



The State of Employer Branding



WALLS.IO

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✕ Note From the CEO



I've been hiring talent for quite some time now and have seen first-hand how important it is to build a strong employer brand.

The good news is that you don't have to be a huge corporation with lots of resources in order to promote your employer brand effectively. There are plenty of ways that small or medium organizations can showcase themselves effectively — through social media feeds, digital bulletin boards, social walls for employer branding, etc.

I'm excited to present Walls.io's first State of Employer Branding report. This asset showcases the impact of employer branding across the entire recruiting process as well as strategies to improve or even implement it from scratch. The statistics provided here helped us improve our strategy at Walls.io.

We wanted to highlight how easy it is to boost your employer branding through social media, so we created an Employer Branding Strategy Template that focuses on creating content for social media channels.

We look forward to supporting HR, communications, PR, talent recruiters, People & Culture teams, and brand and marketing managers as they evolve in the employer branding field. We hope this report guides your path and helps you put employees and potential candidates front and center while making your recruitment efforts more effective.

Please share your thoughts or feedback about this report on social media. We'd love to hear from you.

Michael Kamleitner
CEO, Walls.io



✕ Introduction



There's a lot of buzz around employer branding these days, and for a good reason: organizations need to have a strong brand identity.

But what is employer branding, and why does it matter?

In the simplest terms, employer branding is how an organization presents itself to potential employees. It includes the company's mission statement but also its values and culture — the things that make an organization unique.

Employer Branding is important for organizations because it helps them get the best candidates on their teams.

It's not just about recruiting but also about retention. Employees who feel like they work for a great company will want to stay there for a long time. And when employers can provide their employees with a great experience and make them feel valued, they'll want to come back every day.

Leaders must prioritize employer branding because it positively affects every aspect of the organization — from recruiting and hiring to customer service, sales and marketing, employee engagement, and corporate culture.

Candidates crave good employer branding because they know that companies who invest in this will also be invested in their employees. People don't want just a job anymore — they want an experience that makes them feel like they matter and are part of something bigger than themselves.

And what do candidates have to say about this? What experiences have other organizations had in the matter? Find out all about the current state of employer branding in the next chapter.





Leverage employee-generated content

Use content created by your employees to make your company stand out as a great employer.

[LEARN HOW](#)





Employer Branding Stats



✕ Employer Branding Stats

New technologies and practices have evolved rapidly over the past couple of years. Candidate expectations have changed drastically and the way they hunt for jobs has shifted as well.

It's not enough to understand how new technologies have changed. You need to understand what potential candidates want and expect from your organization. Let the following statistics inspire your employer branding efforts.

Employer branding and acquisition



In a survey of HR professionals, **86%** of them indicated recruitment is becoming more like marketing ¹.



In **86%** of cases, workers and job seekers research reviews and ratings of companies before applying ².



75% of active job seekers are likely to apply to a job if the employer actively manages its employer brand ³.



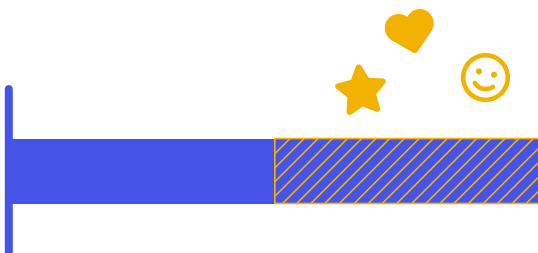
86% of women and **67%** of men in the United States wouldn't join a company with a bad reputation ⁴.



50% of candidates say they wouldn't work for a company with a bad reputation, even for a pay increase ⁵.



92% of people would consider changing jobs if offered a role at a company with an excellent corporate reputation ⁶.

