



## 10 new ideas to strengthen your employer brand.

- 1.** **Use a branded hashtag** that represents your employer brand, such as #InsideJoeDoeAgency. Encourage employees to do the same.
- 2.** **Give out agency swag** — employees wearing shirts, caps and sweatshirts with your agency logo in the community gives you more visibility.
- 3.** **Share original photos and videos of office life** at the agency on LinkedIn, Facebook, Glassdoor, Twitter and Instagram.
- 4.** **Hold a lunch-and-learn** to help employees update their personal LinkedIn profiles. Show them how to link to your company page and share key words they can use in their summaries that reflect your brand.
- 5.** **Leverage employees' networks** — create a referral program to build a pipeline of new candidates.

6. **Share employee content** that they've tagged with your employer brand hashtag on your agency accounts.
7. **Enhance your job descriptions** with links, videos, photos and team pictures.
8. **Offer to talk at college campuses** near you about insurance industry career possibilities.
9. **Feature employee stories** on your website and on social media.
10. **Set up your company profile on Glassdoor** with cover image, office photos. Be sure to regularly post company news to the profile and monitor reviews.

#### Recruiting on Glassdoor

(it's free to sign up!)

1. Fill out the job description template
2. Complete the company profile so candidates know what you do and what you stand for.
3. Monitor reviews

#### What to Add on your Account:

- Jobs
- Company description & mission statement
- Basic company details
- Logo
- Employer verified benefits photos & awards
- Company updates



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