

3 Key Employer Branding Measures We Probably Overlook

SWIPE



Are We Truly Capturing Employer Branding's Essence?

Did you know that 75% of job seekers consider an employer's brand before applying for a job? Let's delve deeper into the metrics that matter beyond the surface.



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Missing the Long-Term Landscape

Short-term metrics offer quick insights, but what about sustained engagement? The profound connection between employees and the core essence of the employer brand is essential.



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The Power of Employee Advocacy

Candidates trust employees 3x more than the company itself for credible information about working there. Are your employees empowered to be brand advocates?



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The Enduring Reputation

Like a river etching its course, your employer brand's reputation shapes gradually.

Measuring stakeholder perception is key. Only 38% prioritize employer retention rate – is this enough?



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Leadership's Pivotal Role

Leaders are the orchestra conductors of your employer brand's symphony. Their actions cast shadows on how your company is perceived. Are you measuring their influence?



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Social Professional Networks - A Powerful Tool

68% of talent acquisition leaders believe social networks effectively spread employer brand awareness. Is your leadership team tapping into this potential?



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Towards a Holistic Approach

Short-term metrics offer glimpses, but isolating them leads to tunnel vision. Let's embrace a holistic approach that considers employee engagement, reputation, and leadership.



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Smart Employer Branding Leaders

Smart leaders listen to their employees, decipher leadership actions, and discern reputation elements. Are you among them?



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Embracing the Whole Picture

Employer branding is a timeless signature. Metrics should inform, not confine our understanding. Embrace employee engagement, reputation, and leadership for profound insights.



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Gauge your organization's stance with our assessment. Are you ready to strengthen your brand?

https://www.intraskope.com/assessments/employer_branding_readiness_assessment



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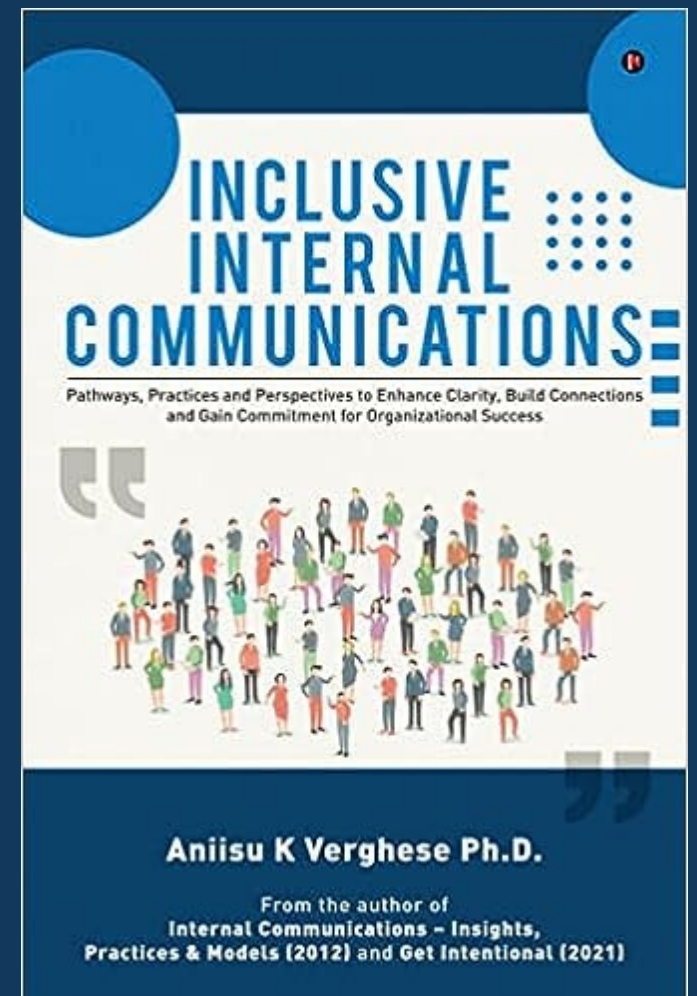
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Enhance Your Knowledge

Read my book – "Inclusive Internal Communications (2023)" for deeper insights.

<https://www.amazon.com/Inclusive-Internal-Communications-Perspectives-Organizational/dp/B0C3WFDT36>



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