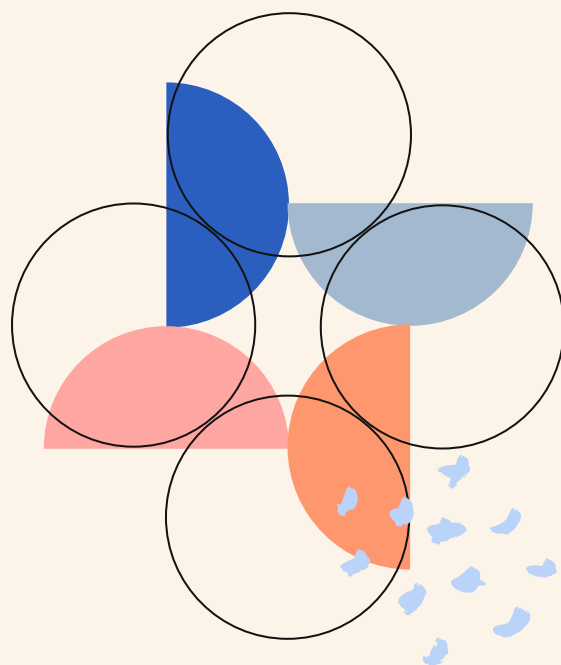


The state of Employer Brand 2022



Attract. Engage. Retain.
Why this is the employer
brand motto to live by.

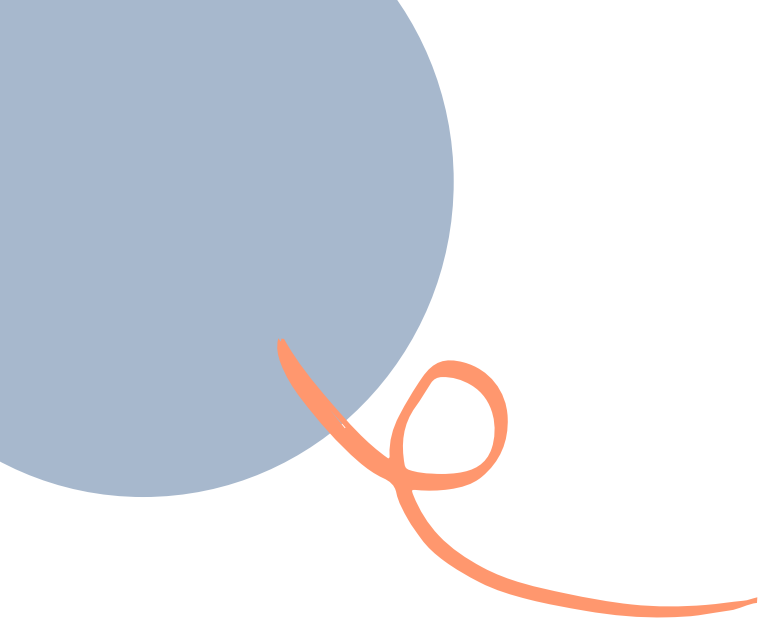
Contents



Introduction	3
Welcome	4
Re-cap on Employer Brand	5
Attraction	8
Why talent is so important	11
What do we mean by attracting people?	12
Engagement	15
Culture, culture, culture	18
Authentic Empathetic Storytelling	19
Covid-19 and the impact on employee engagement	21
Retention	23
The Great Resignation	24
Video	26



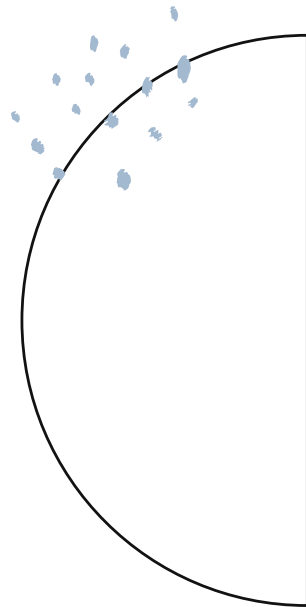
Introduction

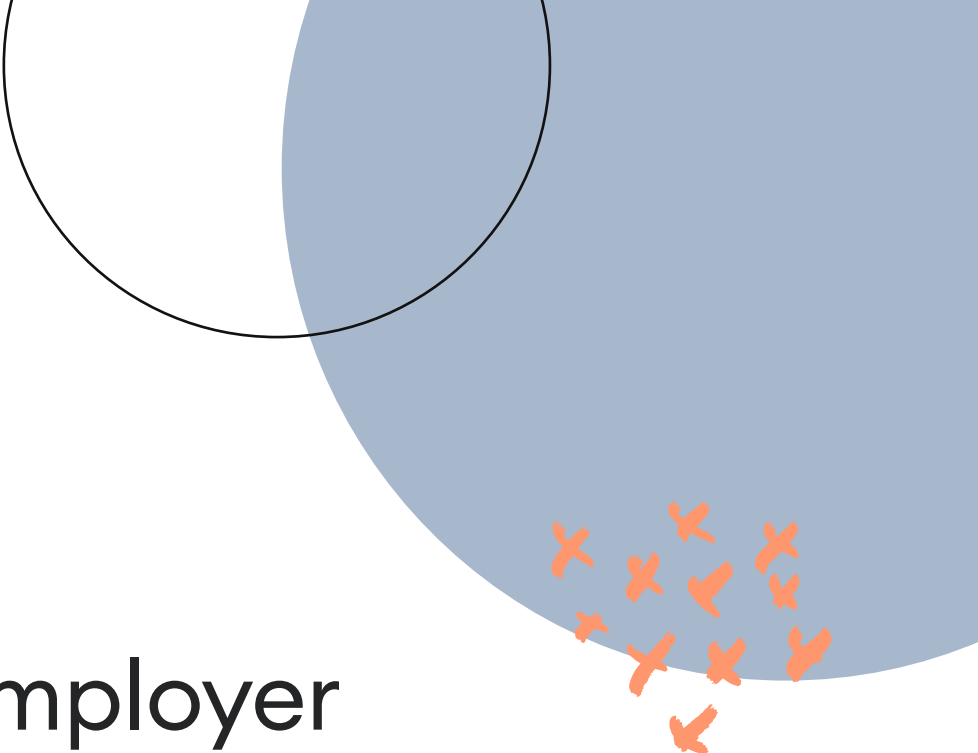


Welcome to ‘The state of Employer Brand’

It’s fair to say that we’re pretty passionate about Employer Brand. We also believe that if you want to know everything about something, you need to take matters into your own hands.

