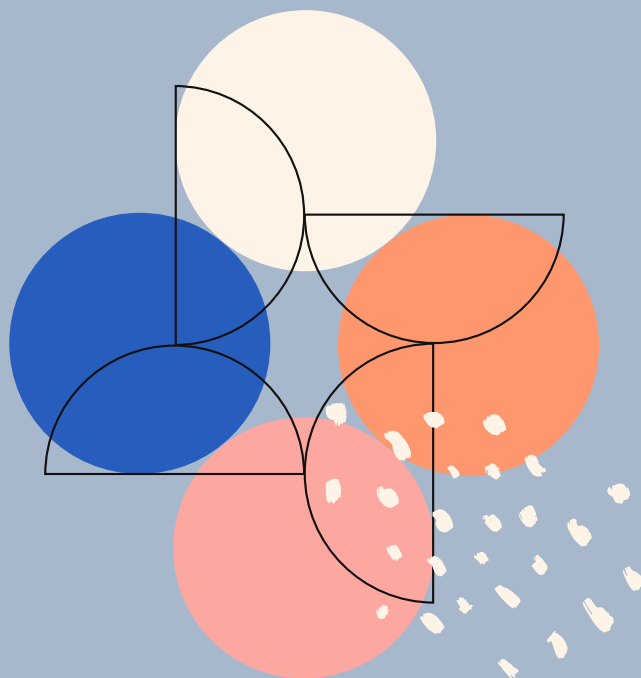


The state of Employer Brand 2021



Attracting &
retaining top talent
part 1



Introduction

The digital age of transformation is here. We have all had to spend more time online over the last few years, forcing traditional processes and industries to change their ways. With some changes here to stay, no organisation must get left behind.

How companies attract and recruit talent has dramatically changed, with the majority (if not all) of processes shifted online. There's one big secret to the online world, and that is that there are no secrets. Everything can be reviewed, criticised, screen-recorded, shared, and praised, with no stone left unturned. And with visibility comes great responsibility.

Companies' employer brand has never been more visible to future and existing employees. It is crucial that companies acknowledge this to build positive employer brands, engage their employees, and hire the right people.

In this report, we'll dive into what employer brand is, some recruitment stats we think you'd like to know, and how to show your employer brand to the inside and the outside world.

With no further ado, let's dive in!

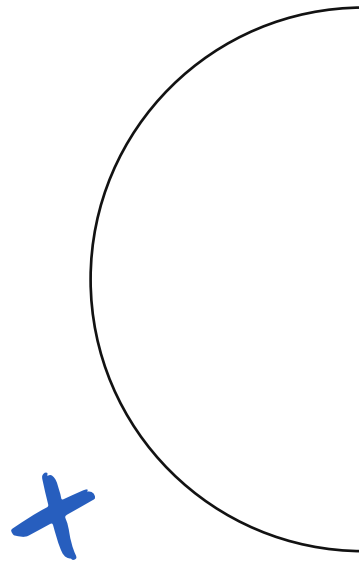



What is Employer Brand?

Every company and organisation has an employer brand, whether they have put effort into it or not. It's what differentiates you in a crowded market, enabling employers to attract, retain, and engage the right people for them. A weak employer brand can impact retention, satisfaction, loyalty, and credibility - which in turn, all hits the bottomline.

Employer brand connects every aspect of a role to the organisation's values, policies, and ethical standards, and most importantly of all, does this naturally.

The term 'it's in our DNA' has become increasingly ubiquitous, popping up across company websites. But what does this actually mean? And, more importantly, how can this be measured and communicated to team members?



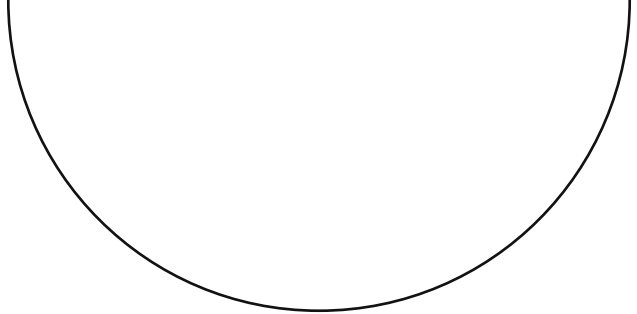


Why does Employer Brand matter?

From moving house to joining a gym, booking a venue for a hopeful event, or even searching for a new job, more research and consideration are going into any decision than ever before, (no matter how big or small).

