

eBook

# Employer branding best practices

How to build and communicate  
an impactful talent brand

greenhouse + **STORIES**





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# Introduction



## **What is employer brand and why is it important?**

At its core, employer brand is how your company is perceived as a place to work by current, past and potential employees. Just as consumers might be superfans or detractors of a particular product or service, candidates can have strong opinions about potential employers.

Where does this perception come from? An employer brand doesn't just appear out of nowhere. It's the result of intentional decisions by a company's leadership, talent acquisition team and people team (and sometimes marketing and PR have a hand in there, too).

It might seem like cultivating an employer brand is a luxury reserved for well-established companies with big budgets and massive marketing teams. But we believe investing in and shaping your employer brand is something all talent acquisition professionals should take an active role in. Why? Because a strong employer brand makes your company more compelling. It influences the people you attract as applicants and those who ultimately decide to work for your company. When you define who you are as an employer, you can attract more qualified candidates who are already aligned with your mission and values.

As times change, the concept of employer brand is adapting, too. A few years ago, many companies relied on cool office spaces or fun perks as a shortcut to communicating their employer brand. Today we're seeing a shift away from that approach for several reasons:

The rapid increase in remote and distributed teams means fewer people are working out of one central office, rendering ping pong tables and beer fridges obsolete

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Candidates and employees crave being connected to a mission, taking a stance and working for good in the world – they’re looking for an employer that’s aligned with their own values

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Perks are easy to copy and paste from one career page to the next, so even if they pique people’s interest, they’re rarely a deciding factor for candidates or a retention tool for existing employees



### **When is the right time to think about employer brand?**

The short answer: Always!

The longer answer: In response to whatever is happening in the market and your company, your approach to employer brand may change. During times of high growth, you’ll probably be focused on moving quickly and making tactical decisions. In a slower growth period, you can spend more time on your hiring and people strategies and internal processes.

Our goal with this eBook is to give you some food for thought as you work to build or reshape your employer brand, no matter what kind of circumstances you’re experiencing.

### **A quick introduction to Greenhouse**

We help companies become great at hiring through our methodology and expertise around creating structured processes for recruiting and onboarding. We believe that getting the basics right – creating a consistent and equitable experience for all candidates – builds a solid foundation for your employer brand.

### **A quick introduction to Stories Inc.**

Stories Inc. uncovers powerful stories of employee experiences and brings those stories to life through engaging content. Using a variety of digital media, Stories Inc. delivers content libraries full of engaging pieces optimized for all candidate and employee-facing channels.

We've partnered with Stories Inc. to create this eBook, gathering case studies and examples to give you clear steps and strategies you can apply at your own company.

We can't wait to share our ideas with you, so let's dive in.

Part 1

# The key components of employer brand

Employer branding can basically be divided into two categories: what happens within your company and what happens outside your company. And what you're doing inside impacts how you're perceived and described externally.

Here are some of the main components of employer brand:

## Recruiting practices

How you write job descriptions, conduct interviews and assess candidates

## Content marketing

Assets that can be created internally by a talent marketing or recruiting team or in partnership with an external agency, including blog posts, videos, social media and your career page

## Internal perception of your company

What you learn from employee feedback/surveys and how employees describe your company culture

## External perception of your company

What people are saying on job review sites like Glassdoor, for best places to work awards and in the press

## Talent community

How you're perceived by current and past applicants and alumni who became part of your pipeline

Based on our collective areas of expertise, we'll be focusing on the first two components – recruiting practices and content marketing – in this eBook. But we encourage you to think about the other components as you build and communicate your employer brand.





# Why stories matter to your employer brand

The most effective employer brand content uses employee stories. True stories from team members are powerful and influential for several reasons.

## Stories give real insight.

The best way to offer real insight into your culture is to share stories from the people currently experiencing that culture.

## Stories are memorable.

Our brains are wired to remember stories better than other types of information.

## Stories create connections.

Stories build emotional connections between talent and the culture of the organization. This helps candidates picture themselves working there before they even apply – and reinforces the culture among team members for greater employee engagement.

## Stories prove you are who you say you are.

Without stories serving as evidence, candidates are left to decide whether there's any truth to your statements – or if they're all just marketing speak.

Employer brands that succeed at connecting with prospective and current employees consistently share team member stories.

# Themes and topics to consider for your employer brand

Your employer brand is not set in stone – it's more like clay that you can shape in response to what's happening within your company and in the outside world. In this section, we've chosen three timely themes for you to consider:

Company mission, vision and values

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Diversity, equity and inclusion

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Distributed teams

Using these themes to guide the discussion, we'll walk through several stages of the employee experience: application, interview, onboarding and support for current employees. Along the way, we'll be sharing actionable tips and inspiring examples from our customers to help bring these concepts to life. And we'll show you how stories from your team members bring these themes to life and serve as compelling content.