In this report, we’ve done just that. We surveyed over 1,000 full-time employees from all seniority levels to understand how they feel about employee engagement post-pandemic, how companies are engaging with their employees, and what’s attracting them to new roles. We’ll take a look at how responses vary across seniorities and bring you the most up-to-date information on all things Employer Brand.





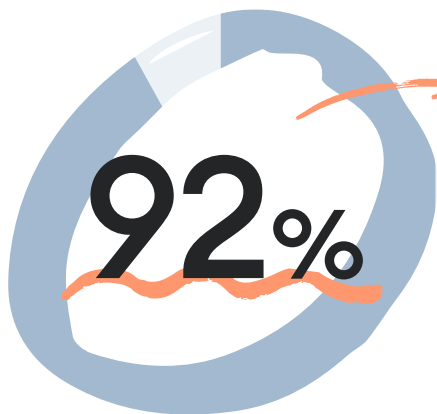
What is Employer Brand? A recap

Definition: Employer Brand describes a company's reputation and popularity from a potential employer's perspective. It represents the company ethos, made up of the brand, culture, beliefs, and values the company gives to its employees.

$$\begin{matrix} \text{Brand} & + & \text{Values} & + & \text{Culture} & = & \text{Employer Brand} \end{matrix}$$

You can't hide away from Employer Brand

Whether they like it or not, every company has one, and in this post-pandemic, internet-obsessed world, Employer Brand has never been more visible. Companies must acknowledge this to engage their employees and hire the right people. Failure to do so leaves you at risk of being left behind.



Of consumers trust online content from **friends, colleagues, and family** above all forms of brand messaging

Employer Brand sets a company apart in a saturated market and enables employers to attract and retain the right people for them. A strong Employer Brand can improve retention, satisfaction, and profit, just as a weak Employer Brand can negatively impact the bottom line.

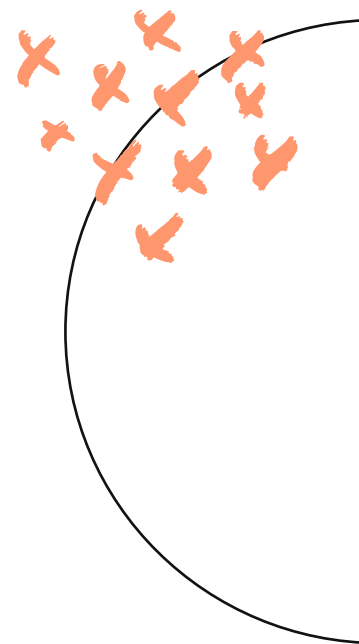
Review sites are being relied on like never before, with more consideration going into decisions to move roles and companies. A company's reputation is now instantly visible on sites such as Glassdoor, with reviews from current and past employees viewable at one click of a button.

Transparency, accountability, diversity and inclusion, and employee voice all top the list for the most in-demand employer attributes, with this set to rise in demand by 2030. It's crucial that not only CEOs and Leadership support aspects like this, but their employees too. After all, **92% of consumers trust online content** from friends, colleagues, and family above all forms of brand messaging.

Talent attraction doesn't just exist on a job board anymore, and we all know there's a whole lot more to building an Employer Brand than a few positive reviews.

It's safe to say that we are pretty acquainted with what Employer Brand is and why it matters.

So, shall we dive into the juicy bits?



“

Your Employer
Brand exists
whether you like it
or not, so find out
what it is



Helen Durkin, Senior Employer
Brand Program Manager at
Indeed.com

2

Attraction



1 in 4

Say they look for videos before they apply to see what the culture is like

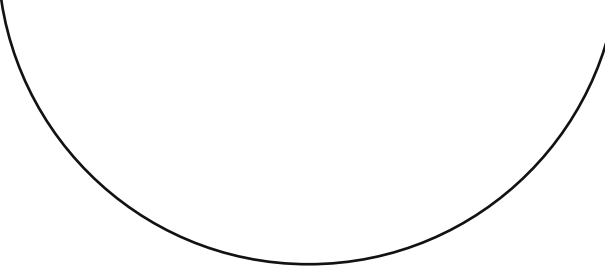
Talent attraction & why it is so important

The traditional definition used to describe talent attraction is the luring of the most desirable passive candidates to a specific employer and incentivising them to apply for work with implied benefits. It sounds pretty old school. Well, that's because it is.

“People aren’t leaving jobs necessarily because of pay anymore. Sharing things like remote work status, diversity statements, and opportunities for learning, these are the things that are amplifying talent attraction”

Joey Price, CEO & Founder at Jumpstart:HR





The (not so) great escape from the world of online reviews

You're probably thinking we will mention that candidates are looking at online reviews again, aren't you? Well, you're right. People are looking at online reviews more than ever, and to some peoples dismay, there are no secrets in the online world.

