

# Employer Branding Canvas

COMPANY:

CREATOR(S):

DATE:

<p><b>Who are you? (identity)</b></p> <p>What makes your company special?</p> <p><b>CATEGORIES:</b></p> <ul style="list-style-type: none"> <li>People</li> <li>Office</li> <li>Atmosphere</li> <li>Ideologies you support</li> <li>Company culture</li> <li>History</li> <li>Story</li> <li>Future Vision</li> </ul>	<p><b>What is it that you do? (offering)</b></p> <p>Description about the job and your products/services. Why should a future employee appreciate this job?</p>	<p><b>Employee benefits (key factors)</b></p> <p>What benefits do you offer to employees?</p> <p><b>ASPECTS:</b></p> <ul style="list-style-type: none"> <li>Functional</li> <li>Emotional</li> <li>Self-expressional</li> <li>Social</li> </ul>	<p><b>Why are you the best employer? (positioning)</b></p> <p>What other companies are trying to reach the same candidates as you are? How do you differ from them?</p>	<p><b>How your future employees will find out about you? (communications)</b></p> <p><b>PLACE:</b></p> <p>What mediums are future employees using? What is the right social media and is there some communities you should take part in?</p> <p><b>MESSAGE:</b></p> <p>What kind of marketing message speaks to your target group?</p> <p><b>EMPLOYEE ADVOCACY:</b></p> <p>Current employees are the best asset in communicating the employer brand. Does some of the employees have a strong social media presence already or should you educate them to use social media more?</p>
	<p><b>What makes the company credible? (reason to believe)</b></p> <p>Why should a future employee believe that you are good at what you are doing?</p> <p><b>CATEGORIES:</b></p> <ul style="list-style-type: none"> <li>Successful projects</li> <li>Awards</li> <li>Know-how and awards of the current employees</li> <li>Leisure events, if related to employer brand</li> <li>Charity projects</li> <li>Publications</li> </ul>		<p><b>Who do you want to know of your company? (future employees)</b></p> <p>To whom are you building the employer brand? Are there several different groups?</p>	
<p><b>What do you need to success? (investments)</b></p> <p>What are the building blocks of your employer brand?</p> <p><b>STAKEHOLDERS:</b></p> <ul style="list-style-type: none"> <li>Marketing and communication departments</li> <li>Decision-maker</li> <li>Employer advocate</li> <li>Media</li> </ul> <p><b>ASIAT:</b></p> <ul style="list-style-type: none"> <li>Time</li> <li>Education</li> <li>Materials</li> </ul>			<p><b>What are the results? (targets)</b></p> <p>What kind of results you are seeking? How to measure your success?</p> <p><b>RESULTS:</b></p> <ul style="list-style-type: none"> <li>Visibility, awareness</li> <li>Differentiation</li> <li>Successful recruitments</li> <li>Internal knowledge of the employer brand</li> </ul> <p><b>MEASURING:</b></p> <ul style="list-style-type: none"> <li>Employee surveys</li> <li>Social media figures</li> </ul>	

