THE STATS ON STORYTELLING

EMPLOYER BRANDING IS ESSENTIAL

A strong employer brand leads to:

- 50% more qualified applicants
- 43% lower cost per hire
- 28% reduction in turnover

STORIES YOU SHOULD TELL

77% of job seekers consider culture before applying

67% consider workplace diversity an important factor

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

People spend 2.6x longer on pages with video

Employees are the best storytellers

Video gets 1200% more social shares than text and image

Using "video" in subject lines increases click-through by 65%

Jobs with videos get 36% more applications

5 Ways employees can help tell your story

Employees have 10x more connections than companies have followers

Using "video" in subject lines increases click-through by 65%

Messages go 561% further when shared by employees vs. companies

Sources: America's Charities Donor Research, Firefish Software, Gallup, Glassdoor, LinkedIn, Monster, MSL Group, Office Vibe, Rally Recruitment Marketing, Undercover Recruiter, Weber Shandwick, Workable

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