

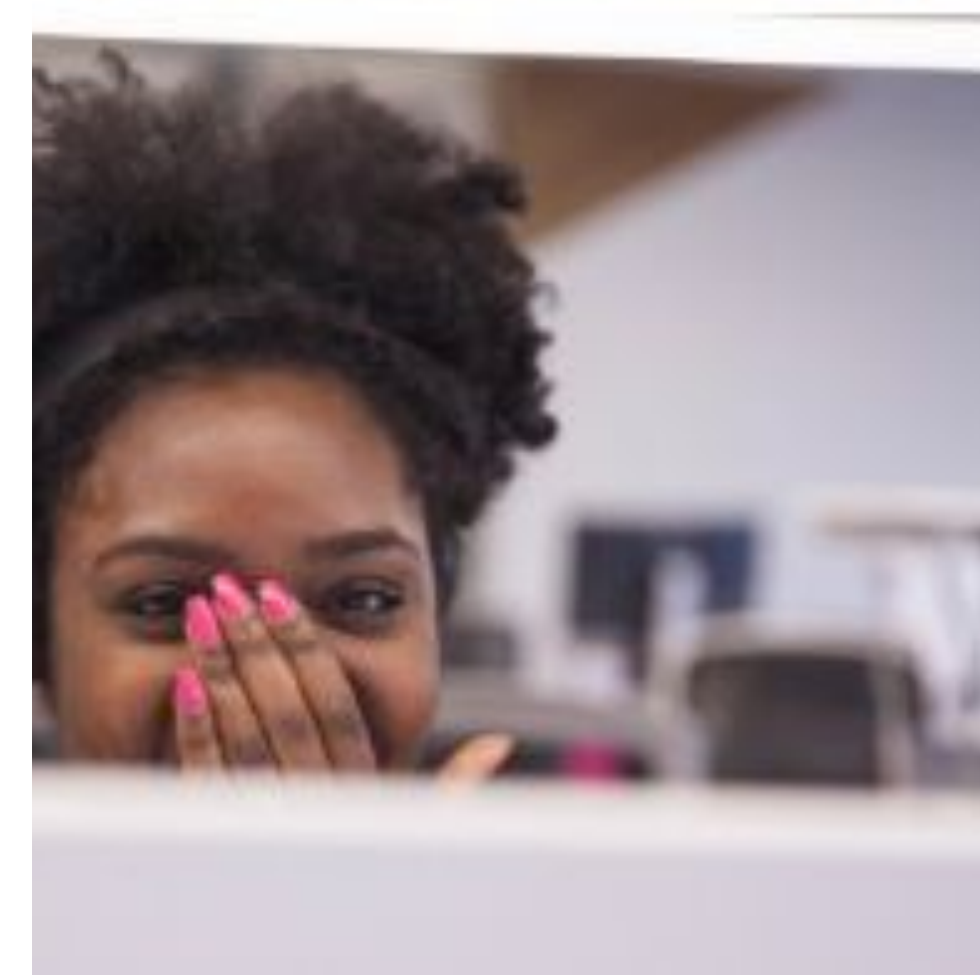
Anatomy of a Powerful Employer Brand #EBAnatomy

themuse

About The Muse

Our mission is to create meaningful connections between companies and candidates to make the world of work—from the job search to career development—more personal.

- Capture your employer brand stories
- Create compelling content
- Distribute your content



About Lars Schmidt

- Career Highlights
 - Launching AMPLIFY//
 - Unveiling HROS at Talent Connect
 - Co-authoring Employer Brand for Dummies
- Favorite EB Word
 - “Pilot”
- 3 Words That Describe Me
 - Dad
 - Curious
 - Optimist



Founder, AMPLIFY//
Co-founder, HR Open Source
@Lars

About HR Open Source

- HR Open Source is a [global initiative to drive open practices, collaboration, and innovation](#) in the field of HR and recruiting
- It was launched in March 2015 as a [global not-for-profit community](#) designed to accelerate progressive practices and capabilities in the field
- HROS a [free collection of peer-contributed](#) case studies, curated resources, events, and the *collective intellect* of [4,000+ practitioners from 60+ countries](#) sharing their experience and [helping each other solve problems](#)
- Visit HROS.co to access all the free resources. Visit HROS.co/join to join.



