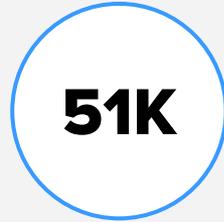# How A Fortune 50 Company Promotes Its Employer Brand on Social to Attract Talent

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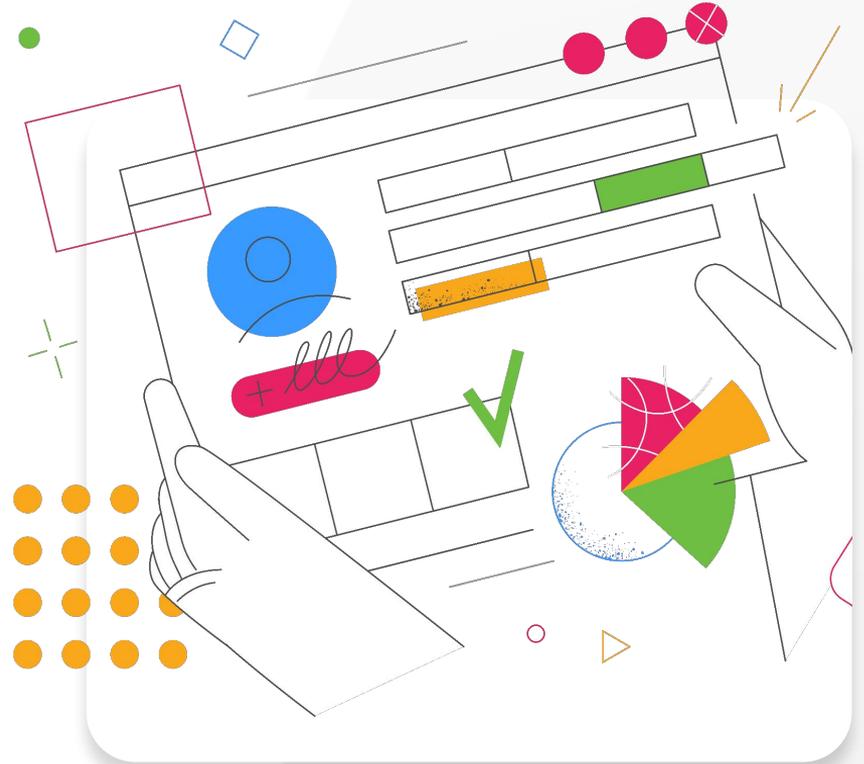
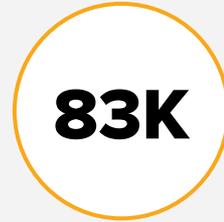# The results over a single quarter...

10.9M

Employee reach grew to 10.9 million.

51K

Content received 51,000 engagements.

83K

Employee-shared content generated more than 83,000 clicks.

12K+

Employees posted to social media 12,584 times.

Let us show you why and how....

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Customer Goals

- Position company as an employer of choice
- Increase brand sentiment via employee word-of-mouth
- Attract a rich diversity of talent
- Empower leadership to engage in advocacy

This Fortune 50 company had numerous goals for its employee social program, but they all come down to one key factor: employer brand, or the company's reputation as an employer. In other words, the organization wants its people to create and share content about the company.

Why? The stats speak for themselves. 👉

- **84% percent of job seekers** say a company's reputation as an employer is important.
- 5**0% of candidates** wouldn't work for a company with a bad reputation — even for a pay increase.
- Negative reputation costs employers **10% more per hire**, and investing in employer branding can **reduce turnover by 28%**.

Why this Fortune 50 company chose EveryoneSocial for employer brand and recruiting:

1 Ensures employees have engaging content that's approved for sharing

2 Enables their people to share to multiple networks or schedule posts with a single click

3 Provides leaderboards and gamification features to drive participation

4 Allows users to share a variety of content types, including native video, text, GIFs, and more.

5 Meets employees where they are by integrating with Slack and Microsoft teams and allowing them to share to the social networks of their choice

6 Gives program owners a clear picture of program results

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Quarterly Results

The table to the right highlights the outcomes this Fortune 50 company achieved during a single quarter:

- Exceeded goal to activate 5,000 employees
- Grew employee social reach to nearly 11M
- Drove more than 83,000 clicks and 51,000 engagements

The client achieved all of its quarterly goals and continues to scale its employee advocacy program.

