

How to perform an employer brand audit



A step-by-step checklist to audit your employer brand so you can take actionable steps towards giving your employer brand a boost!

Your employer brand as an organization makes the difference between receiving applications from top-shelf or bottom-drawer talent. Your employer brand provokes a feeling in applicants.

And, when done right, it captures the attention of the right job-seekers and converts them into candidates. But before you make any adjustments, you must first know what you're working with.

Step 1: Determine the areas you want to investigate

Before you get going, you need to determine the areas you want to assess and improve. Will you be focusing on your social media channels? Your careers website? Which distribution channel or channels would you like to start with? Use the following check-boxes to choose the areas you'd like to investigate.

- ☐ Our social media channels
- ☐ Our careers site
- ☐ Our job portals
- ☐ Our current employees and their insights
- ☐ Our SEO strategy
- ☐ Our recruiters' methods & documentation branding

Step 2: Decide who you'll talk to

At this point, you're laying the crucial groundwork for improvement. So, it's fundamental to receive honest feedback on your current employer brand. While this can, at times, feel uncomfortable, it's needed to improve. Plus, you'll receive a mixture of both positives and constructive criticism. Embrace that. But first, decide who you want to talk to.

- ☐ Candidates in our talent pool
- ☐ Current candidates
- ☐ Current employees
- ☐ Former employees
- ☐ Leads who have registered interest in working with the company

Step 3: Prepare to ask your employer brand questions

It's time to form a set of questions to reveal how you can improve your employer branding. To help, here are some questions you can ask to determine the current level of your employer brand. Remember, your questions must be adjusted to the audience you're sending them to.

- ☐ How did you discover our company?
- ☐ Based on our careersite and social media, what are 5 words you would use to describe our employer brand?
- ☐ What do you believe our main message is to our employees?
- ☐ What are the key differences between your last company and our company?
- ☐ What do you miss about working for us, and what don't you miss?

Step 4: Start collecting your answers

It's time to send your questions out to gather feedback.
Select which methods your company will use:

- ☐ Internal surveys
- ☐ Emails
- ☐ Social networking career pages
- ☐ Review sites (like Glassdoor)
- ☐ External surveys (using TypeForm, SurveyMonkey, Google Forms, etc.)
- ☐ In person
- ☐ Video conferencing software (Zoom, Teams, Slack, etc.)

Step 5: Analyze your data & feedback

With the data collection complete, you can start to look for patterns. Tip: use a spreadsheet to separate your key findings into strengths and weaknesses, leaving a column to the for future action points. Consider the following questions to assess if your employer brand strategy is working:

- ☐ What do people like best about our company?
- ☐ Which distribution channels are working best? Why?
- ☐ What's the most common criticism? What does this say about our brand?
- ☐ Was there any unexpected feedback? What does this say about our brand strategy?
- ☐ Do the responses mirror our brand values and ethos?
- ☐ If not, what can we do to change this?

Step 6: Create action points & implement them

Based on your findings, you should now be able to answer the question: how can you improve your employer brand? To bring your ideas to life, create a list of clear action points. Focus on how they will improve your employer brand, why they were assigned, and how you will track their progress. Consider which area of your employer brand you want to target:

- ☐ Content distribution
- ☐ Job descriptions
- ☐ Careers website
- ☐ Hiring process
- ☐ Employee Value Proposition
- ☐ Social media content
- ☐ Working environment
- ☐ Management
- ☐ Collection of feedback

And there you have it! Use this template to assess, craft, receive feedback, and make improvements to your employer brand today.

Now go give your employer brand the boost it needs!