Sites such as Glassdoor have made it easier than ever to search for, apply, and review jobs without having to leave the website once. Review sites have enabled companies to attract suitable candidates and increased the competition for them. Glassdoor alone has 24 million members and 300,000 companies in 190 countries.

The most driven candidates are often motivated by more than just salary. More than half of all candidates look at word-of-mouth reviews before deciding to apply for a job. Almost **50% of all people looking**

for roles use Glassdoor to research studies, salary information, benefits and interview questions (Glassdoor).

In some cases, all that separates an application from being submitted and discarded is .5 of a star rating or one negative review. **71% of people saying they have checked review sites before applying to jobs, and 58% expressing a negative review has deterred them from applying for a role.** Companies need to build a strong Employer Brand through positive reviews, have a solid Employee Value Proposition, and ensure they engage their current employees to avoid losing suitable candidates.

Why is talent so important?

We've heard the phrase that 'people are your greatest asset' time and time again, which has traditionally looked at how a company takes care of and nurtures its employees. But what about before they become an employee. Why should it matter, whether they are an employee or not?

**You want to attract the best talent,
and that starts long before they sign an
employment contract.**

The phrase 'people are your greatest asset' doesn't just imply that they can impact success and failure. It also suggests that the recruitment and retention of fantastic employees is one of the biggest obstacles a company faces.

We feel some eye rolls and "really's" coming our way, so let's break down why attracting and retaining those people is so important.

Attracting and retaining the right talent can be the marker of productivity and engagement for many companies. A recent study of more than 600,000 researchers, entertainers, politicians, and athletes found that high performers are 400 per cent more productive than average. In terms of business, studies show that this gap rises to 800 per cent when the job's complexity also increases (McKinsey¹).

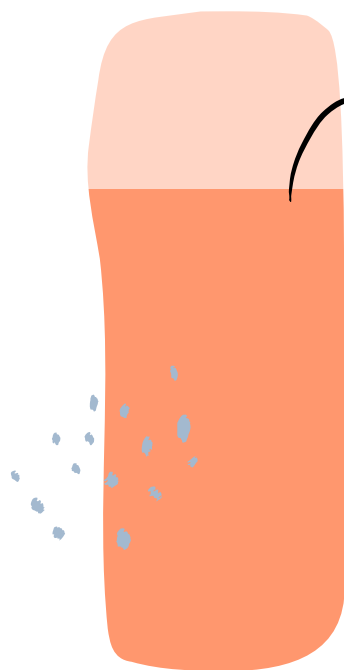
Next time you question how vital talent attraction is, think about how quickly you want that looming project completed.

¹ <https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/attracting-and-retaining-the-right-talent>

So, what do we mean by attracting people?

And why do companies need to pay attention?

It's safe to say we understand why talent attraction is so important, but what do we mean by attracting people to roles and companies? We thought we'd take a closer look to understand what is attracting people, not just across the board but also across different seniority levels.



70%

Of employees say clear initiatives around **diversity and inclusion**, and **social responsibility** make a company more attractive

88% of consultants and freelancers surprisingly are the highest for this



What content are people engaging with most in talent attraction?



26%

Say they look for videos before they apply to see what the culture is like

44% of C-suite seek videos to see what the culture is like alongside non-management

32% of Directors who also do the same

“

One of the biggest no-no's is making up your Employer Brand. It's not authentic and it's not your Employer Brand. Lead with your employees.



Helen Durkin, Senior Employer Brand Program Manager at [Indeed.com](https://www.indeed.com)



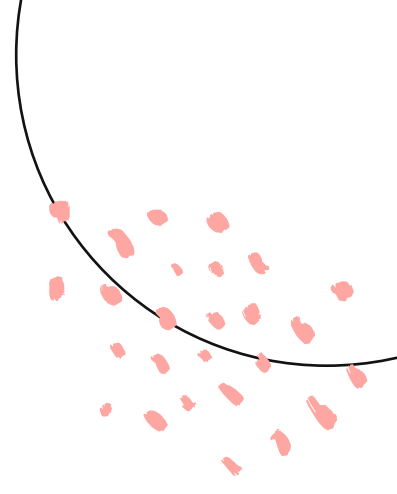
Engagement

8x

Engaged employees are
800% more productive



How much does engagement influence productivity and success, we hear you ask.



We mentioned before that if you attract the best talent and engage them, you can see increased productivity of up to 800% in more complex job titles. But just how much can engaging them actually influence productivity?

We're glad you asked. Let's put that into context.

That cross-functional project you want three years to complete? If you took 20 per cent of your average talent working on the project and replaced it with your excellent talent, you could speed that project up pretty quickly. If the new team were 400 per cent more productive, you're looking at a two-year completion date; if they were 800 per cent more effective, you're looking at sign off within the year. Engagement isn't just the key to ensuring a company's business success, but it can be the marker of beating the competition to the market or following them a year or two later.

Engaged employees decrease employee turnover rate and reduce training and recruiting costs to help the bottom line. They also create more productive and meaningful teams. If an employee or team is engaged, they don't need extrinsic factors such as cash or bottles of prosecco to motivate them. Engaged employees are already motivated by being passionate about their work, proud of their company, and enjoying producing quality work (Forbes)¹.

Teams that are actively engaged are always looking for ways to increase their productivity and hit goals. So what are the main drivers and have they always been the same?