## Company mission, vision and values

Candidates and employees care about being connected to a greater purpose, and this sentiment is especially strong among younger employees. According to the [Deloitte 2020 Millennial Survey](#), nearly three-fourths of millennials and Gen Z respondents say the pandemic has made them more sympathetic toward others' needs and that they intend to take actions to have a positive impact on their communities. At the same time, only 41% of millennials (and 43% of Gen Z respondents) agreed that business in general around the world was having a positive impact on wider society.

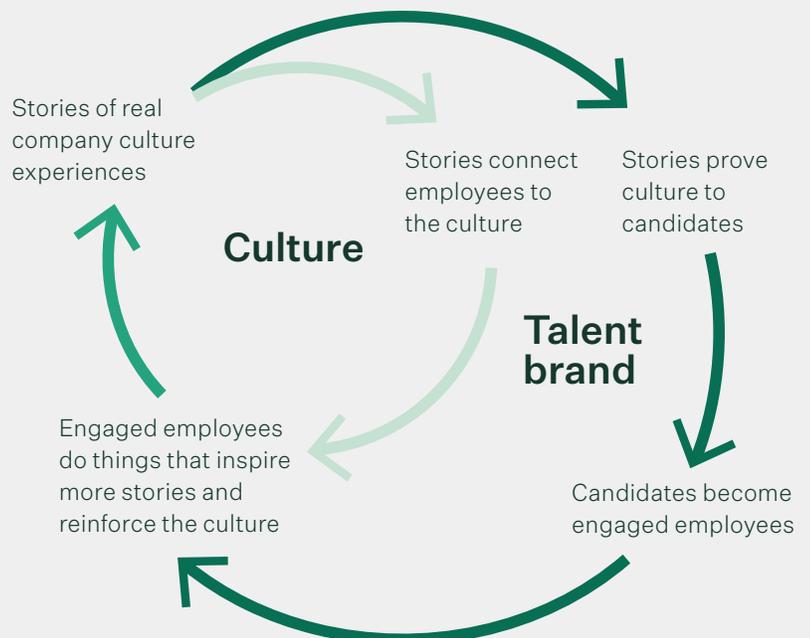
Mission, vision and values have taken on greater importance as we've shifted to a more distributed work environment. When we don't share the same workspace, we miss out on more than just kombucha on tap. Casual conversations and camaraderie with our coworkers can spark creativity and remind us why we're motivated by our jobs. When we work remotely, companies need to make an extra effort to give employees a sense of shared purpose.

We've also seen a massive shift in response to social justice movements. Candidates and employees want to feel that their company is making a positive impact on the world. They want to work for an employer that's aligned with their own values.

As an employer, you have an opportunity to tell the story of how your company culture, employer brand and individual employee stories all work together to reinforce each other.

## STORIES

### How stories reinforce culture and build talent brand



**Make it your mission to weave your values into the entire application experience.**

### **Application experience**

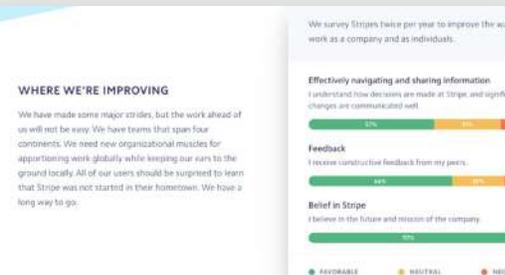
What do you want a candidate's first impression of your company to be? If you're looking for people who are aligned with your company's purpose, be upfront about it. Don't hide your company mission, vision and values in a hard-to-find corner of your website or in employee-only channels. You can communicate these ideas through your career page, social media, job descriptions and other recruiting materials. Make it your mission to weave your values into the entire application experience.

Rather than simply listing out your values or vision statement, share authentic stories to bring these concepts to life. Stories from employees communicate how their personal values align with company values and how their personal sense of purpose coincides with the organization's mission. Invite employees at all levels to share exactly how working at the company has made a difference in their lives.



