



2021 CANDIDATE INSIGHT REPORT:

The Most Popular Content Formats in Tech



Talent Activated.

About the Report.

Compelling content is the most essential element of a successful recruitment marketing strategy, but in order to create that compelling content you must first understand what candidates are actually looking for. What do they want to know about your company? What subject matter will they consider most engaging? What will cut through the noise and capture their attention?

Though the answers to these questions will be unique to each company, we have a mountain of data that will help you get started.

We publish hundreds of articles on behalf of our partners every month — covering countless topics geared toward our audience of tech professionals — and we're going to give you a behind-the-scenes look at what we've learned from these efforts. Our findings will provide you with the knowledge you need to build content that will connect with your candidates in an authentic and meaningful way.

Let's get started.

METHODOLOGY

Report Methodology.

We analyzed the 100 most popular articles in 2020 across seven of our online communities to determine the topics tech candidates care about most. Our findings are based off of a dataset of more than two million page views.

The seven online communities that were analyzed cover the regions of Austin, Boston, Chicago, Colorado, Los Angeles, New York City and Seattle. The most popular content formats at the nationwide level were determined by combining data from these seven locations. The results are an unfiltered look at the content candidates really want in 2021.

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SECTION I

Top Content Formats: Nationwide

To help you understand the topics that resonate most with tech candidates, we analyzed the top content formats nationwide based on the most popular articles across our seven local communities.

SECTION I

Top Content Formats: Nationwide

Below are the eight most popular content formats nationwide as measured by content page views. **Is your organization talking about these hot topics?**

- | | |
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| 1. | Growth |
| 2. | Technology |
| 3. | Diversity, Equity & Inclusion |
| 4. | Company Culture |
| 5. | Team Culture |
| 6. | Leadership |
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SECTION II

Overview & Examples of Top Content Formats

Let's break down each of the top content formats to help you understand exactly what candidates are looking to learn and why they want this information. We'll also share examples of content we've created for each topic to provide a little inspiration.

Growth

With any form of growth comes change, opportunity and a sense of general excitement. **Tech candidates also crave new opportunities and the chance to be a part of something big.** Working at a growing company typically means more responsibility for employees, a quicker pace of work and high impact in the work employees' are doing, all of which align with candidates' desires:

- 42% of millennials state learning and development opportunities are the most important factor when considering a job opportunity.
- Employees who feel like they're making a difference in their job are more likely to stay with the company.

Discussing the growth your company is experiencing, no matter how big or small, will excite candidates about the opportunity to be part of your organization.

Pro Tip:

Growth isn't just about the money — it's a much more robust topic than you think. **We categorize growth as funding news, new office spaces, hiring growth and much more.** Almost every company has some form of growth, so get creative in how you think about your growing company and shout it from the rooftops.

GROWTH EXAMPLES

Here's a look at the different perspectives we take on a company's growth.

- [Chicago and Denver Led the Nation in VC Funding Growth in Q1 2021](#)
- [21 NYC Companies to Watch in 2021](#)
- [Seattle's 5 Largest Funding Rounds Totaled \\$317M in March](#)
- [These 5 LA Companies Are Hiring Now](#)
- [From Unicorns to Rappers: 3 Colorado Tech Companies to Know](#)



Technology

Competition for tech talent is always high. In fact, in Q1 of 2021, the unemployment rate for tech jobs was 1.9%, which is about four points lower than the overall unemployment rate in the U.S. As more and more companies seek out tech candidates, the ability to hire this talent will get even more difficult. **To stand out, employers must showcase aspects of their company that technologists care about.**

And one of the things more than half (54 percent) of technologists care about most is the languages, frameworks and technologies they'd be working with. Sharing the inner workings of how your tech stack influences an employee's day-to-day will help your company stand out as a place technologists want to work.

