

2021 Fortune 500 Employment Branding Report CHECKLIST:

How does your company compare?

WilsonHCG has analyzed the employment brand of every Fortune 500 company every year since 2014. With a focus on six key categories, each weighted based on their relevance, the research has shown how the relationship between candidate and employer has evolved. The 2021 report has shown some interesting results, particularly the impact of the COVID-19 pandemic on employment branding.

This checklist can be used as a guide to consider what enhancements you should make to your employment brand. Complete it to see how your brand compares to the latest employment branding trends.

Recruitment **MARKETING**

In simple terms, recruitment marketing describes the efforts organizations make to promote their employment brand message and the channels used to communicate it. While spreading the message is important, genuine engagement and employee-generated content will have the biggest impact.

Have you increased the number of interactions with your talent community/network? Are you keeping members updated on what you're doing to support employees and local communities through the pandemic?

During times of uncertainty, overcommunication is key. The pandemic has everyone pivoting constantly, so it's important you provide regular updates on what's happening and show you're transparent.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Do you showcase your stance on diversity, equity, inclusion and belonging (DEIB) on your career site?

The candidate journey is the same for everyone but how each career seeker interprets it will be different based on their individual backgrounds. If your organization has employee resource groups (ERGs), publicize these on your career site. This shows candidates there's not only a place for them in the company, but there are resources to help them grow in it.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Do you have engaging employee-generated content on your site, such as employee testimonials and videos and/or blogs about career pathing?

Complete an audit to determine exactly what employee-generated content you have and consider if it's still relevant today. Many organizations are publishing unedited footage of what it's like to work at their companies right now (especially due to formal photo shoots being pushed back this year). The videos are from real-life employees – and that's exactly what people want to see.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Career **ADVERTISING**

Best-in-class career advertising strategies take a multifaceted approach, encompassing a combination of job board ads and social media campaigns. Reaching a wide audience is key, but it's about quality rather than quantity. Engagement with candidates who meet skill requirements is critical.

Do you regularly seek feedback on your job ads and optimize them based on the results?

Ask employees to rate your job ads. Listen to any other information they think would be helpful for candidates to know about working at your organization.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

How inclusive are your job ads? Do you use technology to assess their inclusivity?

When employees feel like they belong, they are more likely to recommend their organization as a great place to work. Whether it's gender, ethnicity, disability or sexual orientation, there's no doubt that companies that make DEIB a core tenet within their culture will be able to attract, hire and retain diverse candidates.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Does your organization offer remote or hybrid positions? If yes, do you include details in your job ads?

Remote or hybrid office-remote roles have become an expectation for candidates. Consider implementing this kind of flexibility if you haven't already; it will also widen your talent pool.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Career SITES

Career sites must feature compelling content that gives both permanent and contingent job seekers an insight into company culture and values, flexible working options, ERGs, career progression opportunities and details about compensation and benefits. User experience is front and center and the best career sites focus on moving (the right) candidates to the next stage of their journey.

Is your employee mission and purpose clearly displayed on your career site?

89% of career seekers think it's important for an employer to have a clear mission and purpose and one that's easy to find on a job posting, according to Glassdoor. Make sure you place it in a central position on your career site so candidates notice it upon first glance.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Do you use photos of real employees or stock images on your career site?

Using real people in supporting visuals about your ERGs and showcasing testimonials from diverse employees will help candidates feel like you value inclusivity and they'll belong at your organization. (Be sure to do the work internally to ensure the statement is genuine.)

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Does your career site use a chatbot to interact with candidates?

Chatbots help to speed up the candidate journey, while also providing a more engaging experience. There are options built in to some application tracking systems (ATS) and candidate relationship management (CRM) tools, as well as out-of-the-box options that are easy to implement.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Employee Reviews and CANDIDATE EXPERIENCE

Review sites have evolved at a fast pace during COVID-19 pandemic. Most well-known review sites added additional filters in 2020 to ensure the most talked-about topics are easy to access. Job seekers want to know how a company responded to the pandemic, its stance on diversity, equity, inclusion and belonging (DEIB) and to what extent flexible working options are available.

Do you have any employee review site feeds embedded in your career site?

If candidates can see review feeds from your career site, it will not only simplify their candidate experience but will also show your value transparency.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Do you benchmark your reviews against your competitors?

By regularly assessing employee reviews of your competitors, you'll get a better understanding of what candidates in your sector are looking for. It will help you to spot industry trends so you can adapt your candidate experience strategy if needed.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Do you provide a hyper-personalized candidate experience?

The standard of candidate experience should be the same for every applicant, but engagement should be personalized by job type, location, interests and type of employment. Candidates expect targeted content.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

ACCOLADES

Accolades help to provide third-party endorsement of achievements, while also providing the ideal opportunity for brand awareness and promotion.

Do you have a list of accolades to apply for that are applicable to your company accomplishments?

There are always the “best places to work” lists but consider branching out this year. Think about which accolades would interest the type of talent you’re looking to attract. Remember, this external validation can be on a variety of topics, like best engineering firm, top places for working mothers or most innovative companies, for example.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Are accolades that you’ve won listed on your website and shared on social media?

Long gone are the days when displaying award plaques in your office space is enough. Career-related awards or those that will catch the eye of top talent should be part of your career site or easily navigable from your careers page. Don’t make candidates seek it out; put it front and center.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Are accolades listed on your job ads?

Some candidates go straight from job ads to the application process, so consider weaving in verbiage about the honors your company has achieved through the years. It may just provide the validation candidates are looking for before they apply.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Corporate Social **RESPONSIBILITY**

Corporate social responsibility (CSR) strategies help organizations remain socially accountable to themselves, their stakeholders and the public. Knowing what a company stands for and how they’re making a concerted effort to give back to society has been a rising priority for candidates over the past few years.

Do you give your workforce the chance to shape corporate well-being initiatives through committees and ERGs?

Not only does this give employees the opportunity to own initiatives and implement the ones that make a real impact, but it also shows your commitment to CSR as an employer. Allocate a budget if you can; it’s proof you trust your employees to really steer these efforts.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Do your CSR initiatives align with your overall company mission?

A successful employment brand shares values across all its efforts – and CSR is no exception. Through charitable efforts, it showcases your passion for what you do while bolstering your brand awareness and allowing the brand to come full circle.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

Are you communicating your CSR initiatives externally on your careers site and through social media?

Be proud of the work you’re doing to give back to surrounding communities – and make sure you share the good news externally. If you want to attract like-minded candidates, they need to know how you’ve shown your support.

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

For more information on how you can improve and enhance your own employment brand, download our [2021 Fortune 500 Employment Branding Report](#). See how you rank among some of the world’s most recognizable brands.

WilsonHCG is an award-winning, global leader in total talent solutions. Operating as a strategic partner, it helps some of the world’s most admired brands build comprehensive talent functions. With a global presence spanning more than 65 countries and six continents, WilsonHCG provides a full suite of configurable talent services including recruitment process outsourcing (RPO), executive search, contingent talent solutions and technology advisory.

TALENT.™ It’s more than a solution; it’s who we are.



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