.....
¹ <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2020/09/11/how-leaders-can-improve-employee-engagement---even-during-challenging-times/>



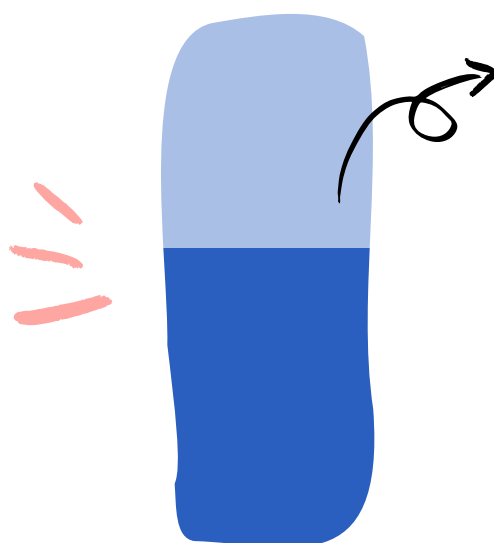
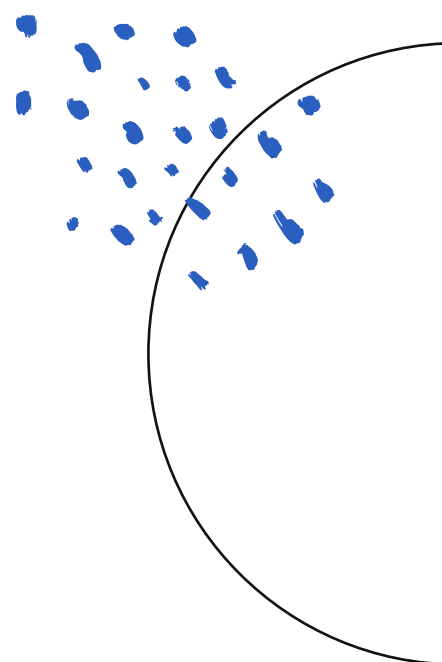
So what exactly engages people in their roles?

Traditionally, defined roles and goals, understanding impact and recognition have all been apparent factors that impact engagement. The 1990s called, and they want their motivators back. These might have worked 20 years ago, but the world has come a long way since then. Even pre-pandemic, the world was a very different place to even at the start of the millennium, let alone post covid-19 pandemic.

Employees aren't just motivated by solo progression anymore, with many joining companies that align with their beliefs and are motivated and engaged by caring about their employer's mission. So, what comes out top for engagers?

Clear and concise goals

Clear and concise company goals and visions have always been an employee engagement staple, and it's clear to see why. Employees who understand what they are supposed to do will always be more productive than those who do not. 56% of employees we spoke to say clear goals and objectives engage them the most at work. This is clear at all levels, with even VP and C-Suite topping the charts at a whopping 58%.



56%

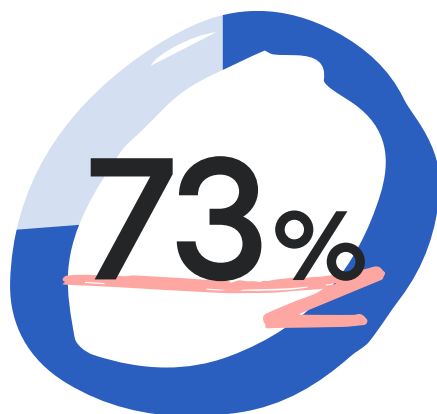
Of employees we spoke to say **clear goals and objectives** engage them most at work

This is clear at all levels, with even **VP and C-Suite** topping the charts at a whopping **58%**

Culture, culture, culture

‘Culture is key’ is a phrase we hear repeatedly, and it seems that employees agree. Little niggles that free lunches and pizza parties could previously overpower were left out in the cold over the pandemic when employees were forced to work from home. Employers ensuring their culture remained the same or even grew have retained and engaged their employees, and those that didn’t are losing their best talent at a rapid rate.

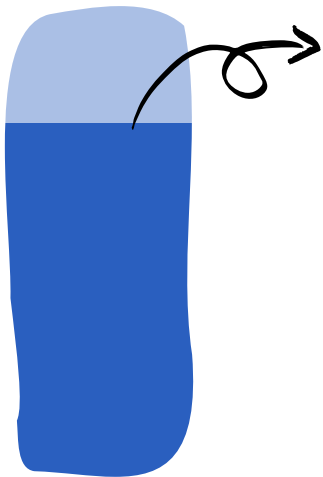
With **73%** of employees saying that being involved in a company’s culture keeps them engaged, maybe culture is critical.



Of employees say that being involved in a company’s culture **keeps them engaged**

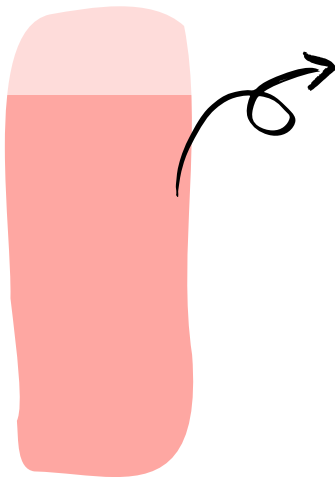
~~Authentic~~ Empathetic Storytelling

Authentic, that catch-all term used pretty much everywhere. Ubiquitous it may be, there is a lot to be said for coming across genuinely. When it comes to Employer Brand however, we'd argue 'empathetic' is the right word. A company must genuinely care, and be seen to care, about their people. Only then can the feeling be reciprocated.