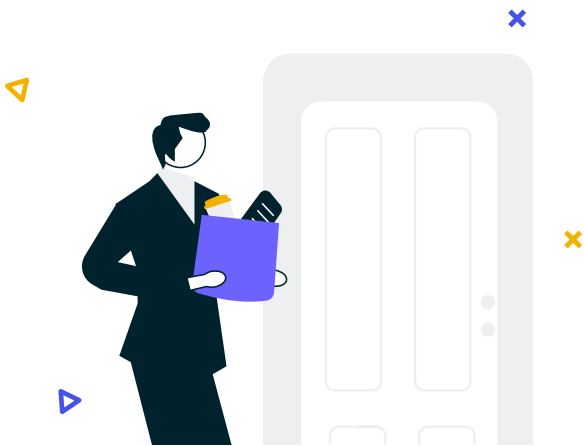


A strong employer brand can reduce the cost per hire by as much as **50%** ⁷.

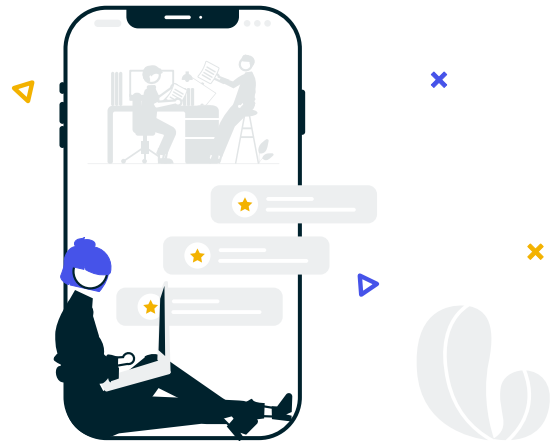


A negative reputation can cost a company as much as **10%** more per hire ⁸.

Employer branding and retention



Almost **30%** of job seekers have left a job within the first 90 days of starting (indicating misalignment between the candidate and the employer brand) ⁹.



7 out of 10 people surveyed indicated they had changed their opinion about a brand after seeing the company reply to a review ¹⁰.