Co-founder, Brand Amper
(now BrandBuilder by The
Muse)
@BrandNRD

About Lisa Cervenka

- Career Highlights
 - Quoted in the NYT
 - Working with my dream brand, Nike
 - Co-founding a company that was acquired by The Muse
- Favorite EB Word
 - “Culture Champion”
- 3 Words That Describe Me
 - Disciplined
 - Intuitive
 - Resilient

Why We're Talking About This

- There is **no right or wrong way** to go about creating or iterating an EB: it's about what your current needs are, what resources you have available, and what's right for your culture
- We tried to highlight things we feel are important **no matter where you are in the process**
- We chose **case studies that both big and small companies could learn from** (what they did right & wrong, plus actionable templates and takeaways)
- We want to **encourage you to share back** with the HR Open Source community and keep the learning & conversation going **#SharingIsCaring**

Where It All *Really* Starts



Ambrosia Vertesi, *Hootsuite*



Jennifer Newbill, *Dell*



Leela Srinivasan, *Lever*



Shaunda Lynn Zilich, *GE*



Macy Andrews, *Cisco*



Carmen Shirkey Collins, *Cisco*



Derek Isley, *Hootsuite*

The “Anatomy”

- Lead with Storytelling
- Embrace New Tech and Take Risks
- Partner With Marketing
- You Are Never Too Big to Change
- Activate Brand Advocates
- Develop an Employer Brand Playbook

#1 Lead With Storytelling





Lead with Storytelling

- Create really **powerful engagement & build trust**
- Gain **deep EVP or EB insights**
Myth: you must already have a defined EVP or EB to engage employees.
Reality: you can use employee engagement to define your EVP or EB!
- Use a combination of **high-tech and high-touch**
- You will **ALWAYS** be surprised by the magic that happens and how you can leverage it!


Case Study: Lever



Case Study: Lever

Sample brand statement	Shared with technical team?	Shared with go-to-market team?
<p>What I love about Lever is that it's a design-driven company. User empathy is a core part of our DNA - in fact, Lever's first 6 months of existence were devoted to user research. To this day, we spend a lot of time with our customers, and we put their needs at the heart of every decision we make.</p>		
<p>At <u>Lever</u> we're big believers in cross-functional empathy, or XFE as we call it. Every new hire takes a test to assess their working style and get insight into how they can best collaborate with colleagues who approach things differently.</p>		
<p>I came to Lever because we are fixing some of the biggest challenges in one of the most critical functions in any organization - recruiting. Companies literally win and lose based on their talent, and Lever is reinventing the way they tackle hiring</p>		

Case Study: Lever



3rd

Leighton Wallace

Software @ Lever. Writing beautiful code that helps companies hire the best talent.
Lever • Stanford University
San Francisco Bay Area • 500+ &

[Send InMail](#)

I am an experienced engineer with a track record of successfully shipping all types of projects while writing beautiful, organized code.

I have an insatiable appetite for learning and improvement of my craft; I use that appetite to contribute to the professional development of my team just as they contribute to mine.

I have a knack for troubleshooting, I build features with focus on the user, and I've developed the cross-functional communication skills needed to be successful at any technology company.

I've spent most of my work life being the only African American male in the office. At Lever, this is no longer the case. I'm proud to work for a startup like Lever which places such emphasis on diversity and inclusion. It's inspiring to be in a workplace that strives to empower people and build a balanced workforce. Almost 50 percent of our leaders are women, including our CEO, and almost half the team is non-Caucasian.

When I'm not working, I play video games, I salsa dance, I climb walls, and I make art with code.

HOME EXPLORE COMPANIES SEARCH JOBS COACHES AND COURSES GET ADVICE FOR EMPLOYERS

About Office People Jobs

We are **LEVER**

[See Our Jobs](#) [Next Company](#)

Tech Medium Size

[Our Office](#)

We work & support hiring in San Francisco

Phil Golding
Senior Implementation Specialist
[CLICK TO MEET PHIL](#)

Maria Afan
Account Executive
[CLICK TO MEET MARIA](#)

Rachael Stedman
Platform Engineer
[CLICK TO MEET RACHAEL](#)

@Lever
Everyone who interviews at your co should leave impressed with you & the

#2 Embrace New Tech and Take Risks

Embrace New Tech & Take Risks

- Technology moves fast. There is a **first mover advantage** in using nascent technology
- This also comes with risks, as **there's no precedent** and past mistakes to learn from when you're first
- **Build a “innovation lab” within your employer brand strategy** that's based on pilots and calculated risks
- **Success and credibility = organizational risk tolerance.** If you're just building your employer brand efforts, it's better to be conservative than swing big and fail