75%

Of employees say caring about their companies' mission makes them more engaged in their role



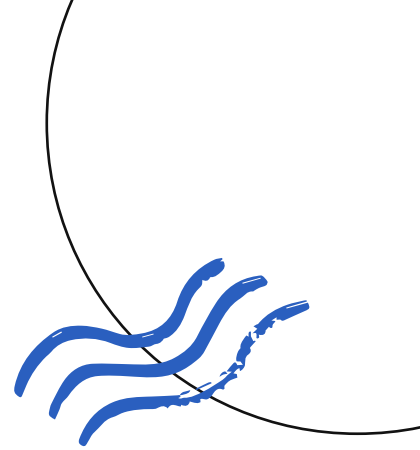
81%

Say they care about their companies mission



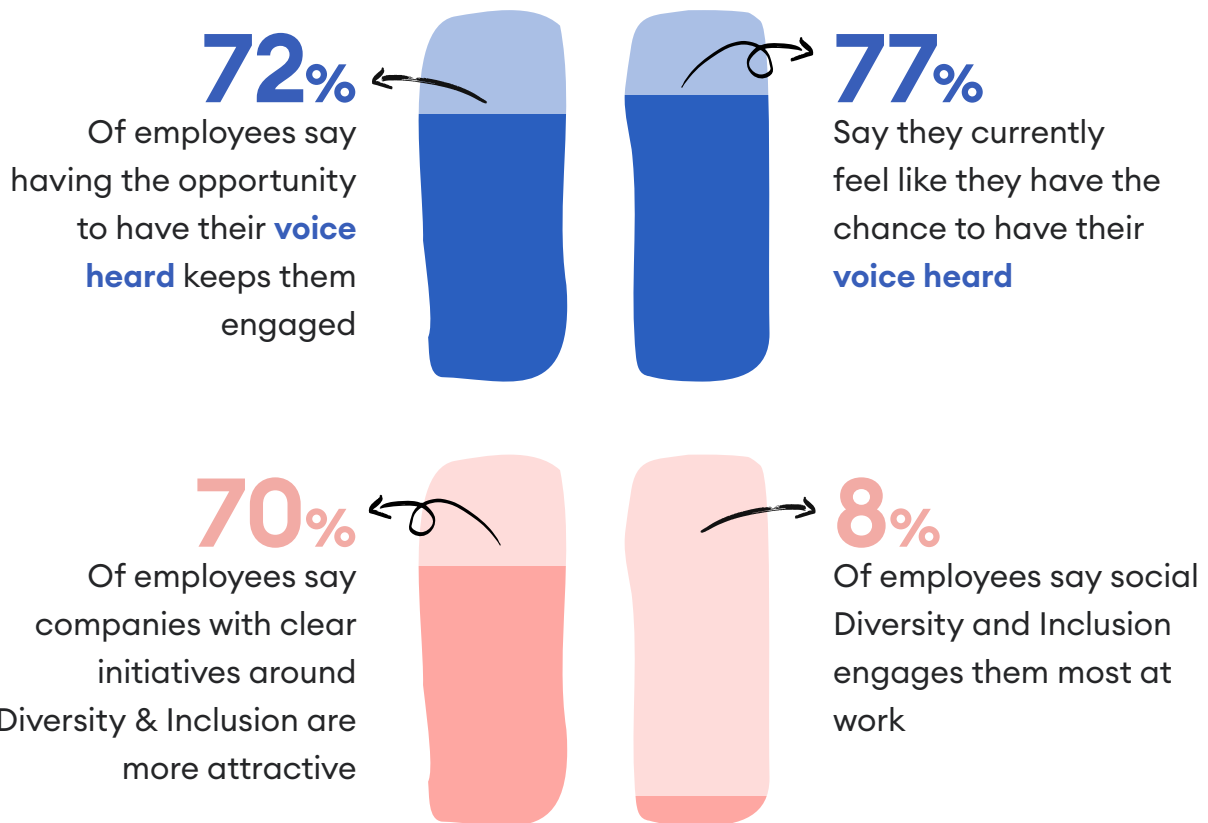
Can you hear me?


Employees frequently ask themselves this very question. Enrique Iglesias asked the same question in 2008 with his hit Euro Cup anthem, too. 72% of employees say having the opportunity to have their voice heard keeps them engaged, and 77% say they currently feel like they have the chance to have their voice heard.



What else?

Although having clear and concise goals and culture are the main factors keeping employees most engaged, the majority are still engaged most by rewards. It's essential also to remember that things that attract talent to roles may not necessarily engage them in their role. Social diversity and inclusion initiatives engage just 8% of employees most at work, but over 70% say companies are more attractive when there are clear initiatives around Diversity & Inclusion.





Covid-19 and the impact on employee engagement

114 million people sadly lost their jobs in 2020 due to the covid-19 pandemic when entire industries shut down, and the majority still working were confined to their houses to work. Unsurprisingly, employee engagement took a bit of a dip and is at an all-time low post-pandemic, with just **18% of employees feeling more engaged post-pandemic.**

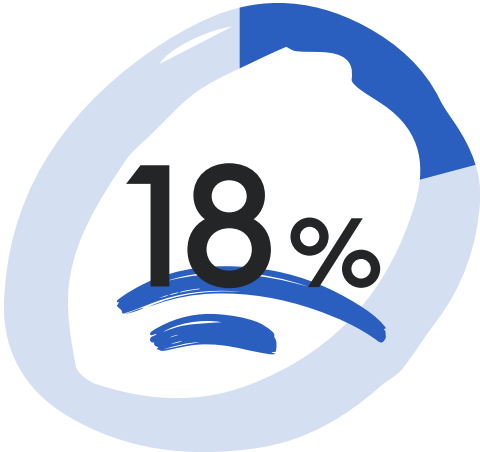
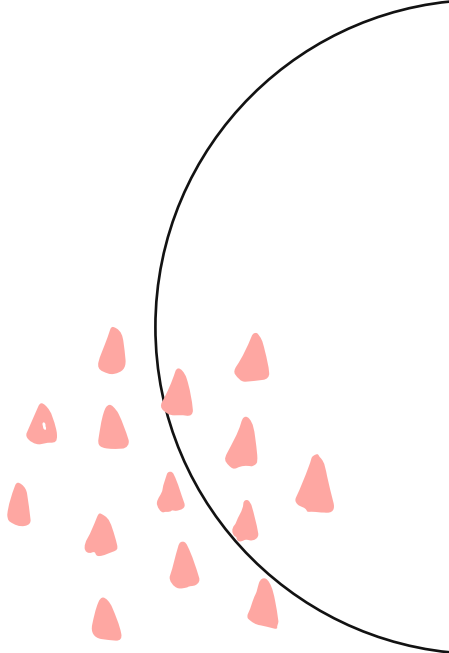
There has been a consensus across all seniorities towards attitudes to talent attraction, engagement, and retention. But there has been a tiny black dot of discrepancy regarding engagement levels post-pandemic between C-suite executives and other seniorities. Of the 18% of employees surveyed who feel more engaged post-pandemic, over **35% of VP's agreed** and over **32% of C-suite execs** feel the same. Just **13% of non-management**

