

# THE STATS ON STORYTELLING

## EMPLOYER BRANDING IS ESSENTIAL

A STRONG EMPLOYER BRAND LEADS TO:



9 OUT OF 10

CANDIDATES WOULD APPLY TO A COMPANY THAT MAINTAINS AN EMPLOYER BRAND

50% MORE QUALIFIED APPLICANTS

43% DECREASE IN COST PER HIRE

28% REDUCTION IN TURNOVER

## STORIES YOU SHOULD TELL

### CULTURE



77% OF JOB SEEKERS CONSIDER CULTURE BEFORE APPLYING

### DIVERSITY



67% CONSIDER WORKPLACE DIVERSITY AN IMPORTANT FACTOR

### GROWTH

87% OF MILLENNIALS CONSIDER JOB DEVELOPMENT ESSENTIAL



### SUSTAINABILITY

67% CONSIDER YOUR SOCIAL AND ENVIRONMENTAL COMMITMENTS



### COMMUNITY

71% SEEK COMPANIES THAT SUPPORT GIVING AND VOLUNTEERING



## VIDEO BRINGS IT TO LIFE

VIDEO GETS 1200% MORE SOCIAL SHARES THAN TEXT AND IMAGE

JOB POSTS WITH VIDEO GET 36% MORE APPLICATIONS



### PEOPLE SPEND

2.6x

LONGER ON PAGES WITH VIDEO



USING 'VIDEO' IN SUBJECT LINES INCREASES CLICK-THROUGH BY 65%

## EMPLOYEES ARE THE BEST STORYTELLERS

CANDIDATES TRUST EMPLOYEES 3x MORE THAN EMPLOYERS

65% OF CANDIDATES WOULD CONSIDER A JOB FROM A PERSONAL CONNECTION



50% OF EMPLOYEES POST ABOUT THEIR COMPANY

MESSAGES GO 561% FURTHER WHEN SHARED BY EMPLOYEES VS. COMPANIES

EMPLOYEES HAVE 10x MORE CONNECTIONS THAN COMPANIES HAVE FOLLOWERS

## 5 WAYS EMPLOYEES CAN HELP TELL YOUR STORY

1. VIDEO

2. TESTIMONIALS

3. EMPLOYEE PHOTOS

4. CAREER BLOGS

5. EMPLOYEE-GENERATED CONTENT

Need help in telling your story? NAS is an expert in employment branding, career sites and recruitment marketing. [Get in touch today.](#)