Online independent review sites and communities now sit at the forefront of almost every decision. With an increased demand for transparency, accountability, and ethical business across all markets from every angle, is it a surprise that the same is needed for employer brand?

CIPD forecast a rise in demand for responsible business, transparency, accountability, and diversity and inclusion by 2030, alongside giving employees a voice within their organisation. Employees no longer trust just the voice of CEOs and senior executives alone, but desire stories and reviews from the very people that make up an organisation.



When it comes to trust, the numbers don't lie

A recent report by Edelman Trust showed that employees are 3x more likely to trust employees than CEOs and Leadership. This extends beyond the workplace, too. A Salesforce study found that 92% of consumers trust online content from friends, colleagues, and family above all other forms of brand messaging.


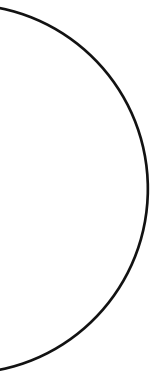
So, we understand that to attract the right people, you need to champion your people and build an honest reflection of the organisation.

But why is it essential to build an employer brand within your organisation? We were hoping you would ask.

A few people may argue there is a trust crisis; it's clear that we all are most likely to trust people like us when making any decision. We search for reviews from individuals, not messaging from brands.

A YouTube review from a consumer recommending a product is becoming increasingly more effective than slick marketing and branded content. The same can be said for employer brands.

With review sites like Glassdoor and Vault, people look beyond a company jobs page to make decisions. Companies are having to shift their approach and use their employees to build a strong employer brand. Slick images and marketing messaging no longer cut the mustard. People are looking for people like them to make a decision.



Think inside the box, before venturing outside

We know we got a little ahead of ourselves there talking about attracting the right people by giving your employees a voice. Before shouting about your employer brand, you need to know you've built a strong and positive employer brand that reflects your organisation and employees.

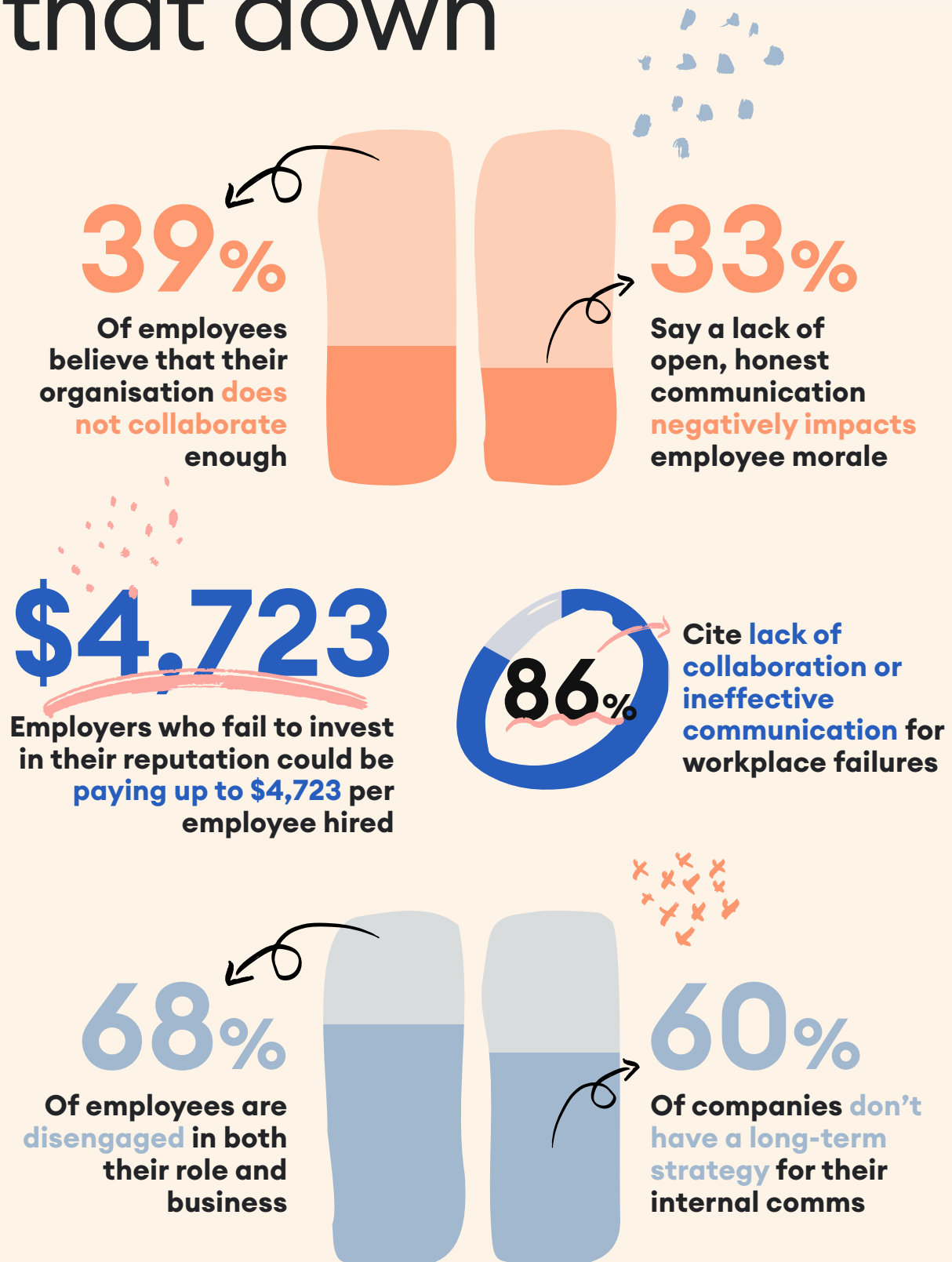
After all, some of the stats tell a bleak story.