## Mini case study

# Stripe shows their true stripes



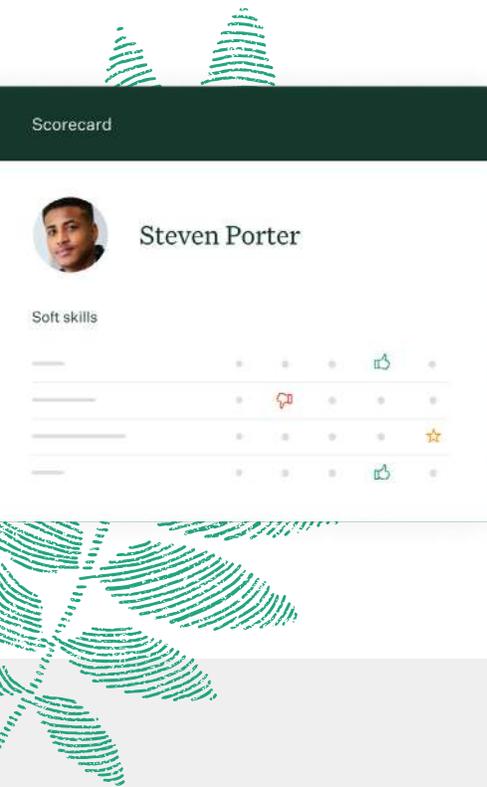
We've all seen company career pages that tout rapid growth and the latest round of funding. [Stripe](#) takes a different tack on their career page, leading with transparency. Curious candidates get an in-depth look at some of the company's biggest challenges and can even see results from a recent employee engagement survey.

## Mini case study

# Kasasa's team stories show core values in action



[This video](#) features stories of how financial services company Kasasa demonstrates its core value of "love" to its people. Team member Rae shares how her company showed her love when she needed it most, and the leadership team shares why love is intrinsic to the company's culture and mission. Capturing a personal story like Rae's and showing it to candidates at the beginning of their application journey is the most authentic way to show Kasasa's values in action, right from the get-go.



## Interviewing

When designing your interviews, you can include questions that speak to your company values and create a clear rubric for interviewers so they know what qualifies as an acceptable answer. You may want to incorporate these questions in various interviews such as the initial phone screen, hiring manager interview and peer interview to ensure they're covered thoroughly. Reinforcing your values throughout the interview process shows candidates that these aren't just empty words – they're concepts that guide critical decisions like who to hire.

### Mini case study

## When it comes to structured hiring, Talkdesk talks the talk and walks the walk

Structured hiring communicates your company values to candidates, giving them clear insight into your priorities and helping them decide if they'd be happy in your organization. Shauna Geraghty, Senior Vice President, Head of Global People and Operations at Talkdesk, says, "We created a standardized recruiting process for all roles across the organization. This allows the individuals involved in the interview process to more accurately assess bidirectional fit within our organization." Talkdesk's combination of structured criteria and processes ensures a consistent experience for candidates, reduces bias and helps their people team identify outliers and provide guidance to hiring team members whenever necessary.



## Mini case study

# Values matter at Van Metre Companies



You can easily incorporate video into your onboarding programming, whether you encourage new employees to watch on their own between scheduled sessions or use videos as a prompt to guide group discussions. Videos are exceptionally engaging and help create stronger connections in a distributed working environment.

[This video](#) for new hires at Van Metre Companies tells stories of employees' personal experiences, introducing the company culture and showing company values in action.

Communicating and sharing values isn't a one-and-done process – it's something you'll want to consistently reinforce with existing employees throughout their entire experience at your company.

## For current employees

Communicating and sharing values isn't a one-and-done process – it's something you'll want to consistently reinforce with existing employees throughout their entire experience at your company. You can achieve this by publicly recognizing and rewarding employees who live by your company values and making values part of your consideration for promotion and advancement. Encourage managers and other company leaders to regularly speak about values and acknowledge employees who exemplify them. You might even create trainings or workshops to reinforce your values and ensure they stay top of mind for employees.



### Mini case study

## Reinforcing values at GitLab

Darren Murph, Head of Remote at GitLab, believes in taking an intentional approach to company values. Darren says, “Every decision a business makes should align with their values. Otherwise, values will be seen as ‘merely words,’ and culture will disintegrate.” Darren recommends treating company values like any other skill that needs to be refreshed from time to time: “If your company gets all team members together on a regular basis, consider resurfacing values or providing opportunities for groups to live out those values through community service. Just as certain trainings are recommended or required each year as part of a company’s ongoing learning and development efforts, reminding team members of values is vital to sustaining a strong culture.”

### Mini case study

## Changing lives at Ochsner Health



Sharing stories featuring individual team members’ impact company-wide shows appreciation way beyond a mere shoutout in an email. A story like [this one](#) from Charlie, an Ochsner Health nurse, recognizes his contribution while reinforcing that his personal purpose aligns with his workplace’s organizational purpose. Remember the graphic on Page 9? Charlie’s story would accelerate the positive reinforcement loop that connects employees to Ochsner’s culture and candidates to the talent brand.