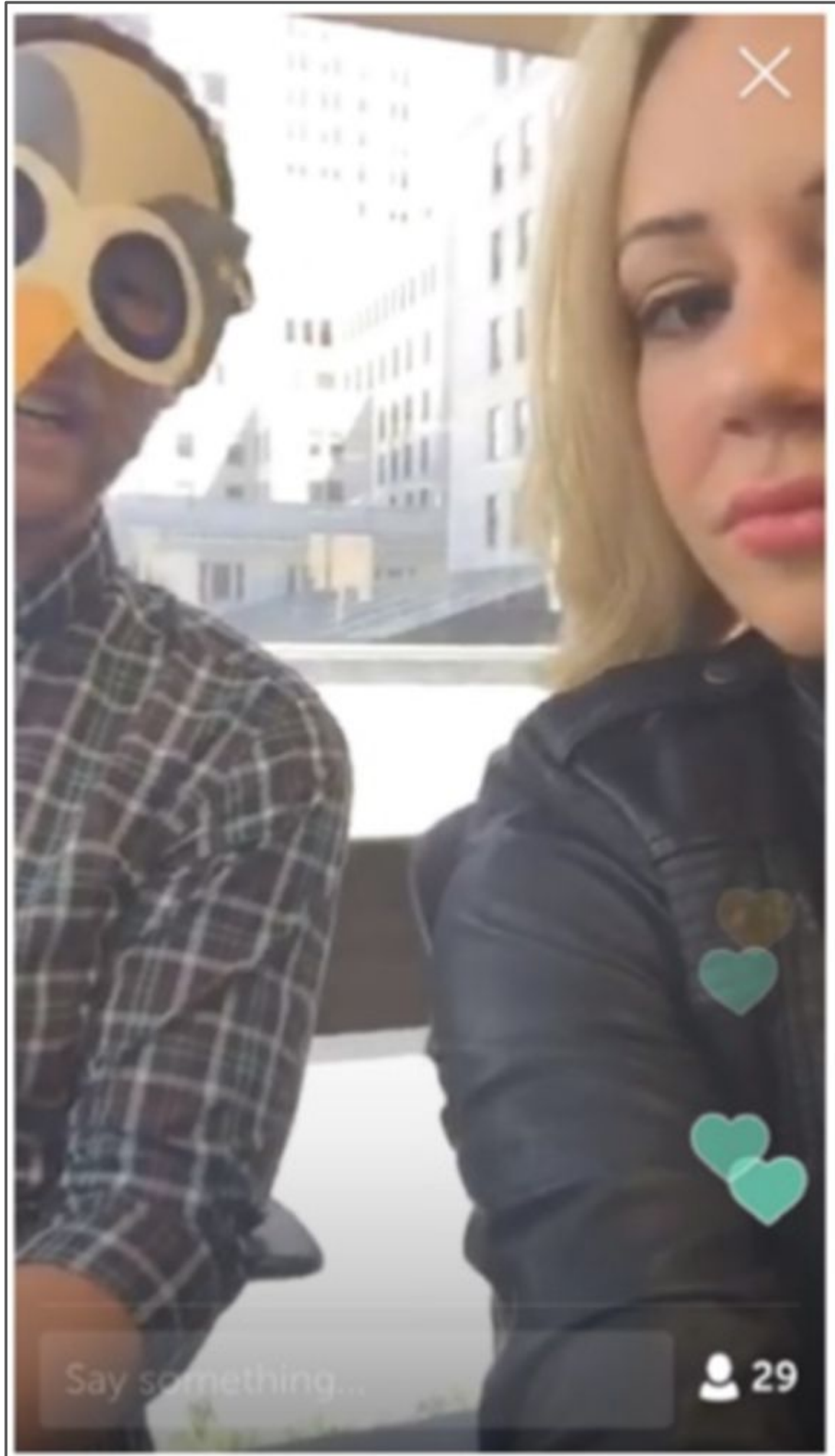
Case Study: Hootsuite



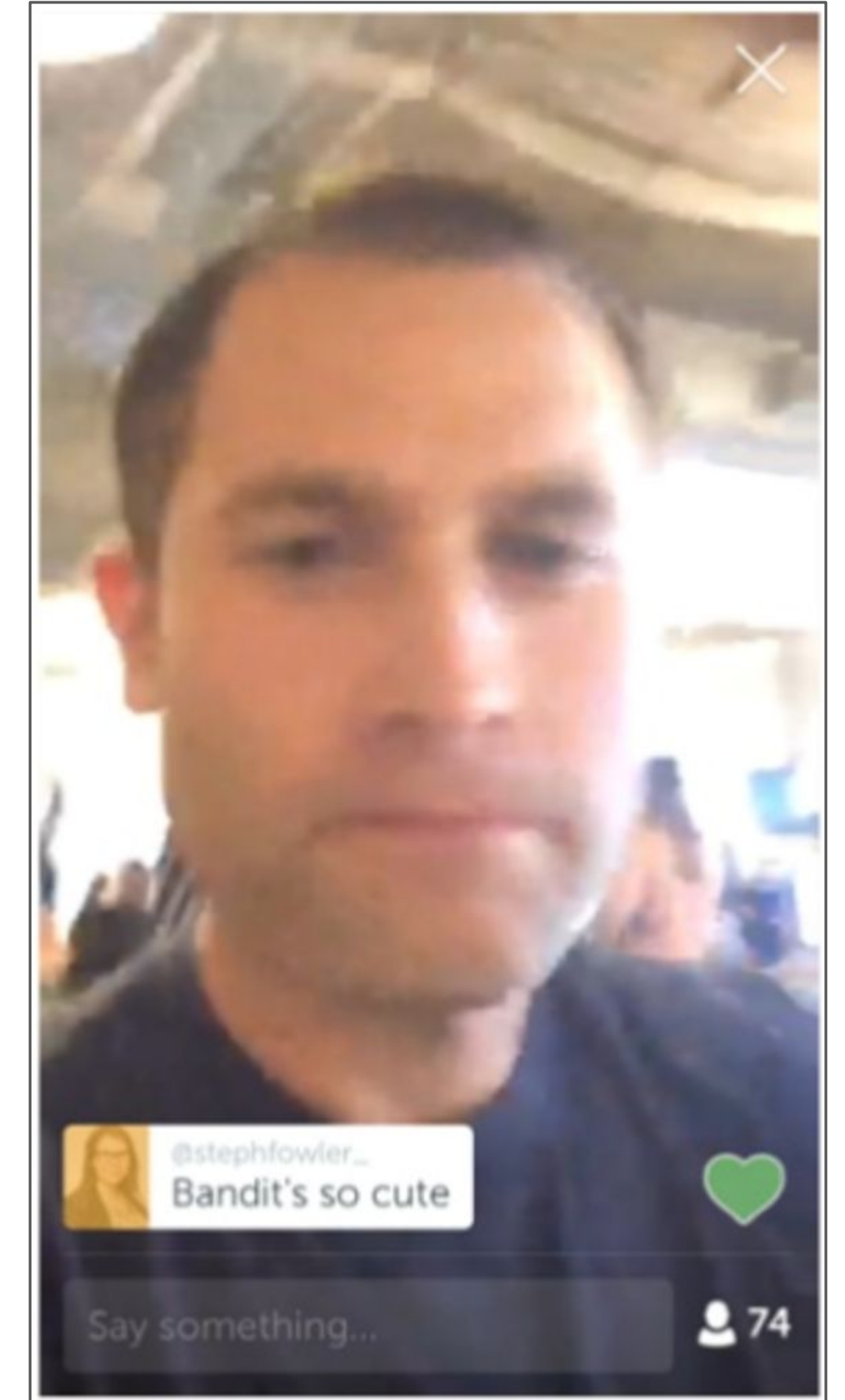
Social HR: How to Design and Execute a Global Employer Branding Campaign in 5 Days

[#FollowTheSun](#)

Case Study: Hootsuite



Location	Time	Live Viewers	Length	Hearts
Singapore	7am PST	134	10:00	268
Bucharest	8am PST	594	17:00	643
London	9am PST	716	14:00	2,234
Ryan	9.05am PST	1,146	22:00	2,813
Sao Paolo	10am PST	974	24:00	1,257
Boston	11am PST	360	10:00	474
San Francisco	12pm PST	89	11:00	444
HQ2	1pm PST	504	34:00	1,469
HQ1	2pm PST	561	22:00	1,815
TOTAL		5,078		11,412



#3 Partner with Marketing

Partner with Marketing

- Get humble: [tap into existing resources](#) and established expertise
- Model an [integrated approach to “brand”](#) across the ENTIRE organization
- Uncover [opportunities to influence](#) and improve company-wide strategies
- Benefit from [a symbiotic relationship](#)—and avoid potential conflict

Case Study: Dell

Overview

A unified system of global assets and guidelines for use with all HR efforts.