feel more engaged, and only 18% of team leaders and managers agree.

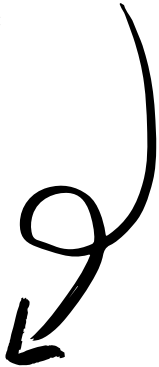
The difference in post-pandemic engagement amongst senior execs and non-management is overwhelming and contributes to the Great Resignation employers face now.

Workplace Research Foundation has found that investing in your employee engagement by merely 10%, profits can increase more than \$2,000 per employee. The same study also found that highly engaged employees are more likely to increase their productivity up to 40%. With the Great Resignation taking hold, it's hard to ignore stats like these.

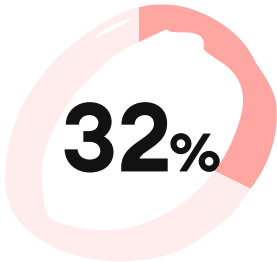
Covid-19 and employee engagement



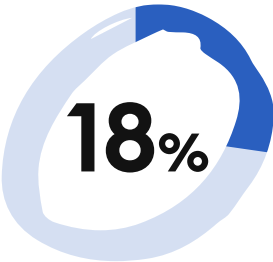
Of employees say they feel **more engaged** post-pandemic



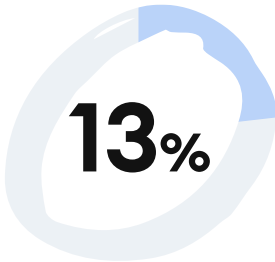
Of VPs feel more engaged



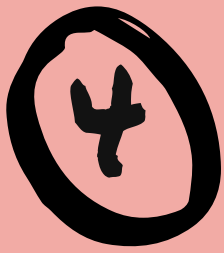
Of C-suite execs feel more engaged



Of team leaders and managers feel more engaged



Of non-management feel more engaged



Retention

74%

Of employees say that being involved in company culture keeps them engaged



The Great Resignation

Millions of people lost their jobs throughout the pandemic, and millions more look set to quit their jobs in *The Great Resignation* of 2021. In August 2021, 4.3 Million people quit their jobs, and with headlines such as *How do I know whether it's time to leave my job?* It doesn't look like this trend will stop anytime soon.

We know how important it is to attract the right talent via strong and honest Employer Brands, but if there's anything we can take away from these stats, it's that Employer Brand truly starts within. Look *inside* the box before brainstorming what you *think* your Employer Brand should be.

People are now reflecting on their life, career and jobs, and making changes they might not have been able to do due to job constraints such as commuting, compulsory office hours and face-to-face meetings. Before, where you worked would be dictated by your experience, and ultimately, where you lived. The new normal has widened the radius and unlocked new opportunities for many.



There are over 10 million job openings in the US right now

If someone wants to do something different or change companies, it's not hard to do. Over 70% of employees say that clear initiative around diversity & inclusion and social responsibility makes a company more attractive; narrowly beaten by higher salaries. Although pay is a driving force influencing people jumping ship, it doesn't just come down to the cents anymore.

One thing is for sure; companies have to fight to keep hold of their people. Culture, brand, values, the foundations of Employer Brand, have never been more critical. Companies need to truly look 'inside the box' and challenge how they can best help the people that make the company what it is.



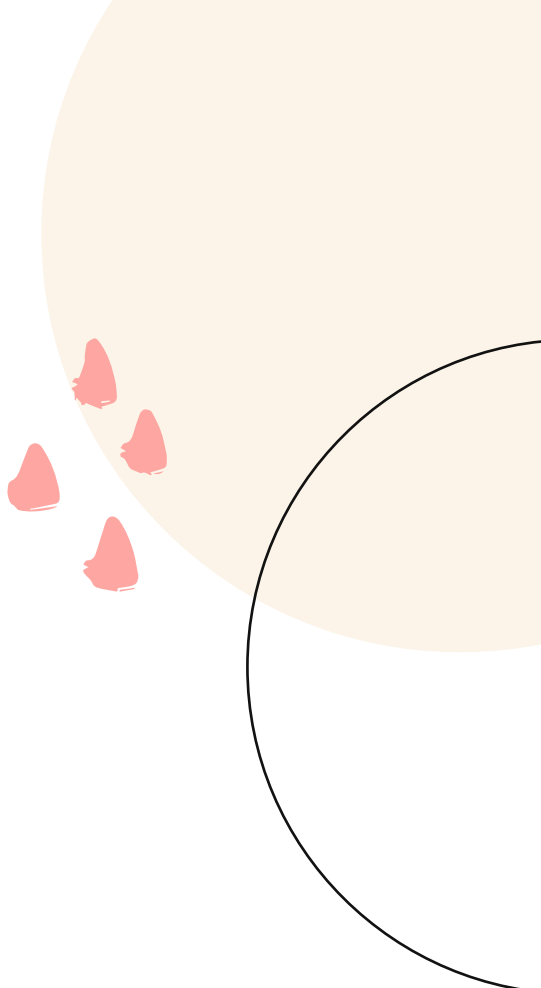


Video

1 in 2

of your employees
would take part in
a company video





Is video content the best-kept secret to employee engagement?