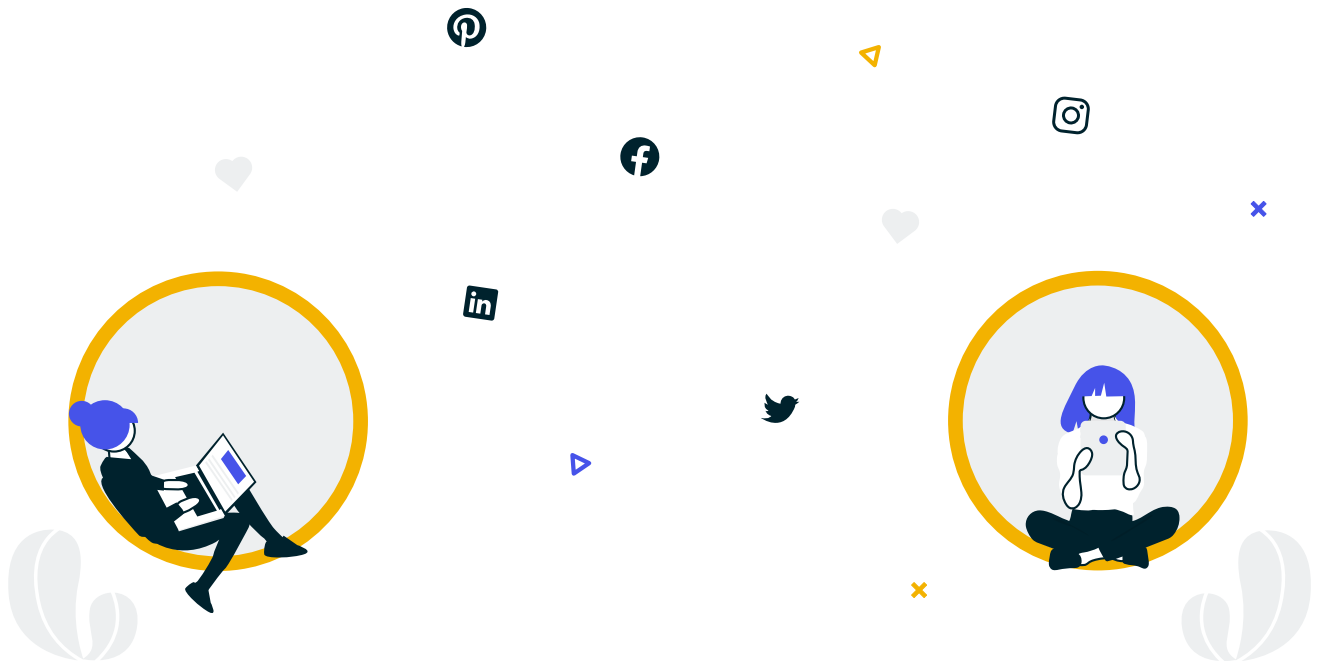


Employee voice is **three times** more credible than the CEO's when it comes to talking about working conditions in that company ¹¹.



Companies actively investing in employer branding can reduce turnover by as much as **28%** ¹².

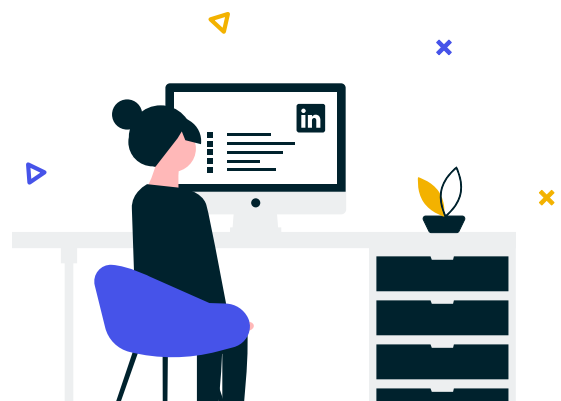
Employer branding and social media



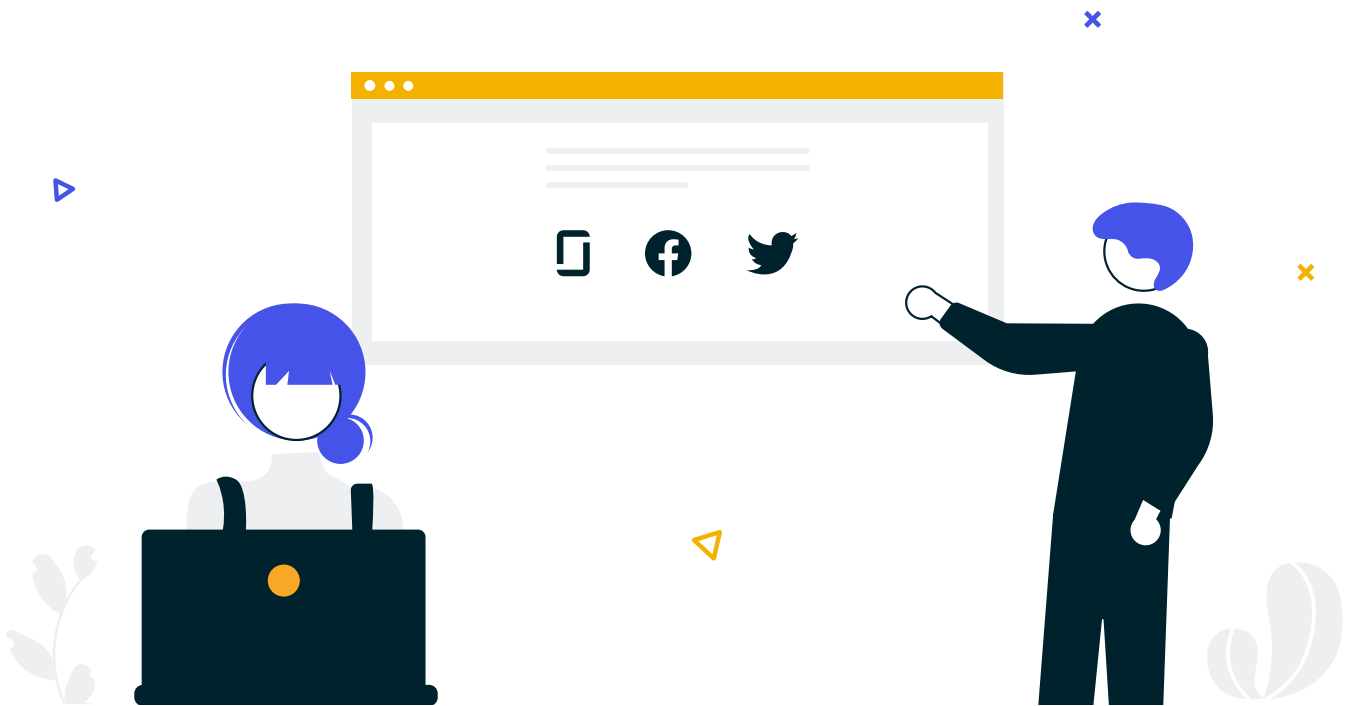
68% of Millennials, and **54%** of Gen-Xers indicated they visit employer's social media profiles to evaluate their brand ¹³.



