

CHECKLIST | EMPLOYER BRANDING

Presented by Foundation Benefits

An important aspect of an organization's reputation is its employer brand, which refers to the employment market's views of an organization and the efforts used by an employer to adapt or shift this perception. Branding encompasses a variety of components, including both intangible benefits (e.g., workplace culture, values and mission) and tangible benefits (e.g., salary, benefits and other perks). It is also a core factor used in recruiting and retaining employees. Employer branding aims to promote a workplace as a good place to work, with the targeted audience being current and prospective employees.

Employer branding influences the quantity and quality of applicants an organization attracts while positively impacting current employee productivity, retention and overall job satisfaction. An effective employer brand can boost recruiting efforts and build upon a company's culture and values. Employees want to work for organizations where they can enjoy their work, are happy and are treated fairly. If a reputational issue or crisis arises, the quicker employers respond to and fix any problems within their control, the better off the organization's brand is.

To improve or maintain an organization's reputation, employers should consider a branding strategy. This checklist outlines steps for them to consider as they assess employer branding efforts.

Employer Brand Management	
Evaluate the mission of your organization.	<input type="checkbox"/>
Evaluate the current values of your organization.	<input type="checkbox"/>
Evaluate the current state of your employer brand.	<input type="checkbox"/>
Define the objectives of the employer brand.	<input type="checkbox"/>
Determine internal initiatives (e.g., internal communication campaigns and employee engagement).	<input type="checkbox"/>
Determine external initiatives (e.g., recruiting and public relations efforts).	<input type="checkbox"/>
Repeat these steps annually to adapt continuously.	<input type="checkbox"/>

Mission Statement, Values and Culture	Yes	N/A	No
Does your organization have a mission statement?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your mission statement visible in the workplace?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your mission statement visible on your website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your mission statement incorporated in marketing and recruiting materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Culture and Communications	Yes	N/A	No
Do company initiatives support the overall workplace culture?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your employer brand articulated in the interview process?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are company values or branding addressed during onboarding efforts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does leadership reinforce company values during companywide events or meetings?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are managers trained to integrate company values in meetings or other sessions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are employees empowered to talk about their employer externally?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is workplace culture reflected in employer branding efforts (e.g., social media or your website)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Workplace Safety	Yes	N/A	No
Does your organization have a safety and health program?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does your organization provide safety training or education?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is safety included in employment-related company branding?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is safety included in nonemployment-related company branding?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Corporate Social Responsibility	Yes	N/A	No
Is your organization contributing to society through environmental initiatives?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your organization contributing to society through social initiatives?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your organization contributing to society through economic initiatives?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are any corporate social responsibility efforts included on your website, social media channels or marketing materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Employee Benefits	Yes	N/A	No
Do your organization's employee benefits support employees' physical health?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do your organization's employee benefits support employees' mental health?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do your organization's employee benefits support employees' social health?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do your organization's employee benefits support employees' financial health?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do your organization's employee benefits align with your company values?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are your organization's employee benefits effectively communicated to current and prospective employees?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are employees' benefits included in your employer branding strategy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Online Reputation	Yes	N/A	No
Is the employer brand articulated in the interview process?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your organization actively managing company profiles on online platforms?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your organization monitoring print and online channels for company mentions and reviews?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does your organization have a reputation management or response plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your organization responding to positive or neutral comments?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your organization responding to negative comments?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thought Leadership Content	Yes	N/A	No
Does your organization post or distribute thought leadership content?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the content offer a fresh perspective?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the content resonate with current and prospective employees?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Use this checklist as a guide when reviewing employer branding at your organization. For assistance with employer branding, contact Foundation Benefits.