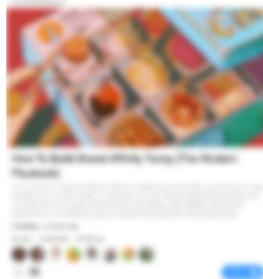| Actions	Outcomes
Users	5,424
Total Reach	10,961,000
Shares	11,584
Engagements	51,980
Clicks	83,055
Branded Clicks	45,200

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Example Content Shared By Employees

Announcement about company's free courses
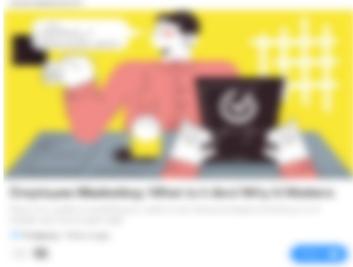
Technical recruiter's LinkedIn post about free classes and certifications

Results
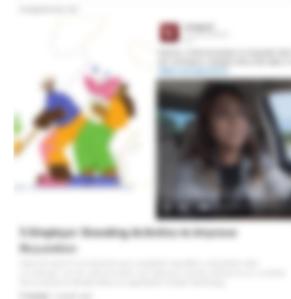**11,556 clicks**
3,710 engagements

Company recruiting event

Event marketer's LinkedIn post about event showcasing new tech and employer brand

Results
200 shares

Company expansion announcement

Technical recruiter's LinkedIn post about new store opening

Results
1,926 engagements

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Top Influencers

Everyone — from the intern to the CEO — can be an influencer because **everyone has a network**.

This table showcases the results generated over one quarter by this Fortune 50 company's top sharers, many of which are involved in recruitment and talent sourcing. Clearly, they know the value of sharing company content to enhance employer brand!

Influencer	Reach	Shares	Engagements	Clicks
Technical Recruiter	1,887	521	287	1,759
Operations and Diversity Manager	30,505	362	239	1,183
Technical Recruiter	21,031	262	113	1,470
Technical Recruiter	6,567	222	355	871
Sourcing Director	6,684	198	415	890

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How They Achieved Success

Let's break down how this Fortune 50 company leveraged the EveryoneSocial team and platform to enhance its employer brand and attract top talent.

Leaderboards & Gamification

Program admins work with EveryoneSocial to create custom leaderboards to drive participation in its employee influencer program.

Admins regularly recognize top sharers in company newsletters, and the company plans to further incentivize sharing by offering prizes to top participants.

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Content Newsletters

EveryoneSocial's automated content newsletters ensure this Fortune 50 company's employees don't miss out on important or engaging content they could share with their networks.

In just a few minutes, the client admin set up several recurring newsletters — a monthly one for the entire company, as well as ones for individual teams. The emails feature trending posts, group updates, employee-generated content, and more. And no two emails are alike — each person receives a personalized newsletter filled with content that matches their role and needs.
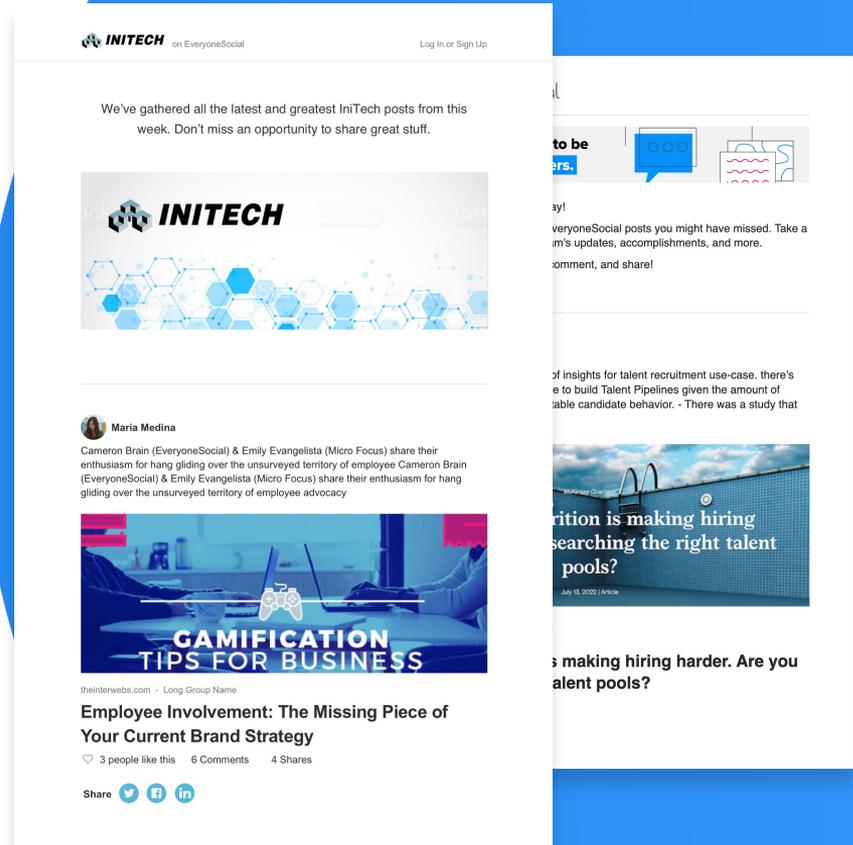
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Regular Admin Enablement Sessions