It's safe to say that 2020 increased our engagement with online video a little. Ofcom reported that in 2020 the average UK resident watched video content for five hours and 40 minutes a day, an increase of almost an hour on pre-pandemic levels (Ofcom). Although live TV and online streaming platforms such as Netflix are responsible for most of these hours, the way we engage with video content has changed dramatically. Over 10 million UK residents tuned in for Prime Minister Boris Johnson's live coronavirus updates, and screens became the only way to communicate with loved ones.

The world didn't just shift their leisure habits to online video, but workforces, too. In April 2020, Zoom announced the milestone of 300 million daily meeting participants compared to just 10 million in December 2019. Today, the video software registers over **3.3 trillion annual meeting minutes**. Video replaced virtually all methods of communication in 2020, and it doesn't have any plans of stopping.

And we are LIVE

Although live video consumption accelerated dramatically in the last two years, recorded video content did, too. Companies and organisations started using video to communicate with their employees, customers, and the outside world. More brands moved to platforms such as Tik Tok to engage their audience and show their products, with over 1 billion users in 2021 compared to just 381 million in 2019 (TikTok). Brands such as Amazon started to use video content to engage their customers and their employees.

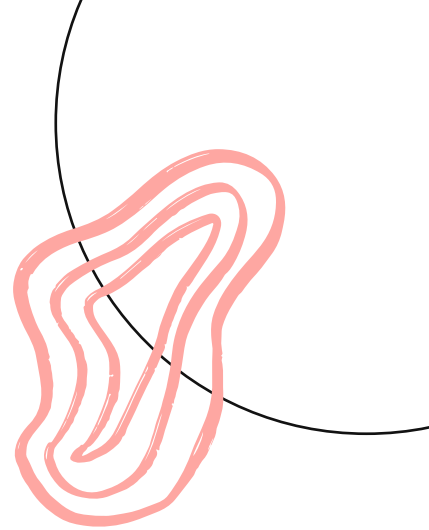
Amazon uses video content to show what a day-in-the-life of roles is like for future employees, celebrates their diversity and inclusion through real videos from their employees, and offers their intern programmes in practice through, you guessed it, video content. Amazon is not alone, with more companies following in their footsteps.

“When we look at marketing today, we are in an era of hyper-personalisation. That’s how we need to start looking at Employer Brand. Using smaller pieces of video content you can start to appeal to more and more people using one piece of information”

Adam Sunman, Global Employer Brand at Walgreens Boots Alliance

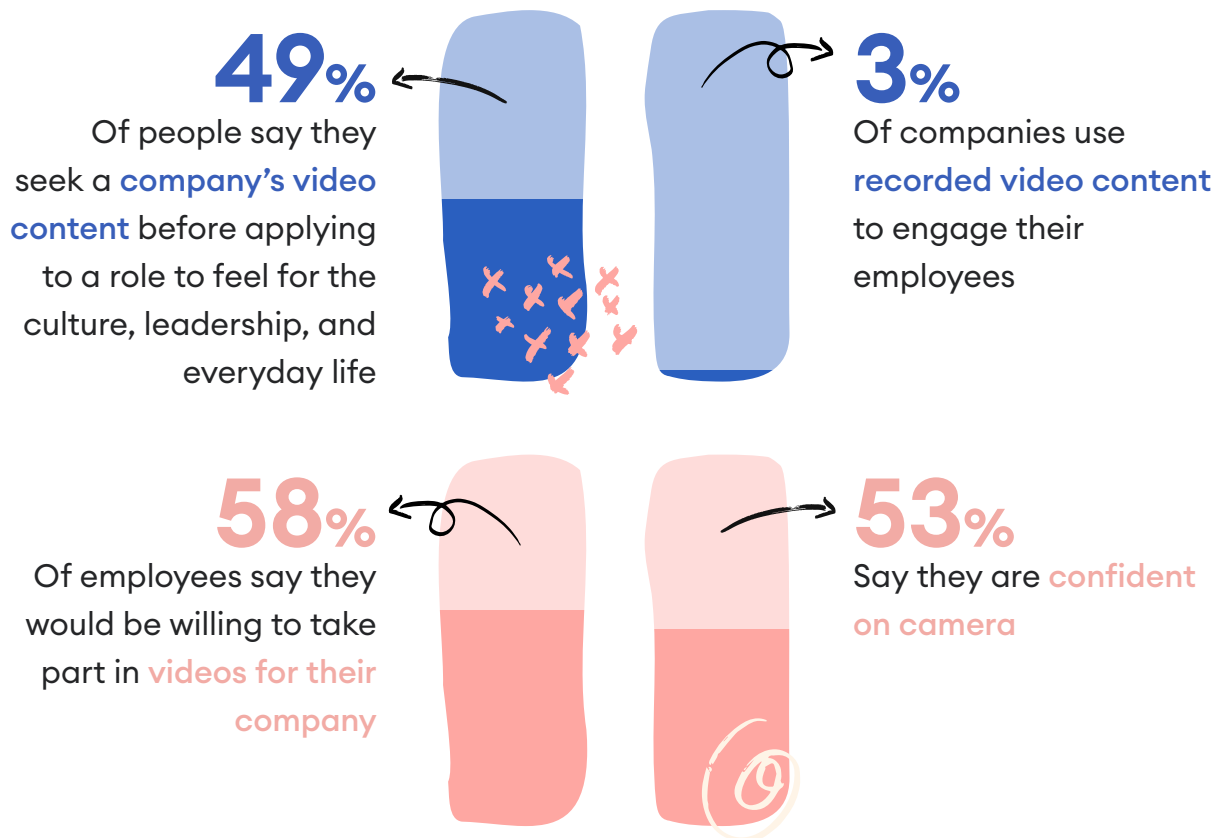


But is it enough?