48% of both Gen Z and Millennials with work experience have applied to job opportunities they found on social media ¹⁴.



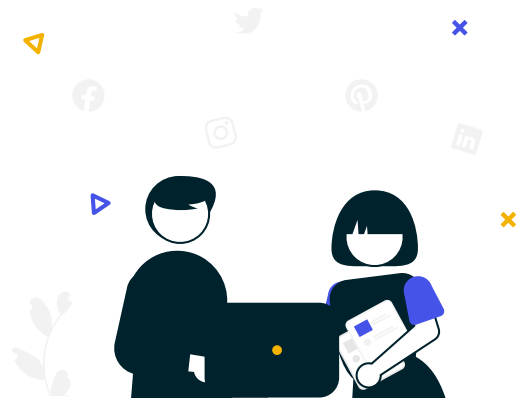
60% of prospective employees research a potential employer on LinkedIn before applying ¹⁵.



Glassdoor **(51%)**, Facebook **(37%)**, and Twitter **(36%)** are also top social platforms potential employees look to for insight ¹⁶.



79% of job seekers have used social media in their job search in the last year ¹⁷.



91% of all employers are currently using social media as part of their hiring process ¹⁸.



Employer Branding 101



✕ Employer Branding 101

We're familiar with the power of strong brand identity, but often we only think about its effects on consumers. However, it makes sense to build your brand for another, often overlooked key audience: future employees. Strong [employer branding helps you attract top talent](#) for less and convinces people to stay at your company for longer. Employer branding is a significant tool in attracting permanent and valuable employees amid stiff competition and challenging conditions.



What is employer branding?

In simple terms, employer branding is knowing how best to communicate your company's values and culture.

Almost anyone can loudly declare an inspirational vision and rattle off a long list of perks. But bold employer branding is about finding creative ways to show existing and potential employees that you practice what you preach.

In the following pages, you'll find insights and tips on how to leverage your employer branding to attract top talent.

The importance of employer branding for attracting top talent

Why does employer branding strategy matter? An employer's brand is a decisive factor throughout the candidate's journey. Most job seekers consider an employer's brand when applying for a job.



To set yourself apart, you need an employer branding strategy. It can increase the pool of applicants, reduce turnover rates, and help avoid talent drain.

A strong employer brand saves your business money in other ways too.

For one, you can spend less money promoting your vacancies on pricey career platforms. Instead, prioritize employer branding now and watch as high-quality talent flocks towards a simple career page on your website.



How to implement an employer branding strategy



1

Tap into your values

A strong employer brand starts with the value you offer. What makes you stand out? Start by identifying your business needs and what kind of talent you need to recruit to achieve your goals. Then, use your company's mission statement, values, and culture as a guide.

Successful employer branding must align with your organization's values and goals.

You need to communicate authentically to establish your credibility and earn the affinity of today's jobseekers.

2

Audit your reputation

All companies have an employer brand. So you must proactively manage your reputation among internal and potential employees. Send out surveys, see what people say on social media, and read the beans spilled by former employees on career sites such as Glassdoor.