Over 39% of employees believe that their organisation doesn't collaborate enough, with 33% saying a lack of open, honest communication negatively impacts employee morale (Queens University). By giving employees a voice, issues like these can be tackled and engage employees for positive change and impact the organisation.

68% of employees are disengaged in both their role and business. With 60% of companies admitting that they do not have a long-term strategy for their internal communications, is this hardly surprising? (Global Engagement Survey).

Poor employer branding and communication doesn't just negatively impact employee engagement but also performance. A staggering 86% of employees and executives cite lack of collaboration or ineffective communication for workplace failures, which we think is pretty scary. (Salesforce)

Let's break that down

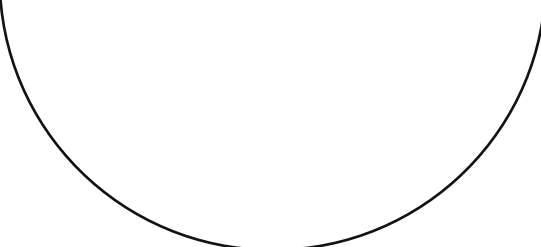




A strong employer brand
built on transparency,
accountability, and
inclusion will (not might)
result in engaged
employees who positively
advocate and represent
the organisation.

With diversity, inclusivity, gender pay gaps, and flexible working top of millennial and Gen Z's must-haves for future employers, it's clear that employer brand won't be going anywhere anytime soon.