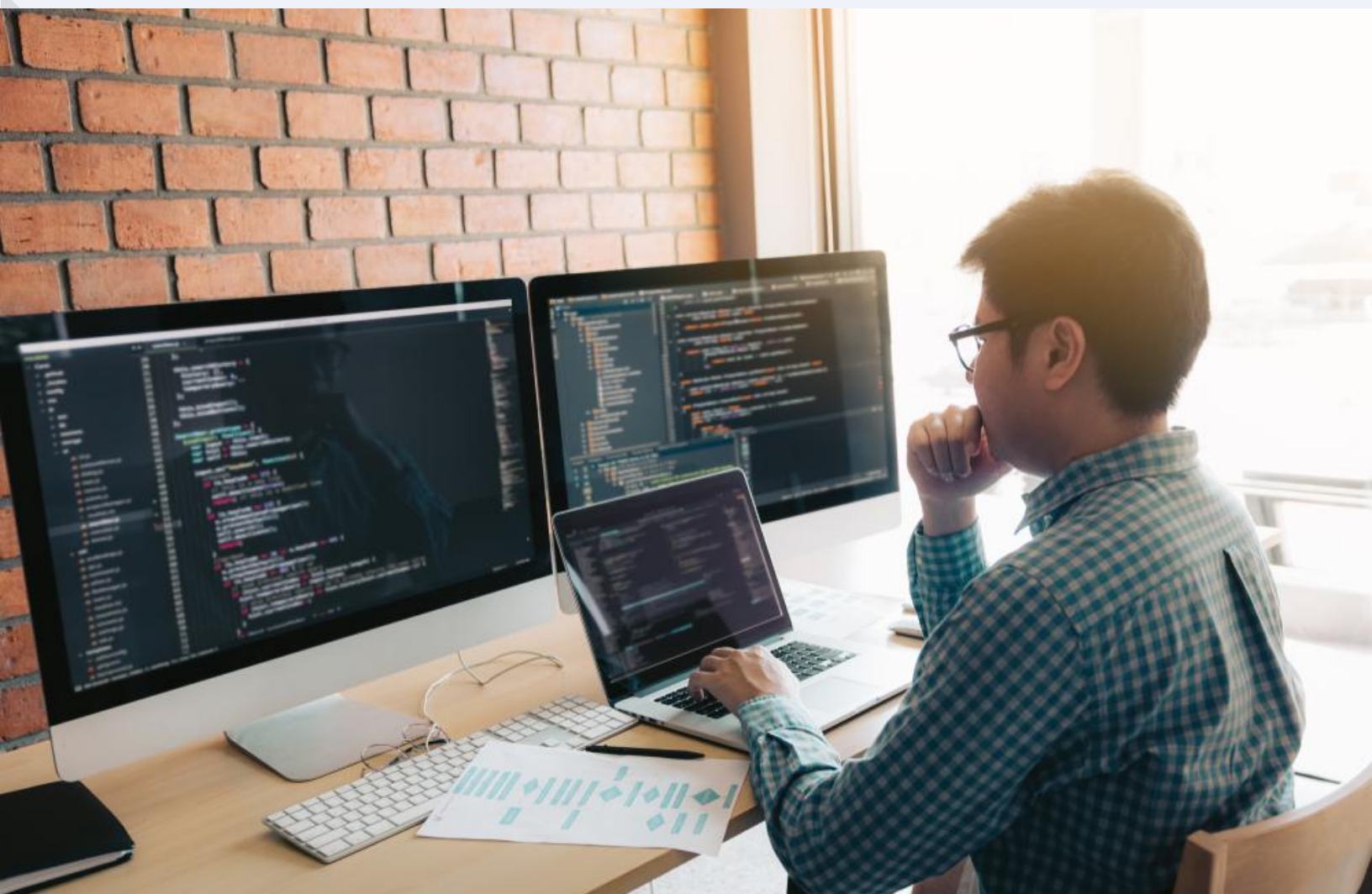
Pro Tip:

You might be thinking, how can I use our tech stack as a way to make interesting content? **One way is to use it in the context of a larger project your technology team has worked on.** Using real-life examples from the perspective of your technology team will help candidates understand how your tech stack plays a role in solving your company's challenges.

TECHNOLOGY EXAMPLES

See how we take a unique approach to emphasizing a company's technologies:

- [What Makes a Successful Systems Engineer? 2 Colorado Engineers Weigh in.](#)
- [Airing Data Mistakes Doesn't Have to Be Embarrassing](#)
- [How to Launch Products and Influence People](#)
- [4 Local Software Engineers Reveal the Challenges That Helped Them Grow](#)
- [The Software Development Metrics Bullhorn's Engineering Team Tracks](#)



Diversity, Equity & Inclusion

Diversity equity and inclusion (DEI) is becoming an ever-greater consideration in a candidate's decision-making process, and rightfully so. If you aren't talking about your company's DEI efforts, you're losing out on three-fourths of candidates: 78 percent of candidates say DEI initiatives are very important to them when considering a job offer.

Pro Tip:

Diversity, equity and inclusion requires more than a set it and forget it plan. It requires your organization to constantly be reiterating and improving. **Provide candidates with the details of how your DEI initiatives have been successful and how you've worked to improve them over time.** Candidates will then see you've actually invested in DEI and aren't just talking about it to check a box.

78%

78 PERCENT OF CANDIDATES SAY DEI INITIATIVES ARE VERY IMPORTANT TO THEM WHEN CONSIDERING A JOB OFFER.

DEI EXAMPLES

We've spoken to a plethora of companies about their DEI efforts. Here are just some of the ways we've written on the subject.