3

Create an employer value proposition

Your employer value proposition is the unique set of values your organization stands for and the benefits you offer employees for what they bring to your company. Simply make a promise and keep it.

Half the appeal of a powerful employer brand is having a crystal clear EVP.

For example, Canva's mission to empower people to create with their graphic design tool is embodied in their simple EVP to make the design 'amazingly simple' and 'be a force for good'. Include your EVP on your website, social media accounts, and recruitment materials.

4

Leverage buy-in from current employees on social

If a rough definition of moral behavior is doing the right thing when no one is watching, then the definition of employee advocacy is having employees who testify to your work culture without duress.

Encouraging employees to be brand advocates will supercharge your recruiting and build your employer brand in one fell swoop.

People trust friends and family first. They talk up the companies doing right and living what they champion. Get marketing and HR to create company-related content that employees can share to show they're proud of their workplace.



5

Cultivate ongoing employer branding

Employer branding needs to be grounded in your values. It also needs to run through your approach to hiring and managing talent. Start as you mean to go on with a solid onboarding experience that makes recruits excited about their roles and company culture. A negative experience will likely lead to people deserting you for a different opportunity.

6

Promote employee training and personal growth

A core part of any ongoing employer brand is a commitment to training and nurturing the best talent. Raise awareness about training sessions and development opportunities among employees and candidates alike.

7

Leverage content to tell your story

We touched on generating word-of-mouth buzz. But it's worth emphasizing the importance of creating a whole slew of content that illustrates your company culture, events, and benefits — and telling your story across multiple channels, including official comms and social media.

A social wall is the perfect place to collect employee-generated content along with your brand's content. Showcase it all on your website or on a screen to start telling your story.





Show your company culture

Social media is the perfect channel to give some insights into how your company is run.

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6 Brands Winning at Employer Branding



✖ 6 Brands Winning at Employer Branding

NETZSCH Pumps & Systems social walls for employer branding

NETZSCH Pumps & Systems is an excellent example for how to use social walls for employer branding. The company integrated a social media wall into their booth at an education fair focusing on traineeships.