EveryoneSocial's Client Success team meets with the company's main admin twice monthly and also hosts quarterly enablement sessions for all 50 admins.

During these calls, the EveryoneSocial team presents on a specific topic, such as reporting and advocacy best practices, They also preview upcoming product features and set aside time for Q&A to ensure every admin is prepared to lead their teams to success.

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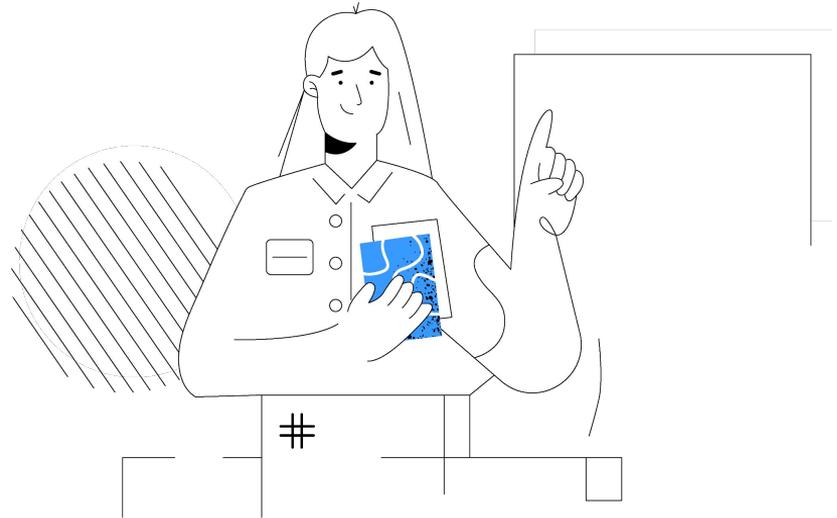
Top-Notch Content

Program admins do an incredible job curating relevant, engaging, and timely content for people to share.

From remote work best practices to company Pride initiatives, employees' have no shortage of great content to choose from.

Content of all types — links, videos, images, and more — are organized and prioritized within EveryoneSocial and easy for employees to share with just one click.

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Meet the Team

We partner with every client to ensure their success. These EveryoneSocial team members support this Fortune 50 company:

On the client side, the program is led by its **Global Brand Partnerships Manager**, **Head of Global Employment Brand**, and **Head of Recruitment Marketing**.

Amy Oscarson
Director of Customer Success

Chris Hecklinger
Vice President of Customer Success

Derek Debenham
Enterprise Regional Director

Get Your People Sharing on Social!

Employees have more credibility and greater reach than official brand social channels. Why? Because people trust people far more than brands.

So empower your employees to become influencers and tap into the power of their networks to enhance employer brand and catch the eye of top talent.

Activating employee influencers allows you to reach a 561% larger audience.

84% of people trust recommendations from colleagues, family, and friends over other forms of marketing.

90% of candidates would apply for a job at a company that actively maintains its employer brand.

80% of talent acquisition managers believe employer branding impacts their ability to hire.

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Book time with our team to learn how we can help improve your employer brand!

Schedule a chat

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