- [9 Local Women in Tech on How to Be a Better Ally in the Workplace](#)
- ['Why We Matter': How Cloudflare Is Amplifying Black Culture](#)
- [Leadership Strategies to Overcome Gender Inequity in the Workplace](#)
- [How This Queer Executive Is Ensuring LGBTQIA+ Employees Feel Supported and Empowered](#)
- [At 3Play Media, a Commitment to DEI Has Real Business Impact](#)



Company Culture

As previously discussed, a large portion of a person's life is spent at work so you can imagine why candidates are interested in the culture in which this time will be spent. Still not convinced? Here are just some stats showing how important culture is to candidates:

- Almost half (46%) of candidates identify culture as an important factor when deciding whether to apply to work at a company.
- 35% of job seekers claim they would not take the perfect job if they didn't like the company's culture.
- Within 90 days of starting a new job, 32% of employees leave because of a company's culture.

Not talking about your culture makes candidates assume there isn't anything great to talk about. Job seekers want to understand the culture that exists in your company and presenting this information to them will get them that much closer to applying to one of your jobs.

Pro Tip:

Honesty is the best policy when it comes to describing your company's culture. Painting a false picture of what it's like to work at your organization may attract candidates, but it certainly won't keep them around. **If your company culture needs some work, talk about the initiatives that are in place to improve it.** Candidates will appreciate the transparency and dedication to bettering your organization.

COMPANY CULTURE EXAMPLES

Company culture is a topic we're passionate about. Explore some of our articles on the subject for inspiration.

- [What 2 LA Companies Have Learned About Maintaining Culture While Working Remotely](#)
- [Want to Build Employee Loyalty? Focus on Culture, Not Cash.](#)
- [Why Is Mentorship So Important to Engineering Culture? Colorado Tech Leaders Weigh in.](#)
- [The Secret to Immersive Labs' Explosive Growth? Employee Happiness.](#)
- [4 HR Leaders Share How They're Keeping Culture Alive in a Remote Environment](#)



Team Culture

Just like the leaders they'd be working for, candidates are also curious about the teammates they'd be working with. Elite candidates want to feel confident in the team that would be around them before committing to a new job opportunity, as this is vital to the success they can expect to have at a company.

This subject matter is also top-of-mind with your existing employees, too. Research shows underperforming employees can weigh down an entire team, so it's important to consistently highlight the caliber of people that candidates will be working with on a daily basis.

Pro Tip:

The best way to show off your people is to let them speak for themselves. **Highlighting the different perspectives of individual team members can help candidates paint a picture of what it would be like to work with them every day.** Employee spotlights are an effective and low-lift tactic for sharing this information.



**RESEARCH SHOWS UNDERPERFORMING
EMPLOYEES CAN WEIGH DOWN AN ENTIRE TEAM.**

TEAMMATE EXAMPLES

Take a look at how we highlight team dynamics within our content.

- [How the Content Team at This Colorado Company Leaned Into the Pandemic](#)
- [These Sales Teams Are Breaking Tradition in the Name of Innovation](#)
- [Product 'Packs' and a Focus on DEI Create a Welcoming Environment at Fetch Rewards](#)
- [How 2 Boston Product Teams Stay True to Their Vision](#)
- [Teamwork Fueled Braintree's Bill Payment Tech. Here's How.](#)



Leadership

Your leadership team impacts nearly every facet of the business, including your recruitment efforts. 61 percent of employees see trust in leadership as a key aspect of their job satisfaction, so you can understand why candidates want to learn more about your organization's senior leadership before pursuing a job opportunity.

Candidates will naturally gravitate toward companies with experienced leaders that inspire and motivate employees. They don't have to be famous or well-known, but they do have to do their jobs well. Featuring your leadership team through recruitment marketing content will help get candidates excited about your open roles.

Pro Tip:

Everyone wants to work for smart people because, as the saying goes, "never be the smartest person in the room." But don't just introduce your leaders and be done with it. Dig into the topics they care about, whether directly related to your company or not.

Maybe they're particularly passionate about an interesting hobby. Or perhaps they lend their expertise to a local non profit in their spare time. **Helping candidates get to know the real people leading your business is one of the most effective ways to get them excited about your career opportunities.**

LEADERSHIP EXAMPLES

We frequently highlight company leaders within the content on our sites. Here are just a few examples of how we do it.

- [How 5 Boston Executives Nurture Their Team's Talent](#)
- [How Bottom-Up Leadership Has Helped This Local Company Drive Transformation](#)
- [SciPlay's VP of People Ops Shares Advice for Leading Leaders](#)
- [To Build a World-Class Engineering Team, This Exec Says Go 'All in' on Culture](#)
- [How This Leader Strives for Respect and Civility in the Workplace](#)



Perks + Benefits

Modern candidates no longer view a competitive perks and benefits package as a bonus. It's an expectation. Survey findings show 60 percent of candidates heavily weigh a company's perks and benefits package in their employment decision, and 80 percent of them want more (and better) benefits over a higher salary.