While most companies are not where they want to be, many leaders recognize that DE&I is a journey rather than a destination.

## Diversity, equity and inclusion (DE&I)

Candidates want to know a potential employer is committed to prioritizing DE&I. In fact, the [majority of millennials surveyed](#) say they place a great deal of importance on the gender, ethnicity, age and general range of backgrounds of their would-be employers' workforces.

With increased awareness around racial injustices and inequity in the workplace, candidates and employees are seeking transparency and action from companies, not just statements of support. Candidates want to know what DE&I means at your company and how that's reflected in your processes and policies.

While most companies are not where they want to be, many leaders recognize that DE&I is a journey rather than a destination. But that shouldn't prevent you from sharing where you are today, the steps you're taking and their impact on your employees.



To incorporate DE&I into your employer brand, consider how you are demonstrating your commitment across every aspect of the candidate and employee experience, from interviewing and compensation to employee feedback.

### **Job descriptions**

The language you use in your job descriptions matters – certain words and phrases have been proven to discourage applicants from underrepresented backgrounds. And it goes beyond applicants, ultimately influencing who ends up in the role. According to [Textio's research](#), jobs in which a man was hired use twice as many “masculine-tone” phrases in their descriptions like “enforcement” and “fearless” as opposed to “feminine-tone” phrases like “transparent” and “in touch with.”

There are a number of steps you can take to make your job descriptions more inclusive and communicate your company's commitment to DE&I:

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Limit job descriptions to the minimum requirements for the role since women and people from underrepresented backgrounds tend to apply only when they meet 100% of the qualifications

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If you are listing anything that's not an absolute requirement, make it very clear that it's a nice-to-have and you still welcome applicants who don't meet that criteria

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Eliminate educational requirements whenever possible

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Describe your company's inclusive benefits like flexible schedule and mentoring opportunities

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Write an equal opportunity employer statement that truly reflects your company's values – don't just copy and paste the legal jargon



## Application experience

To create a more inclusive application experience that reinforces your commitment to DE&I, you can start by looking for areas where your application may be unintentionally excluding applicants. This can include requiring a college degree or asking candidates to disclose a criminal record. Over the past few years, the [ban the box](#) movement has gained traction, recognizing the importance of considering a candidate's qualifications and leaving their criminal or arrest record out of the conversation.



### Mini case study

## Embracing imperfection at HubSpot

Greenhouse customer HubSpot crafted a unique equal opportunity statement that's open and welcoming without a hint of legalese. It clearly states that there's no such thing as a "perfect" candidate and encourages applicants from all backgrounds to apply.

*However you identify or whatever your path here, please apply if you see a position that makes your heart skip a beat. Come join us and help us build a global company where we're all proud to belong.*

*Confidence can sometimes hold us back from applying for a job. But we'll let you in on a secret: there's no such thing as a 'perfect' candidate. HubSpot is a place where everyone can grow. So however you identify and whatever background you bring with you, please apply if this is a role that would make you excited to come into work every day.*

Give candidates the chance to highlight their skills by removing biographical data from take-home assessments. Practices like this allow candidates to be scored on their abilities and limit the effect of bias on hiring decisions.

To make applying to your company more accessible to people with disabilities, clearly describe how candidates can request accommodations in the application process.

[Textio](#) accurately predicts how well your writing will compete for talent, suggests changes to attract a more qualified, diverse candidate pool and actively writes with you to build new hiring content in a fraction of the time.

“Having Textio at our fingertips within Greenhouse is essential in ensuring that our job descriptions attract a diverse set of candidates.”

**Eric Richmond**

Senior Director of Talent Acquisition at CarGurus  
and Greenhouse/Textio integration beta tester





Mini case study

## Demystifying diversity at Hired

Diversity isn't just a buzzword at Hired – it's a company-wide commitment. To demonstrate this to candidates, they created a [dedicated DE&I page](#) where candidates can explore Hired's DE&I philosophy and action plan as well as the current composition of the company in terms of gender, ethnicity, LGBTQ identity, people with disabilities and more.

Mini case study



## Diversity, equity and inclusion at Dell Technologies

The best DE&I content provides proof that your culture truly values diversity, equity and inclusion. In [Tiffany's story](#), Dell's culture of support for her professional goals, personal life and the ERG she helps lead come through vividly. Because her story and examples are so personal and specific, they provide real insight into the culture. Tiffany's story provides proof of attraction, commitment and support of an inclusive culture, illustrating the Culture of Inclusion cycle on page 16.

