

What's the goal of the content? *Think about the central reason you're investing in this employer branding content asset.*

- Boost brand awareness
- Increase social media following
- Improve reputation as a tech company
- Other _____
- Improve applicant traffic

What's the thesis of this content? *Identify the key message you want this content to send. Each content asset should largely focus on one message. Examples of a thesis include: showcase an innovative tech project, describe how engineering team uses certain dev tools, showcase cross-team collaboration, etc.*

Thesis: _____

Who is the target audience? *Think about who you want this message to reach. Some examples might be: engineering team leads, diverse hires, entry-level UX candidates, etc.*

Target audience: _____

What team do you plan to feature in this content? *The chosen team should be able to speak to your thesis, content goal and audience the best. Multiple teams can be represented in the same asset so long as the interviewee list is not too lengthy.*

- Engineering
- UX
- Data
- Design
- QA
- Business development
- Marketing
- Sales
- Finance
- HR
- Product
- Other _____

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

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

Newsletter

Webinar

Third-party platform (list platforms below)

Press release

Video

Social media (*list platforms below*)

Other _____

Social media platforms where content will live: _____ / _____ /
_____ / _____ / _____ /

Third-party platforms where content will live: _____ / _____ /
_____ / _____ / _____ /

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
- Promote article in email signature
- Staff to share on their personal feeds
- Social media (list platforms) _____ / _____ / _____
- Highlight during company meeting
- Other _____

External promotions:

- Email newsletter
- Display ads
- Events
- Paid social media (list platforms) _____ / _____ / _____
- Organic social media (list platforms) _____ / _____ / _____
- Sponsored emails
- Youtube/ video ads
- Other _____

What design elements will be needed?

- Digital ad imagery
- Paid social ad imagery
- Organic social imagery
- Email signature image
- Imagery for content pieces
- Other _____