

# CHECKLIST

## evaluating your employer branding platform

A robust employer branding platform is made up of powerful tools that help market your company to current and prospective employees. Reviewing it regularly will reveal actionable steps you can take to retain high-performing talent, overcome recruitment challenges, and remain a competitive employer.

Use this checklist to determine where your company stands on each of the key components of an effective platform. Think about which areas are strengths for your team, and which present opportunities for improvement.

Label Each Component as a Strength or Opportunity:

| Employer Branding        | Strength | Opportunity | Social Media Presence   | Strength | Opportunity |
|--------------------------|----------|-------------|---|----------|-------------|
| Company Mission & Vision |          |             | Active Social Media Profiles                                  |          |             |
| Company Story            |          |             | Company Updates (events, awards)                              |          |             |
| Employer Differentiators |          |             | Team & Culture Content (photos, videos)                       |          |             |
| Core Values              |          |             | Employee Recognition Posts (hires, anniversaries, promotions) |          |             |

| Recruitment Strategy   | Strength | Opportunity | Onboarding Experience             | Strength | Opportunity |
|--|----------|-------------|-----------------------------------|----------|-------------|
| Dedicated Careers Webpage                                    |          |             | Clear Performance Expectations    |          |             |
| Clear Job Descriptions                                       |          |             | Adequate Training Time            |          |             |
| Multiple Recruitment Channels (digital, social, traditional) |          |             | Cross-Training Opportunities      |          |             |
| Structured Interview Process                                 |          |             | Regular Check-Ins (first 90 days) |          |             |

| Employee Satisfaction       | Strength | Opportunity | Employee Advocacy                                     | Strength | Opportunity |
|-----------------------------|----------|-------------|---|----------|-------------|
| Competitive Salaries        |          |             | Employee Referral Program                             |          |             |
| Valuable Benefits & Perks   |          |             | Employee Satisfaction Surveys                         |          |             |
| Established Career Pathways |          |             | Employee-Focused Content (authored blogs, interviews) |          |             |
| Teambuilding Initiatives    |          |             | Employee Website Testimonials                         |          |             |



## How'd You Do?

Having a handle on all of these elements means your company is working hard to continually evolve as an employer and demonstrate your growth to others. But there's always room for improvement. Take the time to consider how you run your business and what image you want to convey to employees and job seekers.

Explore the possibilities of employer branding for your organization to stay agile in the job market and share what makes your team great with the world. It's one of the most important, and often overlooked, tools and equips businesses with the right messaging and visuals to position them as the perfect employer for top talent.



## Need Help Creating or Improving Your Employer Branding?

Sagefrog can distill your differentiators through expert copywriting and graphic design into valuable formats that support a comprehensive employer branding platform. Start a powerful employer branding project and discover new ways to apply it, from career webpages to company pledges.



# are you ready to leap ahead?

Contact us to put the insights from this checklist into action for your company.



[sagefrog.com](https://www.sagefrog.com)



(215) 230 9024



[success@sagefrog.com](mailto:success@sagefrog.com)