# Why real stories are so important to DE&I content

Good storytelling is incredibly important when creating content that communicates your company's DE&I efforts.

How do you tell stories that best bring to life the experiences of your employees while also promoting your supportive culture for all? You make sure that the employee stories you capture include the essential elements of a story.

## 8 elements of a story

Gives real insight

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Is specific

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Inspires action

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Paints a realistic picture

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Is personalized

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Is personal

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The company is a character

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Brings strategy to life



**STORIES**

## Interviewing

The interviewing process is another opportunity to communicate your company's dedication to DE&I. When you use a structured interview process, you determine hiring criteria ahead of time and assess all candidates against the same criteria. This creates a fair and consistent candidate experience and can help reduce bias in hiring decisions.

Just as you might weave your company values throughout the interview process, you may also want to incorporate questions about DE&I. This works both ways, communicating that these values matter at your organization and giving candidates the opportunity to share their thoughts and experiences. You may want to ask candidates what working in an inclusive environment means to them or invite them to share their experiences working with people from diverse backgrounds.

### Mini case study

## Driving DE&I at DonorsChoose

58%

of the candidates who have made it to the face-to-face interview stage at DonorsChoose have identified as people of color

How do you create a more inclusive hiring process? Austin Galoob, Manager of People & Talent at DonorsChoose, found the answer by digging into the data. Custom demographics reporting (available through the [Greenhouse DE&I feature set](#)) gives Austin the language and tools to communicate with hiring managers and manage expectations. Austin says, "We've seen how access to data has given us more leverage in conversations with leadership, where before we were estimating or only relying on stories that we knew of and not actual numbers." Since turning on custom demographic reporting in Greenhouse, 58% of the candidates who have made it to the face-to-face interview stage at DonorsChoose have identified as people of color.



## For current employees

If you're serious about making DE&I part of your employer brand, you'll want to think beyond recruiting. What programs and resources do you have that support DE&I? How do employees from diverse backgrounds feel about the daily work environment and their opportunities to advance and grow professionally?

Here are a few points to consider:

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The composition of your company's board of directors and leadership – what changes can you make to broaden the perspectives and backgrounds that are included?

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Professional development and mentorship opportunities, especially for employees from underrepresented backgrounds – how are you supporting employee growth and advancement?

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Employee resource groups (ERGs) – if these already exist at your company, how are they supported? If they don't exist yet, should they?

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Encouraging employees to bring their whole self to work – what does that actually mean or look like at your company?

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DE&I leader or team – if you have a person or several people in this role, how can you showcase their work and impact? If not, who is responsible for setting DE&I goals and achieving them?

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Employee perspectives – how do you collect feedback on employee sentiment? If you have an inclusion survey in place, how often do you ask your employees for feedback and how do you share the insights and data back to them? How are you applying those insights to create improvements and change in your org?

## Mini case study

# Meet the people of Greenhouse



[The people of Greenhouse](#) is a content series (including videos and blog posts) that profiles a diverse range of employees. The goal of this project is to highlight our people, what makes them unique and how they personally connect with the mission of making every company great at hiring. Turning the camera lens inward allows others outside the organization – including prospects, customers and candidates – to get an authentic taste of what Greenhouse is about. Greenhouse’s Senior Content Marketing Manager Micah Gebreyes says, “This is a great way to engage employees and get them excited about being a part of something with meaningful impact. We’re also able to use this content in candidate collateral to provide an authentic look into our culture and get people excited about coming to work with us.”

## Mini case study

# A closer look at ERGs at BAE Systems, Inc.



Employee resource groups provide important support and belonging for team members, especially when focused on underrepresented shared identities. [Content featuring ERG members](#) sharing the value they have received from their involvement communicates the culture of inclusion to BAE System’s employees and candidates. The stories show the communities available to talent audiences, and the personal examples take the viewer beyond the traditional employee testimony: they invite the viewer to picture themselves as an ERG member.

When you can't gather employees physically, it takes extra effort to communicate, collaborate and create a true sense of togetherness.

## Distributed teams

What happens to your employer brand when your workforce is distributed? With the significant increase in people working from home, we feel there's a pressing need to examine this question.