We want to inform potential employees that they can begin or grow their career, develop their skills and contribute to an evolving organization that values technical experience, leadership skills and unique talents. This system illustrates Dell's support of the myriad talents and personalities of our team members through showing a diverse mix of relatable people in natural poses at work and in the midst of enjoying a wide range of passions and interests outside of work.

Primary portrait photography



Image assets have been divided into four regional groups: Americas, EMEA, APJ, India and LATAM.

- Most images are interchangeable based on regional needs.
- When using regional primary portraits please crop the image close to the person being featured to avoid non-Dell systems and other distracting elements within in the shot.

Passions and interests



Passion and interest images should be used in conjunction with a primary portrait, unless space restrictions require the use of portrait alone. Select combinations based on your region that will appeal most effectively to your target audience.

- Remember that these images will be small in size relative to the primary portraits so focus on the main subject of the image.
- Explore pairings that are diverse. For example, instead of two sports images, choose one family image and one sport image.

Copy

Bring everything you are.

Here, you can have the kind of success you've always wanted.

Dell is interested in you—the volunteer, parent, marathoner or chef. Bring it all. Let's get started.

Talent Acquisition messaging is focused on the candidate. Dell understands that each of our employees have unique and varied interests in addition to what they do at work.

- The short, direct headlines speak to Talent Acquisition's six Employee Value Proposition statements and provide options for customization in the body copy.
- The tone is conversational and aspirational while demonstrating innovative career opportunities at Dell.

Case Study: Dell

 **Life At Dell** 
@CareersAtDell Follow

From Defence Forces to Dell...Read more from Eoghan, the winner of 2017's [#Intern #Blogging Contest @DellIreland!](#)   
bit.ly/2wwYMo1



9:38 AM - 21 Aug 2017

2 Likes 

 Dell EMC UKI, Dave_Griffin, Mags Flaherty and 4 others

   2 



Life At Dell 
@CareersAtDell

Learn about our career opportunities across 180 countries, get insider tips from recruiters, and see what life at @Dell is like around the world.

 Worldwide

 dell.com/careers

 Joined June 2009

 Born on May 3, 1984

[Tweet to Life At Dell](#)

Case Study: Dell

More About Dell

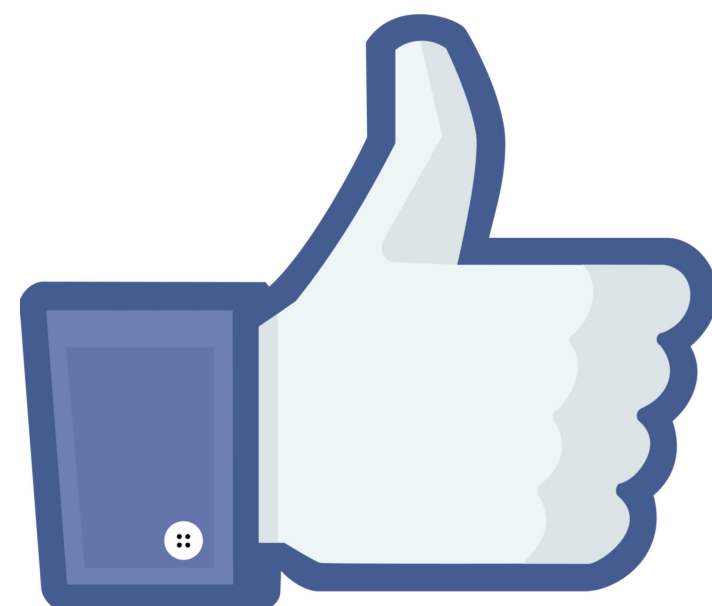
Our #CultureCode

Our culture is defined by our values and made real every day by how we work and lead. It describes what we care about, the things in which we're willing to invest and the rules that define us as a team. We know our culture is the foundation for all we've achieved, and for all the success ahead of us.

