# STORYTELLING

**EMPLOYER** BRANDING IS ESSENTIAL

> A STRONG EMPLOYER **BRAND LEADS TO:**

**久华久华**久

AN EMPLOYER BRAND

50% MORE QUALIFIED APPLICANTS

43%
DECREASE IN
COST PER HIRE

REDUCTION IN TURNOVER

## STORIES YOU SHOULD TEL





**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 GETS 1200% MORE SOCIAL SHARES THAN TEXT AND IMAGE

**JOB POSTS WITH VIDEO GET 36% MORE APPLICATIONS** 











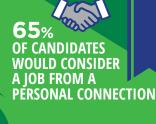


LONGER ON PAGES WITH VIDEO



RUST EMPLOYERS **MORE THAN EMPLOYERS** 

**EMPLOYEES** ARE THE BES STORY'



**50**% OF EMPLOYEES POST ABOUT THEIR COMPANY



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

**EMPLOYEES HAVE** 

**MORE CONNECTIONS THAN** COMPANIES HAVE FOLLOWERS

WAYS

**EMPLOYEES** 

1. VIDEO

2. TESTIMONIALS

EMPLOYEE-GENERATED 3. EMPLOYEE PHOTOS 4. CAREER BLOGS CONTEN<sup>1</sup>

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

RECRUITMENT INNOVATION