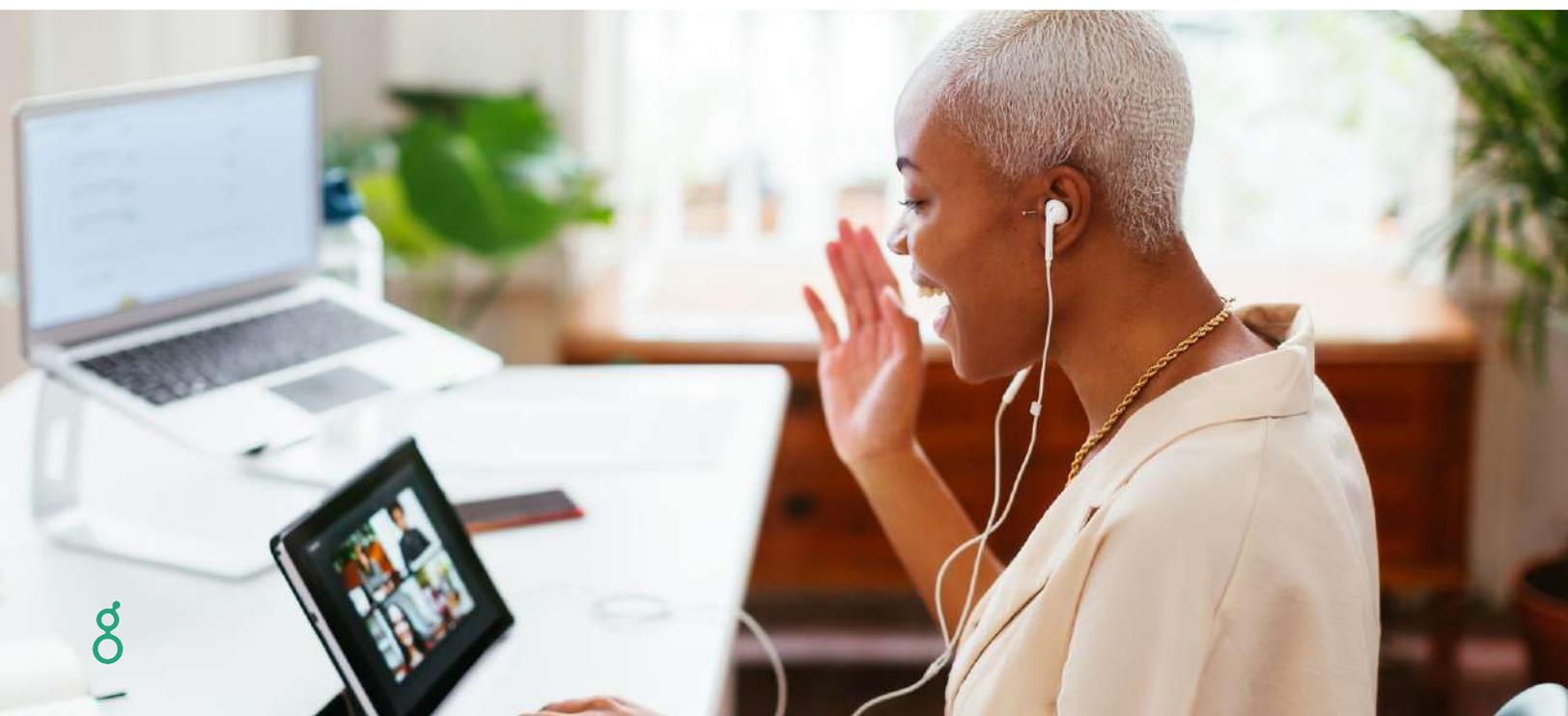
When you can't gather employees physically, it takes extra effort to communicate, collaborate and create a true sense of togetherness.

Candidates want to see that you're taking a thoughtful approach to interviewing and employee experience, especially if they won't have the opportunity to meet their coworkers in person or work out of a central office alongside their teammates.

## Application experience

On your career page, don't just say you're a remote-friendly company – show it through visual elements. You might include a map that displays all employee locations or photos and videos of employees working from home. Stories Inc.'s [Virtual Story Sessions](#) allow companies to uncover substantive stories from their distributed workforce and develop an array of content to increase candidate and employee engagement.

And be sure to let candidates know whether the role can be done remotely in every job description.





#### Mini case study

## Being flexible about employee location at Elastic

Megan Anderson, Manager of Global Recruiting at Elastic, finds that allowing distributed work gives her team a competitive edge: “The majority of our workforce is able to (and does) work from home. This gives us a unique advantage in that we aren’t locked into only recruiting near an office or trying to find someone willing to move, but we can more easily recruit where the talent actually is rather than where we want it to be.”

Megan notes that being open to candidates from anywhere can create some technical challenges, but it’s nothing her team can’t handle: “A lot of our roles are posted ‘Distributed’ by region or even globally in some cases. This does tend to yield an abundance of applications, so close management of the requisition and a strong understanding of the role and the needs of the team are key.”