Every member of our team plays a critical role in bringing our purpose to life. Search for opportunities at jobs.dell.com today.

[Life at Dell on Twitter](#)

[Life at Dell on Instagram](#)



1,000,000 Followers

#4 You Are Never Too Big to Change

You Are Never Too Big to Change

- Employer Brand content can **shift perceptions about an organization**, or an industry
- The first step is **owning who you are**. Only then can you shift the perception to who you want to become
- **Candidates are savvy, and skeptical**. Trust in marketing messages is much less than peer messages, so it's important that **EB refreshes are authentic & spotlight the employee experience**

Case Study: Cisco



Our People Deal manifesto shares the story of who we are, what we do and where we're heading. It is also the foundation of Our People Deal, outlining what you can expect of us as a company and what we expect of you.

“We changed our tone and voice in social. We got real. Real human, that is.”

Case Study: Cisco



shannon kelly clark
@shannonpapaya

Follow

Love working w people who help me climb career ladder. oh& cool stuff like hike JMT #WeAreCisco #LoveWhereYouWork

11:50 AM - 9 Feb 2016

Cisco Blog > Life At Cisco

We Are Family – Cisco Sisters



Carmen Shirkey Collins | September 16, 2015 at 6:01 am PST

(6 Comments)

Tweet

Like 170

Share 534

G+ 5

"We are family! I've got all my sisters and me!" ~ Sister Sledge. Now that we've gotten a disco tune earworm in your brain, let's talk about how two sisters, Janine and Jina Daniel, are making the Cisco family part of THEIR family.



Janine is a Fresno State graduate, and even when she was still in school, she knew she wanted to work for Cisco.

"It was my #1 choice, because I wanted to make a difference," she says. "I saw Cisco showing their passion for changing the world. In 2006-2007 I saw John Chen change."

We're so #happy to be a @CareerBliss #HappyCompany we need a @Pharrell hat! #ChooseHappy bit.ly/1PxYyAX



RETWEETS
23

LIKES
47



#5 Activate Brand Advocates

Activate Brand Advocates

- Broaden TA's sphere of influence by **focusing on brand vs. jobs**
- Motivate employees to **care about advocating** by showing what's in it for them
- Treat your advocates like adults. **Tools don't sustain advocacy, trust does**
- Learn from advocates' behavior to iterate your EB. **"Ambient listening" can be better than a survey!**

Case Study: GE

**“Talent Acquisition used to be job led.
It is now brand led.”**



How to be a Digital Industrial Brand Ambassador



- Build your personal brand
- Grow your network
- Learn from thought leaders
- Attract talented people to GE

9 STEPS TO A GREAT LINKEDIN PROFILE

1. Headline
You can use this space to add a one-line elevator pitch and/or your job title

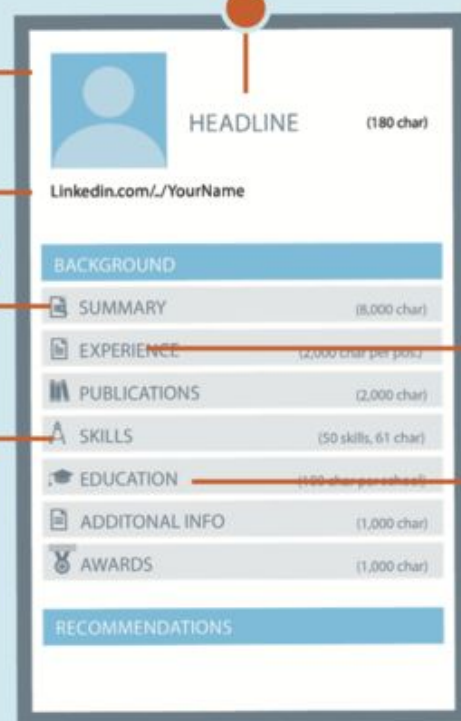
2. Photo
Use a professional, recent photo of your head and shoulders

3. Summary
Include a short overview about you, what you're passionate about and some career highlights. This section is an opportunity to get your personality across. Include key words related to your work and skills to help with your Google PageRank