Why retaining is easier than attraction

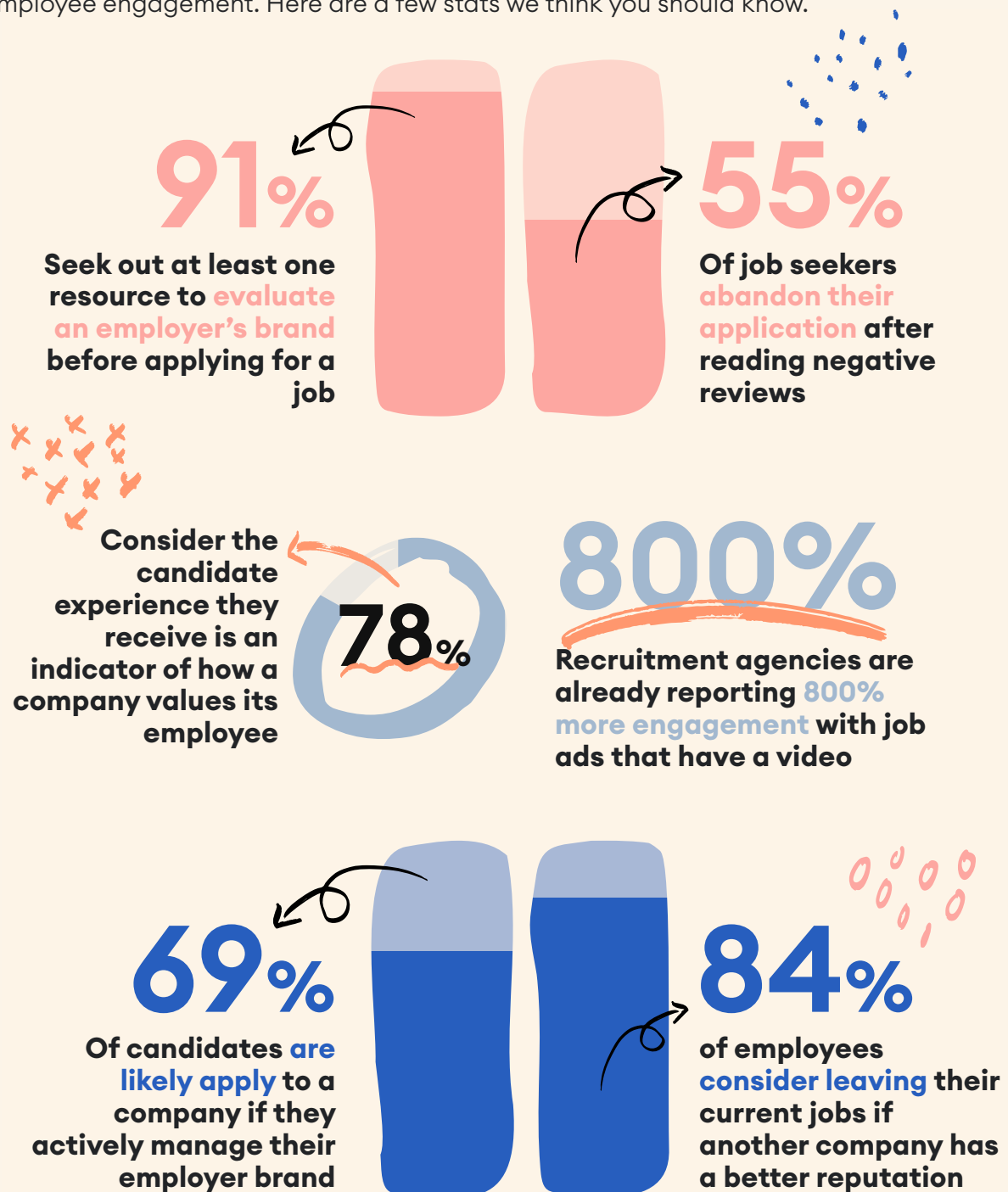
Companies are developing their employer brands to remain competitive and acquire the best talent and retain that talent. Employer brand is not just a recruitment tactic but an essential element of an organisation's strategy. After all, a bad reputation could cost a company with 10,000 employees \$7.6 million in additional wages (LinkedIn) and spend up to \$4,723 more per hire than peers looking after their brand (LinkedIn).

Disengaged employees can have detrimental impacts on business and could cost organisations over \$450 billion per year. This loss affects wages, retraining time, loss of profit, sales, and much more. (Conference Board). Almost 86% of employees and executives cite a lack of collaboration or ineffective communication for workplace failures (Salesforce), and 33% of employees express that a lack of open, honest communication negatively impacts employee morale. With stats like these, it's clear why building a strong employer brand is crucial to ensure employees remain engaged.

It's not just retaining the right employees that's important, but also deterring the wrong candidates from applying. Having a clearly articulated, you guessed it, employer brand outlined in job descriptions can prevent unsuitable candidates from applying and leads to 50% more qualified candidates.