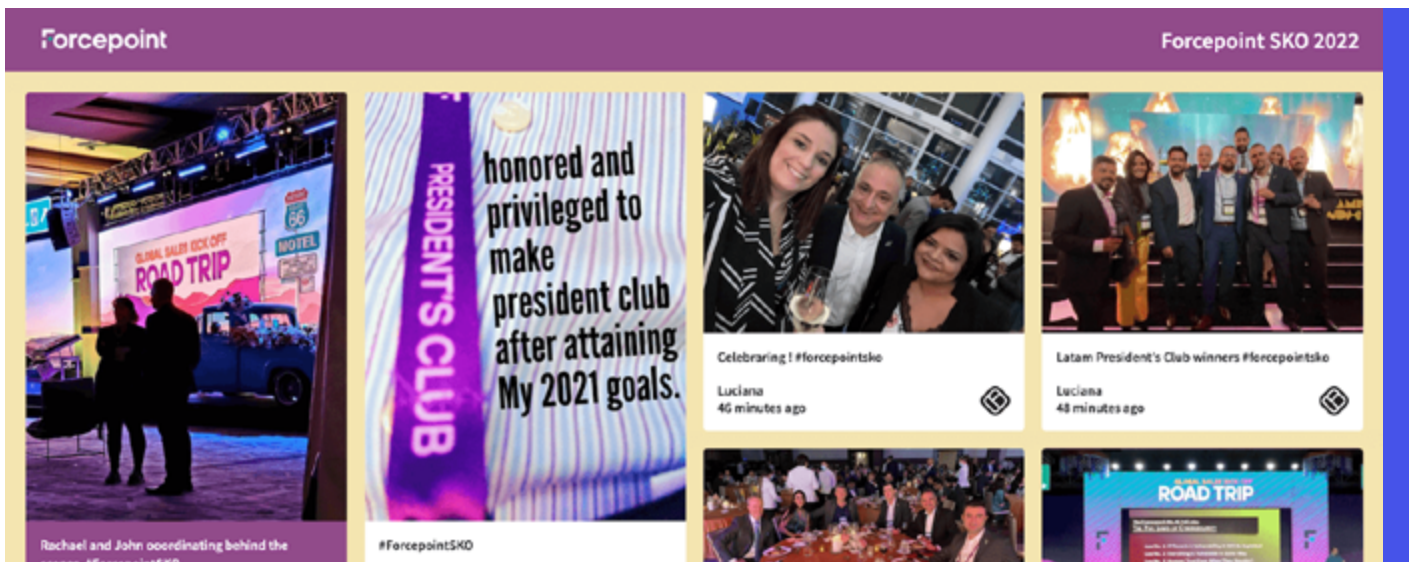
Veronika Beck, Head of Global Marketing

The social wall helped us increase awareness and let people perceive us as a creative employer — somebody who is open to new ideas and tries to go with the times.

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Direct Posts help Forcepoint collect employee-generated content

Cybersecurity company Forcepoint used a social media wall with Direct Posts to boost engagement at an internal event. As a nice side-effect, it gave their event an external awareness boost as well.



Lionel Menchaca, Sr. Digital Communications and Content Manager

It was a big wall, probably 12 feet tall. I should have had somebody stand next to it for the photo! And it was pretty cool. We set it up right by the registration area. We also had a booth there where participants could redeem the tickets they received for participating in sessions and exchange them for t-shirts, coffee mugs, etc. So it was a place where we got lots of traffic, and people would walk by and see the wall. And then, of course, that would encourage them to post more pictures.

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Hashtag campaign for employees by METRO

METRO combined its Own Business Day event with a global hashtag campaign — and not just any global campaign, but a social media campaign with both an internal and an external phase.



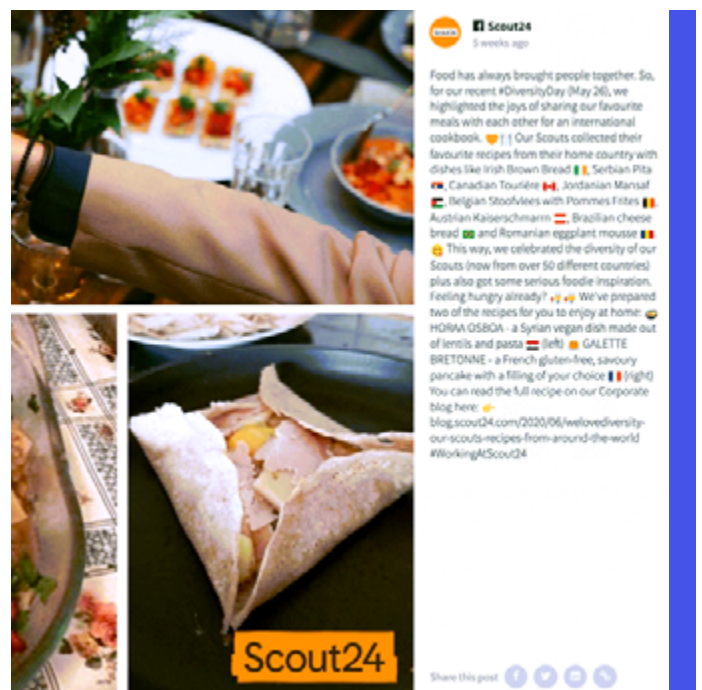
Nadiya Lubnina, Head of Communications

The mechanics of the campaign, bringing in social media and our employee's individual accounts, were very engaging and, judging by the #ownies posted, our people had fun taking part in the campaign. Social media stimulates creativity and is appealing due to ease of use and accessibility. We had overwhelming reactions from some employees who posted well over 100 #ownies with their accounts. We got over 3,500 #ownie posts and are quite satisfied with the results of the campaign, considering this was our first global hashtag campaign.