#### Mini case study

## Authentically adapting to remote work at Stories Inc.



Aim to create content that shows rather than tells what the distributed team member experience is all about. Short anecdotes by team members can provide proof of your virtually connected culture – something candidates may not find anywhere else. This [Virtual Story Sessions video](#) featuring Stories Inc. employees shows what working on this distributed team looks like.

## Interviews

Can you still conduct effective interviews when you can't meet candidates in person? Absolutely! It just takes a little extra preparation. Creating a [structured interview process](#) helps make each interviewer's role distinct, provides clarity for the hiring team and gives hiring managers confidence that interviews are comprehensive and productive, even when conducted remotely. And, of course, candidates will appreciate having an interview process that feels considerate and comprehensive when everything is taking place virtually.

Clear communication should always be a top priority in the hiring process, and it matters more than ever for distributed candidates. Go out of your way to ensure candidates know what to expect when it comes to stages and types of interviews. Will they be doing straightforward one-on-one interviews? Interviews with a panel? Paired coding exercises? Presentations? Give them time to practice and familiarize themselves with your technology and make sure they know who to contact if they encounter any technical difficulties.

Look for ways to show candidates that you value their time and their perspectives. You can do this through formal processes like sending a post-interview candidate survey or via a casual email or phone conversation. Ask candidates to share what worked, what didn't and any suggestions on how you can improve the process for others.

## Onboarding

Welcoming new hires to your company is a critical time for communicating your employer brand. When onboarding distributed employees, start by considering their immediate needs. What are the tools and technology they need to do their job? Who are their points of contact for common questions and concerns? What do they need to do before their first official day?



At the same time, consider how you can help new employees socialize with their new coworkers and connect to your company in a more meaningful and less transactional manner. Here are a few ideas to consider:

**Provide a stipend** so employees can set up their home work station exactly the way they like it and based on the needs of their role. For example, does your new graphic designer need a particular printer or software program? Help them get truly set up for success.

**Send a new hire welcome kit** with company swag, perhaps with a special item for distributed employees. A branded t-shirt, mug and laptop sticker go a long way to excite and engage employees even before they've started working. Another unique touch is to use a service like GroupGreeting to send virtual welcome cards.

**Create remote-friendly welcome activities** like virtual coffee meetings or pet happy hours so new hires can socialize with coworkers and get to know them personally. Does your company have trivia sessions, fitness classes or meditation moments on the calendar? Make sure your new hires know and are invited so they immediately feel included.

Some companies, like Greenhouse customer VaynerMedia, **have a private Instagram account just for employees**. New hires can catalog their first week on the job through photos and stories. In a virtual setting, this might include introducing their family, housemates or pets and giving a tour of their workspace. It's also a great way to showcase the important hobbies and passions in their lives, whether that's a love of yoga, a semi-professional dance career or an affinity for cooking.

**Notify your employees when a new hire starts** and prompt them to check out their internal company profile. [Greenhouse Onboarding](#) does this automatically via email and also encourages current team members to connect with new hires on platforms such as LinkedIn and Slack.

## Mini case study

# Ensuring a warm welcome for remote employees at Elastic

“A great onboarding experience is incredibly important in the success of a new hire,” says Megan Anderson, Manager of Global Recruiting Operations at Elastic. Here’s how Elastic creates a welcoming experience for remote employees: “Before a new hire starts, we provide them information regarding tips and tricks for working from home as well as an allotment to furnish a home office. Their equipment is shipped directly to them and their access is turned on and ready to go on the morning of their first day. We also have regional Welcome Calls where they get to meet their local HR and IT teams and learn about any must-know things like benefit enrollment and security testing that they need to keep an eye out for in their first week.”



### **For current employees**

Maintaining your employer brand for distributed employees means being intentional about the environment you create. What are the expectations around working hours, deadlines and meetings, for example? Beyond that, what actions are you taking to encourage socializing and building connections on both an individual and cross-team basis?

Create regular opportunities for distributed employees to connect with others, whether it’s through online ERG activities, virtual-friendly culture committee events or casual virtual coffee or happy hour meetups.

Go ahead and ask employees for their ideas and suggestions, especially if your company is new to the distributed work environment. Be open to feedback about what’s working and what isn’t.

## Tips for capturing content from distributed team members

### Manage the process

The best content happens when your storytellers feel confident and comfortable sharing their employee experiences. Prepare each employee just enough so they are comfortable, but not so much that they sound coached and rehearsed.

### Pay attention to quality

Compelling stories should be honored with good quality audio, video and digital presentation. Assist your storytellers with technology setup and lighting. Video and written stories can be brought to life with photos, graphic design and editing. Create content that you and your storyteller are proud to share.