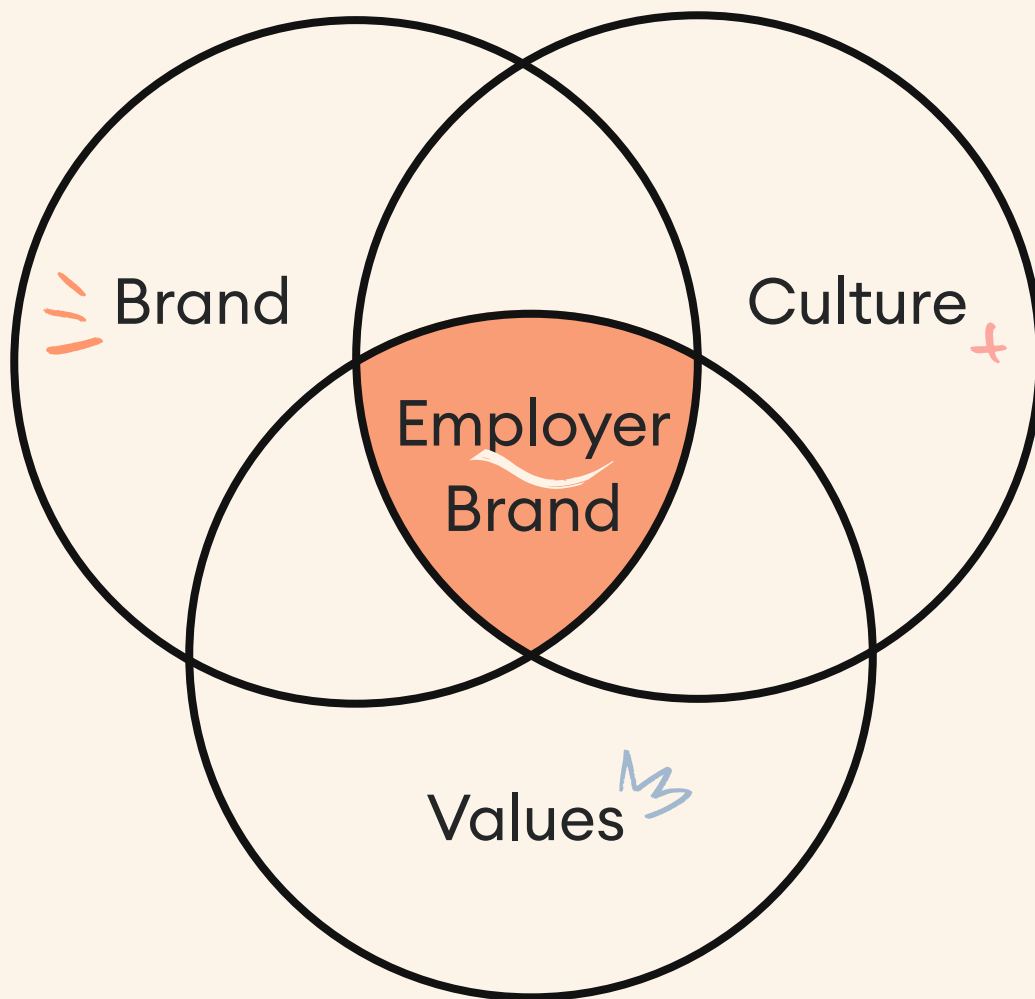
Recruitment stats you should know

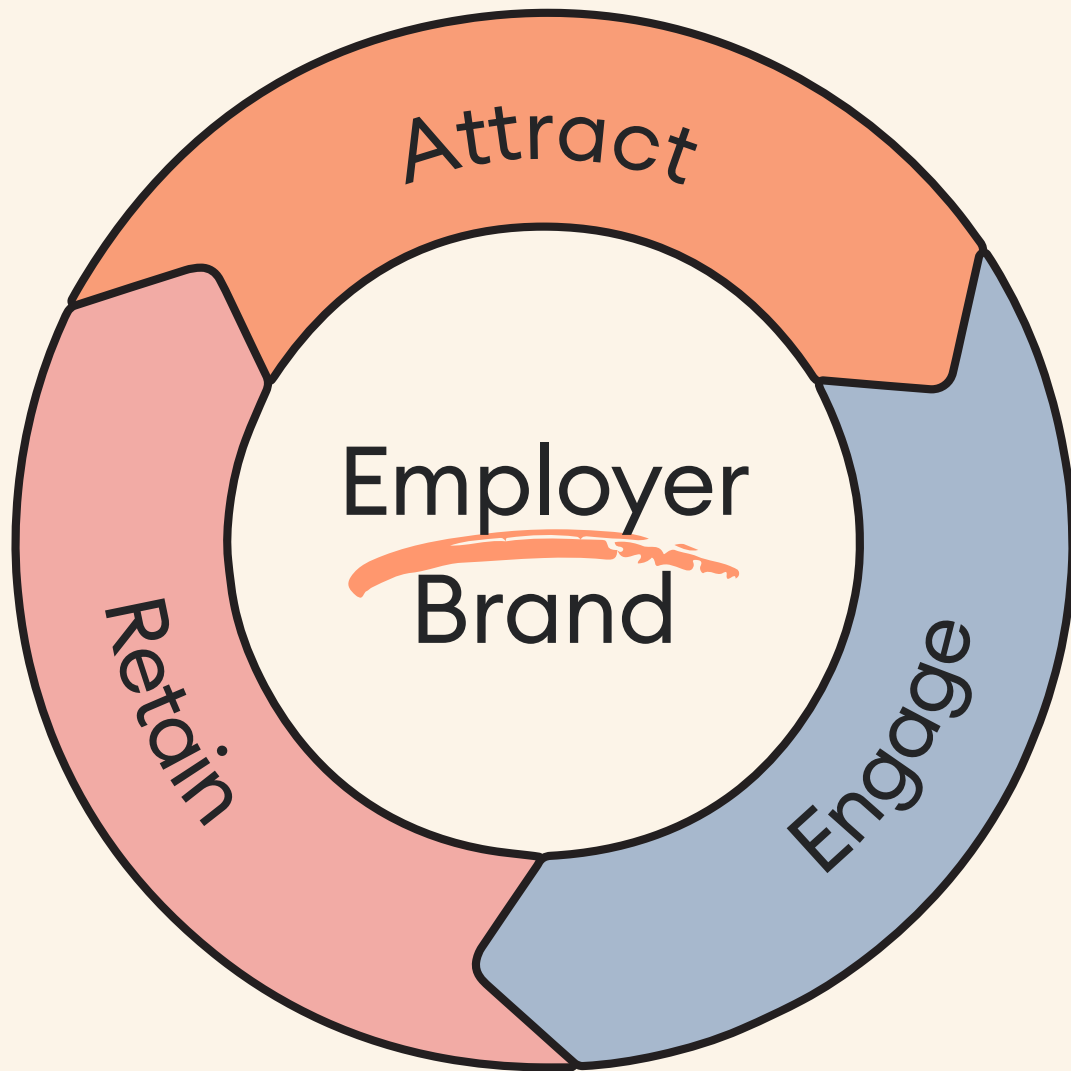
If you've gotten this far, it's safe to say you're keen to learn more about employer brand and the impact this has on recruitment, retention, and employee engagement. Here are a few stats we think you should know.