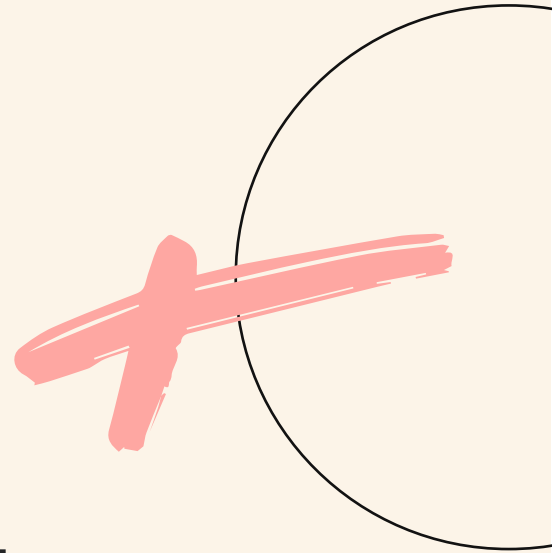
49% of people say they seek a company's video content before applying to a role to feel for the culture, leadership, and everyday life. Video content shows a company to future employees and engages its current employees to celebrate their roles and achievements. We know that if employees are proud of their roles and teams, they are more engaged and productive, and video is the key to communicating this.

Only 3% of companies use recorded video content to engage their employees, but 58% of employees say they would be willing to take part in videos for their company. If 53% say they are confident on camera, what are you waiting for?



“

We've gone from producing one professional video to creating over 40 via crowdsourcing content from our employees, which is amazing



Helen Durkin, Senior Employer Brand Program Manager at Indeed.com

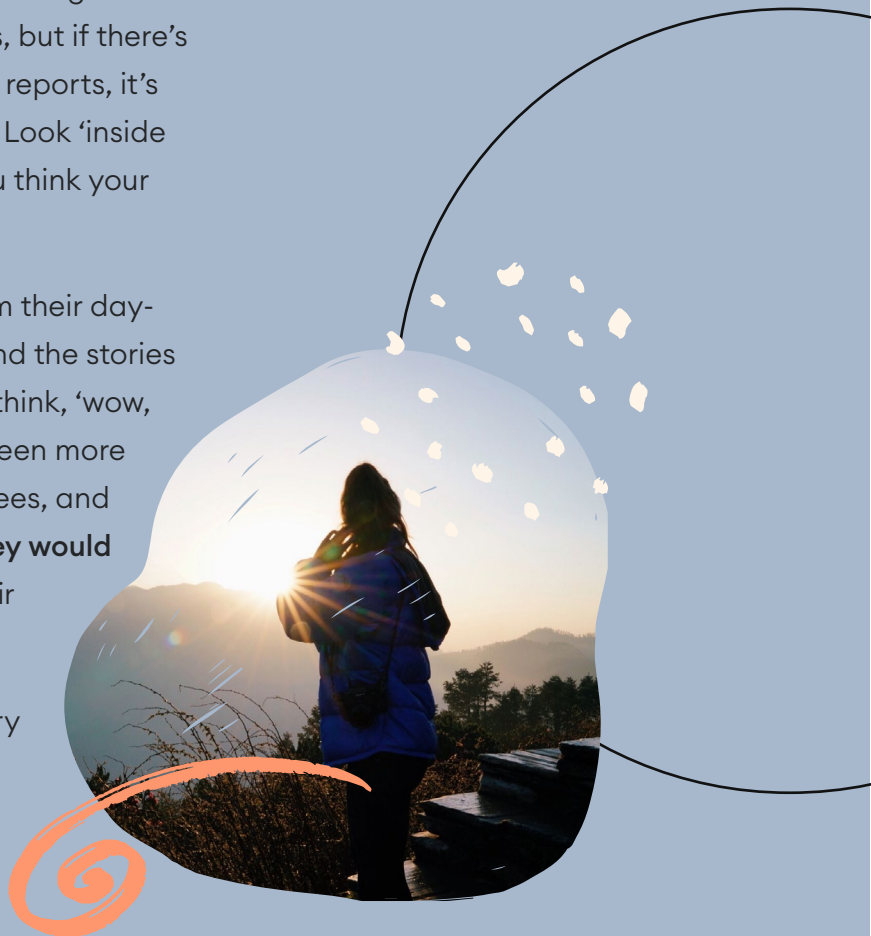
Conclusion

Millions of people lost their jobs throughout the pandemic, and millions more look set to quit their jobs in The Great Resignation of 2021. In August 2021, 4.3 Million people quit their jobs, and with headlines such as How do I know whether it's time to leave my job? It doesn't look like this trend will stop anytime soon.

We know how important it is to attract the right talent via strong and honest Employer Brands, but if there's anything we can take away from these reports, it's that Employer Brand truly starts within. Look 'inside the box' before brainstorming what you think your Employer Brand should be.

Talk to your employees, ask them to film their day-in-the-life's, ask them questions, and find the stories that make people in the outside world think, 'wow, I want to be a part of that!'. It's never been more critical to engage your current employees, and with over **58% of employees saying they would be willing to take part in videos** for their company, what are you waiting for?

After all, it doesn't matter what the story is, as long as it's real.



About Seenit

Seenit is the go-to User-Generated Video platform. It allows anyone to combine employee-generated video with storytelling to create engaging, trusted, and authentic content.

Search **seenit** for more.

