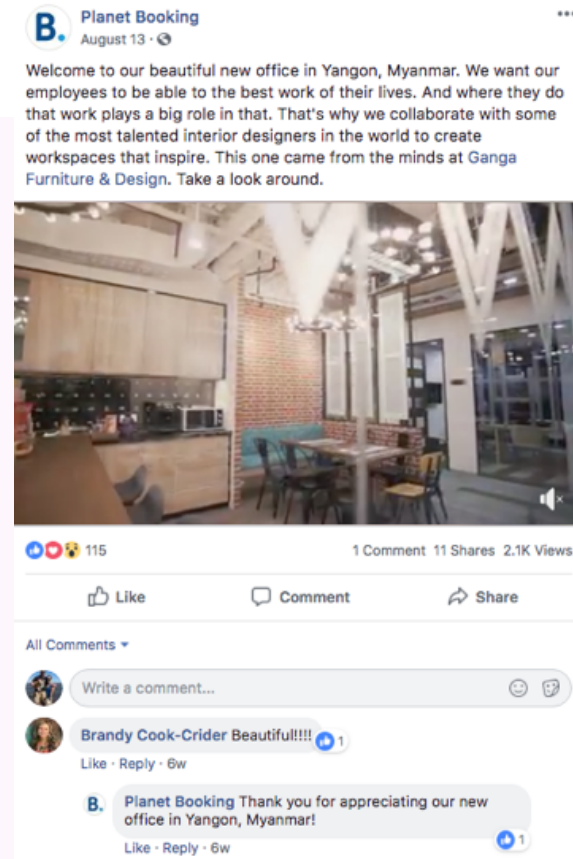


Image via Planet Booking

What's your impression of that company?  
Probably not all that positive, right?

We've said it before, and we'll say it again:  
Social media isn't about shouting at your  
followers, **it's about engaging with them.**  
That means you need to be responsive to them.

When somebody leaves a friendly comment on your Facebook post, thank them (like Booking.com did when a follower complimented them on their new office space). When a follower tweets at you with a question about the application process, provide a helpful answer.

Having people interact with you on social media is a good thing—it means you've really developed some traction in that space. So, make sure you're returning the favor by responding to comments.

# How Will You Know When Your Social Media Efforts Are Working?

Seeing your numbers of followers steadily increase or witnessing more and more engagement on your social posts are definitely great signs.

But, ultimately, when it comes to leveraging social media as a key piece of your employer brand, it all ties back to the original goals you set.

Did you want to push more applicants to your open jobs? Get more news coverage about the positive work your company is doing? Generate more external interest in a certain team or department that has a strong hiring need?

Monitor how well you're doing with those things—the things that you truly wanted to accomplish. That will be your most accurate indicator of whether or not your social media efforts are truly paying off.

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