So, where exactly does Employer Brand sit?

Employer brand is your company ethos, made up of your brand, culture, beliefs and values. How you communicate with your employees, engage them and present the company to the outside world impacts your employer brand. At every touchpoint across an organisation, employer brand is sure to be there.





People trust people.

Oh, did you think finding the right people was the key to a strong employer brand? Think again. You've found the right people, and now you need to keep them. After all, if you attract the right people, they will inspire others to work with you too.

A strong employer brand attracts the best people to your organisation, develops your culture and grows your company for the better. So, why not start now?

There's always UGV

So, how do organisations use employees' voices to build employer brand?

We thought you might ask this question, and we're happy you did. After all, we are the experts in User-Generated Video.

User-Generated video is the best way to let organisations voices (and faces!) be seen and heard.

Company information, gender gaps, diversity and inclusion, and company culture are now typical job advertisement requirements. Recruitment site Otta quite literally matches individuals with jobs through key aspects of an organisation's employer brand. And how better to tell them about their employer brand than to show them!

User-Generated video enables employees' voices to be brought to life and allows every aspect of an organisation to be highlighted rather than just explained. Company culture is no longer a myth outlined in company overviews by 'fun Fridays', 'pizza parties' or the phrase 'we're a big happy family', but shown in 'a-day-in-the-life' videos or questions answered by real people.

The best way to build a positive employer brand is to show it.

Don't take our word for it? Instead, you might believe some of our customers who have created over 475, 651 stories through User-Generated video with Seenit.

Employer Brand is constantly evolving

Just like zoom and working in your pyjama bottoms, employer brand is here to stay.

There are no secrets in the online world, and building a strong employer brand means you can be one step ahead. It's clear employer brand touches everything in your company, from how you communicate with your employees, set goals and morale, employee reviews, and the desire to work for your organisation (future or current employee). As company culture, engagement, diversity and inclusion, and gender gaps continue to rise in importance on job advertisements, why not show your future and current employees what it's like to work for you rather than just a few sentences explaining it.

If we've taken anything from 2020 and 2021, it's that we never know what's around the corner. We don't know about you, but saving \$7.6 million in additional wages (LinkedIn) sounds pretty good to us. You want to find and keep the right people, and a strong employer brand is a key to just that.

You already have an employer brand, whether you like it or not.

So why not make it the best employer brand it can be?



Oh, did you think this was the end? We're just getting started

In part 2, we're going to be bringing you the results from some brand new surveys answering your burning questions and getting you exclusive insights into employer brand.

Stay tuned, and make sure you're following us for the latest updates!