### Engage and inform

Capture and share stories that meet the needs of your audiences. Candidates are looking for insight into culture and how the company cares for employees. Specific team member stories provide that, as do multiple stories woven together.

### Connect stories to culture

Clearly connect each story to its cultural takeaway, such as your employer value proposition or values. When you've gathered stories that span multiple perspectives, a clear picture of company culture will emerge.

### Mini case study

## Taking a well-planned approach to communication at Ad Hoc

Elizabeth Hassel, Director of Recruiting at Ad Hoc, explains that with distributed teams, you may end up blending the personal and professional: “Tools like Slack (which integrates nicely with Greenhouse) allow us to bring that combination of business and project communication and more social endeavors.” At Ad Hoc, regular meetings like all hands are an opportunity to get creative: “As a company, we have a weekly Tuesday night all hands with full staff. This serves for updates like policy and initial memo announcements. We have a DJ for these events and usually one team presents an aspect of the work they do to keep us all connected as a company and up to speed outside our immediate universe.”

### Mini case study

## Marking milestones for employees at Stories Inc.

Continue to [share employee stories from distributed team members](#). You might choose to do this around work anniversaries or to celebrate major accomplishments. Working with employees to share their stories – and then communicating them company-wide – builds connections, community and employee engagement.



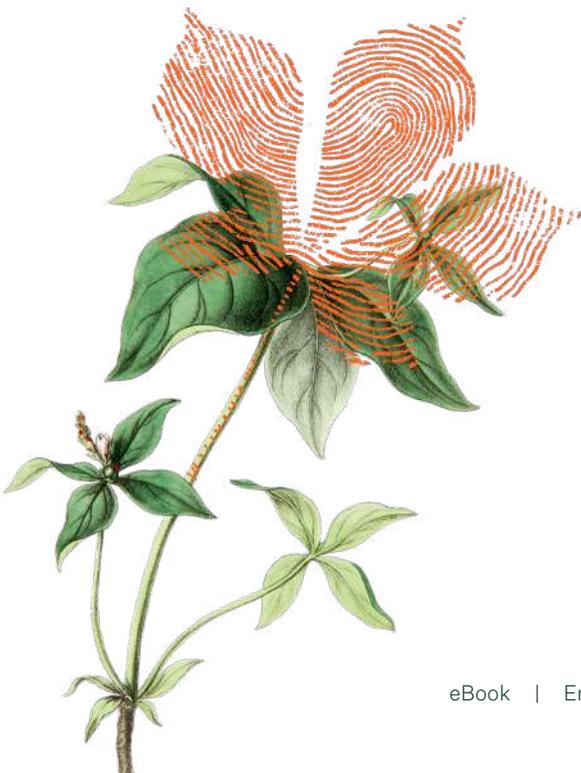
# Conclusion

In this eBook, we've given you a lot of ideas to consider. We looked at ways to build and share your employer brand, both by creating consistent internal processes and with intentional external messaging. We examined how you might weave the threads of company values, DE&I and distributed teams throughout different stages of the candidate and employee experiences. And we shared some case studies of brands who are taking employer branding to new heights.

What's next? There are so many places to go from here. Choose what works best for you depending on your company's current circumstances and your own budget and bandwidth.

Keep in mind that employer brand isn't built by a single team like recruiting or people – it's a company-wide effort. Be sure to involve employees across teams, departments, locations and levels whenever possible.

If you'd like to explore how we can support you with any of your ideas, don't hesitate to get in touch.





Greenhouse is *the* hiring software company.

We help businesses be great at hiring through our powerful hiring approach, complete suite of software and services, and large partner ecosystem – so businesses can hire for what’s next.

Based in New York City with offices in San Francisco, Denver and Dublin, Greenhouse Software has nearly 4,000 customers. Some of the smartest and most successful companies like HubSpot, Cisco Meraki, BuzzFeed, J.D. Power and Warby Parker use the Greenhouse hiring software platform to improve all aspects of hiring, helping them to attract top talent.

To learn more, visit  
[\*\*greenhouse.io\*\*](https://greenhouse.io)

## STORIES

Stories Inc. is an employer branding and recruitment marketing agency and content studio. Since 2012, Stories Inc. has been uncovering powerful stories of employee experiences, and bringing those stories to life through engaging content. Stories Inc.’s expert team members capture employee stories that show what is unique about an organization’s culture, and connect those stories to brand messaging, corporate values and purpose. Using a variety of digital media, Stories Inc. delivers content libraries full of engaging pieces, optimized for all candidate and employee-facing channels.

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