The right mix of perks and benefits can significantly improve an employee's life, but only if they align with what your people actually want. If your offerings seem appealing and are more than they're already getting in their existing role, candidates will be more likely to explore what it would be like to work at your company.

Pro Tip:

Emphasize the perks and benefits that are unique to your company. While it's important to mention that you offer the basics, don't dwell on them. **Candidates will be most interested in what you offer that they don't already have access to.**

The more you explain the reason behind offering these unique benefits and how they've impacted current employees, the better connection you'll build with potential candidates.

PERKS + BENEFIT EXAMPLES

Read through our articles about companies' perks and benefits for inspiration.

- [Why Affirm's New Benefits Package Is Fit for the Future of Work](#)
- [Professional Development Matters. Here's How Upskilling Helps.](#)
- [The 'Life-Changing' Magic of Increasing Employee Benefits](#)
- [Seeking Growth Opportunities? These 11 LA Companies Are Hiring Right Now.](#)
- [Built In Seattle's Featured Companies of the Month](#)



Office Space

While a majority of 2020 and 2021 were spent working remotely, it doesn't mean candidates' interest in companies' office spaces has gone away. **In fact, a survey done on remote work indicated 87 percent of employees find the office environment important for team collaboration and relationship building.** While the likelihood of the office environment being exactly the same as pre-pandemic is slim, the employees who are returning to the office do care about a company's work environment.

Organizations that go out of their way to create work spaces optimized for their employees will see improved collaboration, employee engagement, retention and even profitability. It's becoming a high priority to elevate traditional working environments, but you have to make sure candidates know about your efforts.

Pro Tip:

Pictures don't speak a thousand words when it comes to showcasing your office space. Yes, candidates absolutely want to see where they'll be working (so don't skimp on photography), but they also want to know more. Why is the layout of your office the way it is? Does it encourage more collaboration or promote health and wellness? How will it improve their professional lives? Sharing the details behind your thought process not only elevates the conversation, but shows candidates your intention to support employees in every way you can.

OFFICE SPACE EXAMPLES

Here's a look at some examples of how we talk about a company's office space in content.

- [Intuit Is Opening 'Talent Hubs' in NYC and LA to Diversify Its Engineering Team](#)
- [Wayfair Is Opening 3 New Engineering Offices, Plans to Hire 1,000](#)
- [Why Vistaprint Is Swapping an 'Office-Centric Mindset' for Remote-First Work](#)
- [The Post-Pandemic Office Might Feel Like a Library](#)
- [After Boost in Viewership, NewScape Studios Plans to Hire, Open New HQ](#)



SECTION III

Top Content Formats by Location

Knowing which content formats are trending at a national level is great, but you're likely more interested in the preferences of the candidates in your area. With that in mind, we also analyzed job seekers' preferred content formats by location to help you understand what's of interest in your employment market.

Austin

1. Growth
2. Technology
3. Diversity, Equity & Inclusion
4. Team Culture
5. Perks + Benefits
6. Office Space
7. Company Culture
8. Leadership

Boston

1. Growth
2. Technology
3. Company Culture
4. Diversity, Equity & Inclusion
5. Leadership
6. Team Culture
7. Perks + Benefits
8. Office Space

Chicago

1. Growth
2. Diversity, Equity & Inclusion
3. Technology
4. Company Culture
5. Leadership
6. Office Space
7. Perks + Benefits
8. Team Culture

Colorado

1. Growth
2. Diversity, Equity & Inclusion
3. Company Culture
4. Office Space
5. Perks + Benefits
6. Team Culture
7. Technology
8. Leadership

Los Angeles

1. Growth
2. Company Culture
3. Technology
4. Team Culture
5. Diversity, Equity & Inclusion
6. Office Space
7. Leadership
8. Perks + Benefits

New York City

1. Growth
2. Technology
3. Leadership
4. Company Culture
5. Team Culture
6. Perks + Benefits
7. Diversity, Equity & Inclusion
8. Office Space

Seattle

1. Growth
2. Technology
3. Diversity, Equity & Inclusion
4. Company Culture
5. Team Culture
6. Perks + Benefits
7. Leadership
8. Office Space

GREAT COMPANIES NEED GREAT PEOPLE.

THAT'S WHERE WE COME IN.

Built In is a network of eight online communities connecting startups and technology companies with passionate tech professionals. We help you build your employer brand through content and events, promote your culture and hire the right candidate for every position. [Learn more.](#)



Let's work together:

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