

Plan Your Content

Define your goal, thesis, audience, and team before creating any content.

What is the goal of this content?

Select the primary reason you are investing in this employer branding asset.

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|--|--|
| ☐ Boost brand awareness | ☐ Improve tech reputation |
| ☐ Improve applicant traffic | ☐ Increase social following |
| ☐ Employee engagement | ☐ Other: _____ |

CONTENT THESIS

What is the thesis of this content?

Each asset should focus on one key message. Examples: showcase an innovative tech project; describe how the engineering team uses certain dev tools; highlight cross-team collaboration.

TARGET AUDIENCE

Who is the target audience?

Examples: engineering team leads, diverse hires, entry-level UX candidates, recent grads.

TEAM TO FEATURE

Which team will you feature in this content?

The chosen team should speak to your thesis, goal, and audience. Multiple teams can appear so long as the interviewee list is not too lengthy.

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|---|---|--------------------------------------|
| ☐ Engineering | ☐ Data / Analytics | ☐ QA |
| ☐ UX | ☐ Design | ☐ Product |
| ☐ Business Development | ☐ Marketing | ☐ People / HR |
| ☐ Other: _____ | | |

ADDITIONAL NOTES