4. Top tip
URL: Customize your URL with your name so it is easily shareable

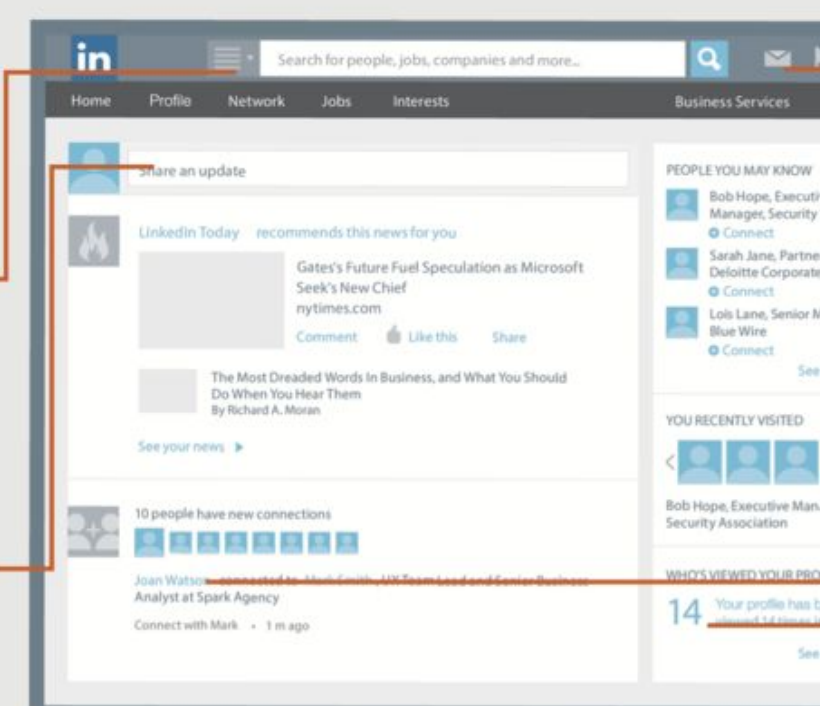
5. Skills
List at least 5 of your core skills

6. Experience
Select GE (or one of the GE businesses) as your current employer



HOW TO GET MORE FROM LINKEDIN

- Connect** with previous and current colleagues, industry peers and other contacts
- Join** and engage with key relevant groups
- Share** useful and relevant content and updates with your connections... e.g. articles, videos, photos, blogs



videos, photos, blogs

opportunities

TOP TIPS

Download the LinkedIn app (iOS or Android)

Think about when is the **best time to share updates** e.g. during commutes and lunchtime when your connections are checking LinkedIn

"Don't say **anything you wouldn't say to your mum or your boss!**" is a good phrase to consider when thinking about what to share on social media. For more details visit <http://integrity.ge.com>

Stay informed as a GE Digital Industrial Brand Ambassador

Don't know what to share with your LinkedIn connections? Receive a weekly email with suggestions of blogs, videos and articles that you can share via LinkedIn. Plus receive invites to monthly top tips sessions.

Oneidm.ge.com > Identity Manager > Join a distribution list



For more tips and advice, plus how-to videos, go to:
Hiring Managers: OneHR.ge.com > Talent Acquisition > Start Here > Attract candidates
All employees: OneHR.ge.com > Important Resources > Employment

TOP TIPS
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Stay informed as a GE Digital Industrial Brand Ambassador

Don't know what to share with your LinkedIn connections? Receive a weekly email with suggestions of blogs, videos and articles that you can share via LinkedIn. Plus receive invites to monthly top tips sessions.

Oneidm.ge.com > Identity Manager > Join a distribution list



For more tips and advice, plus how-to videos, go to:
Hiring Managers: OneHR.ge.com > Talent Acquisition > Start Here > Attract candidates
All employees: OneHR.ge.com > Important Resources > Employment

