Plan Content



What's the goal of the content? The employer branding content asset.	ink about the central reason you're investing in this
☐ Boost brand awareness	☐ Increase social media following
Doost braild awareness	increase social media following
☐ Improve reputation as a tech company	Other
☐ Improve applicant traffic	
to send. Each content asset should largely fo	t? Identify the key message you want this content cus on one message. Examples of a thesis include: e how engineering team uses certain dev tools,
Thesis:	
examples might be: engineering team leads, div	·
<u> </u>	Ire in this content? The chosen team should and audience the best. Multiple teams can be be interviewee list is not too lengthy.
■ Engineering	□ UX
☐ Data	Design
□ QA	Business development
■ Marketing	☐ Sales
☐ Finance	☐ HR
□ Product	Other

EMPLOYER BRANDING WORKSHEET

Create Content



Interview Details	
Interviewee 1 name & title:	
Interviewee 2 name & title:	
Interviewee 3 name & title:	
Interviewer:	
Interview location:	
In person Location:	
☐ Video/remote	
Email/written Deadline for responses	
Interviewee date:	
Will a photo or video shoot be necessary? Y/N	1
Photo/video shoot date:	
Photo/video shoot location:	
Who will write the content post-interview?	
Who will edit the content before publication?	
Does a department leader(s) need to approve	the content? Y / N
If so, who?	
Estimated publication date:	
Where will the published asset live?	
Company blog	Press release
☐ Newsletter	☐ Video
☐ Webinar	Social media (list platforms below)
☐ Third-party platform (list platforms below)	Other
Social media platforms where content will live: _	
Third-party platforms where content will live:	

Create Content



Building out questions:

Make sure each interview question serves the thesis, content goal and the audience. Also keep your medium in mind. Short-form pieces (e.g for Instagram) require fewer questions. Long-form content (e.g. blog posts, YouTube) can feature more questions. Try to make the questions as nuanced as possible to get more candid and specific responses from interviewees, which makes for more engaging content. And be sure be sure to edit written responses for length and clarity. Reference the sample scenario below to for an example of question-building for a branding interview.

Example scenario:

Thesis: Highlight the innovative tech projects the engineering team is building with cutting-edge coding languages.

Goal: Attract skilled engineering candidates

Audience: Skilled engineering candidates

Interviewees: Engineering manager and engineering individual contributor

Sample Questions:

- What languages does your team rely on most?
- What's the latest and greatest project your team built using these languages?
- How does your team approach code reviews when using these languages?
- What's an upcoming project that your team is excited about tackling using these languages and best practices?

Your Questions:

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Promotion



Where and how will this content be distributed once completed? Keep your audience and goal in mind. Only post content where you are certain your audience will see it.

Internal promotions:	
☐ Internal newsletter	☐ Highlight during company meeting
Promote article in email signature	Other
Staff to share on their personal feeds	
Social media (list platforms)	_/
External promotions:	
Email newsletter	Sponsored emails
☐ Display ads	☐ Youtube/ video ads
■ Events	Other
Paid social media (list platforms)	/
Organic social media (list platforms)	/
What design elements will be needed	l?
Digital ad imagery	Email signature image
Paid social ad imagery	☐ Imagery for content pieces
Organic social imagery	Other