

Top 5 Ways Employer Branding Helps You Connect With Employees and Candidates

Successful employer branding helps you share your organization's vision, mission, and values with employees, candidates, and customers. It allows you to tell employee stories, make announcements, and showcase your organization as a great place to work.

When your employer brand excites and inspires, you can attract candidates who are a match with your culture and transform your employees into loyal promoters.

Here are five ways employer branding can help you build meaningful connections with current and prospective employees:

1. Attract candidates who align with your culture and values



of candidates consider a company's culture before applying for a job.



wouldn't apply unless the company's values aligned with their own.¹

2. Showcase your diversity and inclusion goals and results



One in four job seekers say that DEI messages published by employers would make them more likely to apply to that company.²

3. Encourage honest conversations between candidates and employees



Candidates rank current employees as the most trusted source for information about a company,³ so be sure to give candidates the opportunity to have insightful conversations with employees.

4. Inspire a sense of belonging to boost retention



Companies with a strong employer brand have a **28% lower** turnover rate than companies without.⁴

5. Use consistent messaging to build a positive reputation



of surveyed adults would accept lower compensation to work for a company with a stellar reputation.⁵

For additional ideas to help you build a more connected workforce, download our [Employee Connections Report](#).

Sources

¹ Glassdoor

² CareerArc

³ CareerArc

⁴ LinkedIn

⁵ SCG Advertising + Public Relations