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Scout24 leverages social wall to attract talent

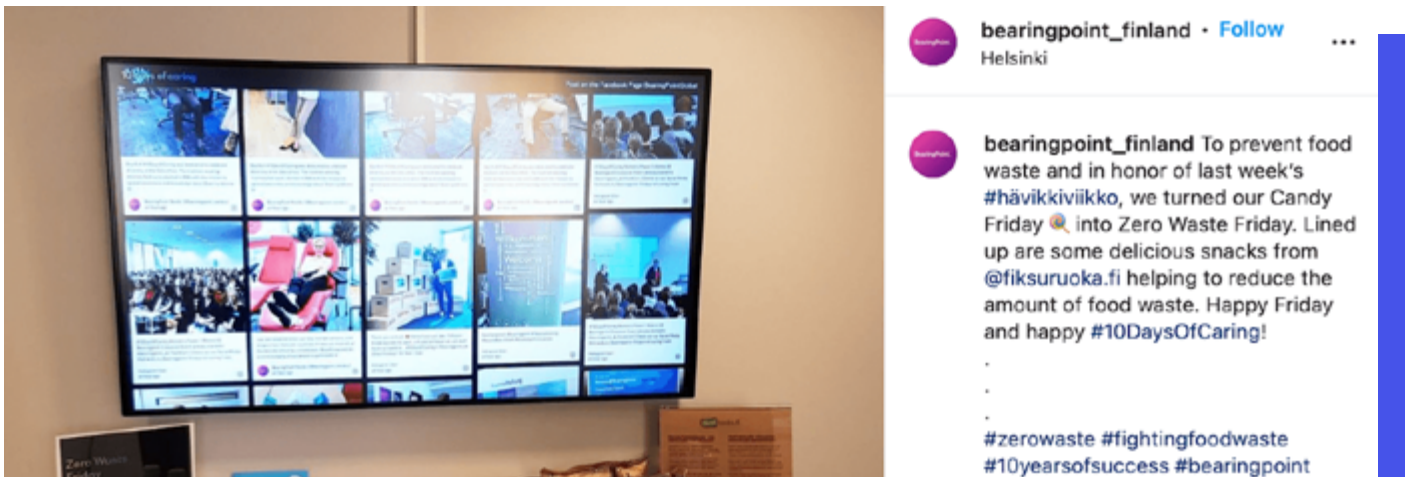
Scout24 uses a social wall as an employer branding tool. They showcase company benefits, employee success stories, and team events to attract new talent.



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Social responsibility campaign at BearingPoint

To celebrate their 10th anniversary, BearingPoint organized an internal campaign called 10 Days of Caring. They used a social wall to display posts at their offices worldwide and motivate employees to participate in the philanthropic campaign.



Chris Peat, Global Digital Marketing, Senior Manager

We looked for a platform that could gather all of our social media in one place and expected to find something that we could probably plug into a website. When we found Walls.io, we were impressed by the whole solution. It was dramatically cheaper than doing an own-build solution with an agency, and it was considerably more flexible. The whole procurement process happened in 15 minutes before a telephone call, where we just started to search for these sorts of solutions. Walls.io stood out as a leader. And the reason it's so good is its flexibility.

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LV 1871 organizes a corporate influencer social wall

LV 1871 launched an innovative Corporate Influencer Programme, in which employees post on social media using the #TeamLV1871 hashtag. Their posts are collected on a social wall displayed at the company's headquarters.



Anja Schöne, Social Media and Content Manager

As a typical B2B insurance company, we are seeking to achieve more awareness and brand perception, mainly focusing on our peer community. Our social wall displays who is speaking about us and what people are saying. That helps us generate more social buzz and monitor our social media channels.

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Show, don't tell

Encourage employees to speak about their experience and how they are enjoying the company culture.

[LEARN MORE](#)



✕ Thank You



Thank you for reading The State of Employer Branding. Share it with your team, colleagues and friends who may find it useful. We hope this asset guides your employer branding path and helps you put employees and potential candidates front and center, while making your recruitment efforts more effective.

Please share your thoughts with us on social media!



✕ Endnotes

Employer branding and acquisition

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