The GE #BalanceTheEquation Bus



Employer Brand Playbook

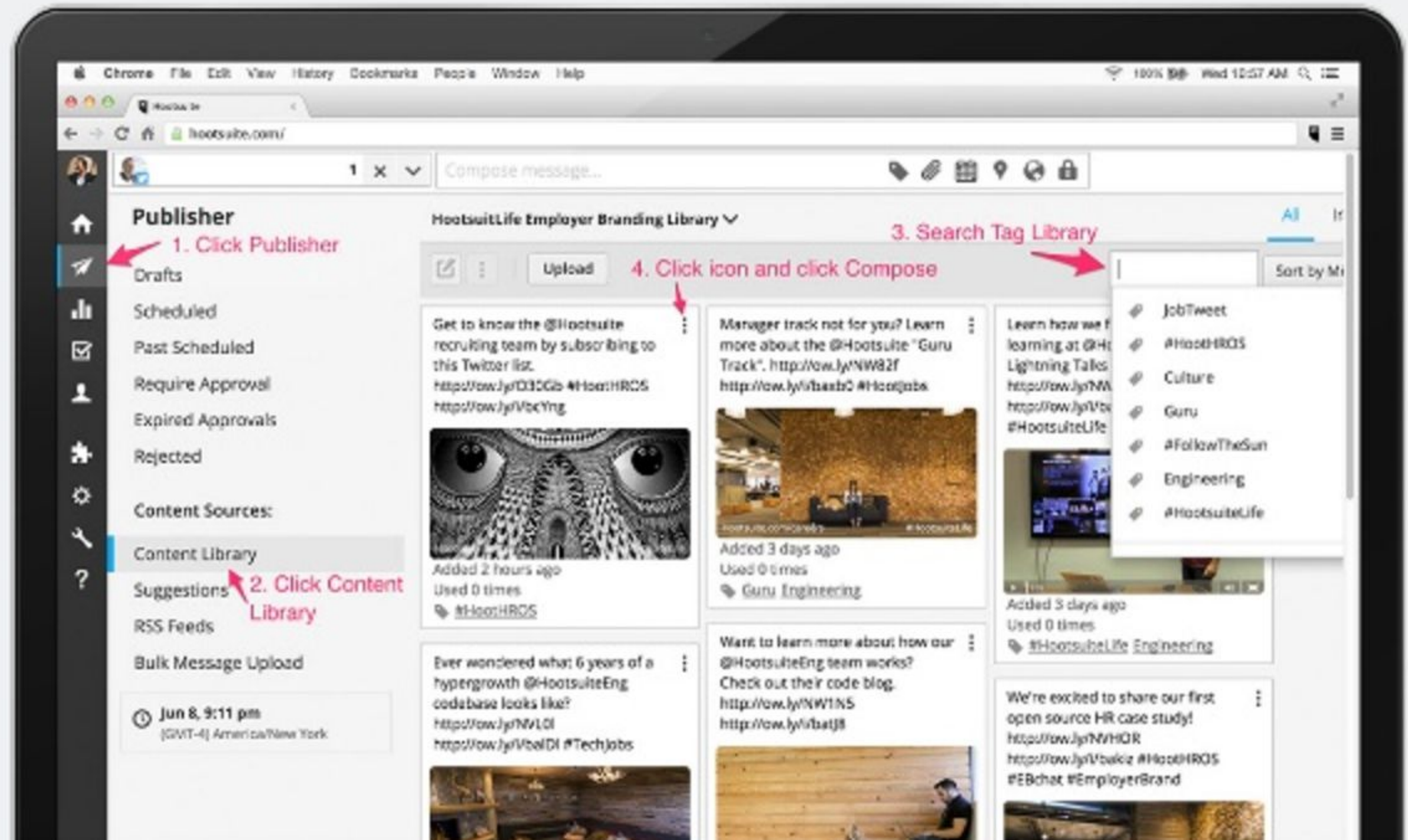
- As your employer brand efforts mature, it's important to **have a foundational document** so your recruiters are all working together to drive your employer brand
- Ensure your **employer brand efforts connect back to an EVP**, or foundational EB purpose (i.e. does X move Y forward)
- Don't just be present on social. **Understand *where* and *why* you're using each channel**

Case Study: Hootsuite

Employer Branding Asset Library

Launched to make it easy for you to amplify our programs, initiatives, and resources across your social channels.

Allows you to search and share media-rich updates on any network with a few clicks, and is updated regularly.



Case Study: Hootsuite

DOWNLOAD THIS:

[Bit.ly/HROSEBPlaybook](https://bit.ly/HROSEBPlaybook)



A Guide to

#HootsuiteLife


Driving Hootsuite's Employer Brand



Clip slide

Key Takeaways

- Perfection is the enemy, embrace where you are and start there...today
- Embrace calculated risk-taking
- Be an EB Evangelist in your organization and enlist help when you need it
- Use your employer brand to reshape your narrative
- Be a leader when it comes to understanding the power of “Brand” (EB, Personal, etc.)
- Make sure everyone who touches your employer brand understands your plan



Q&A
@MuseEmployers