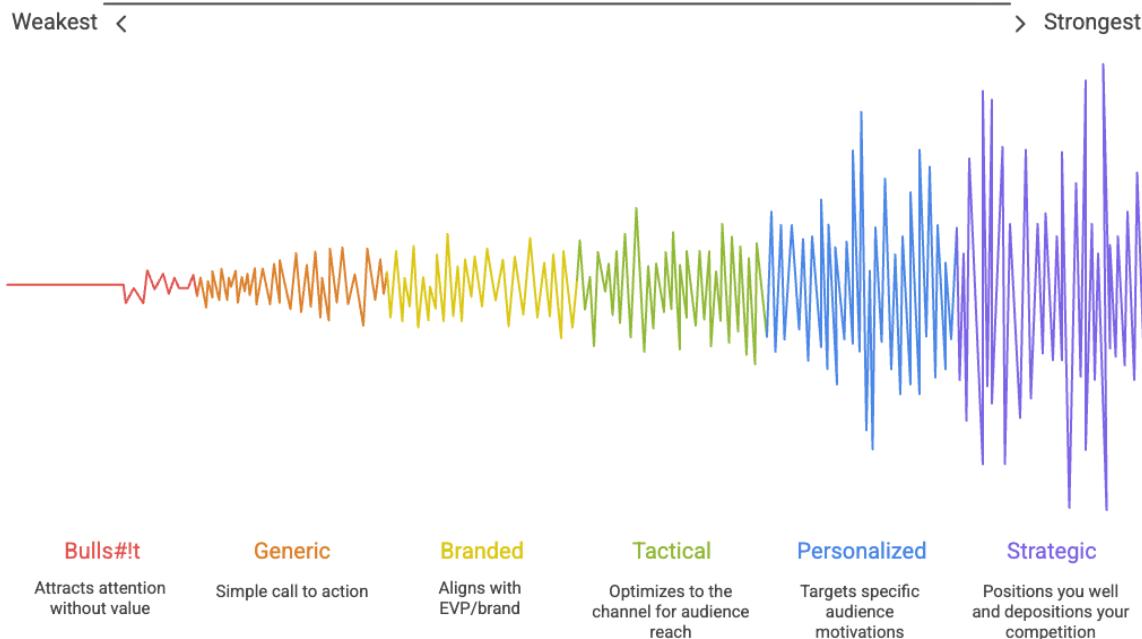


Hierarchy of Recruiting Content

Building recruiting content? Here's a guide to help you see if that content is actually going to be useful, in descending order of potential value to you and your recruiting efforts.

| Stage | Description | Choosability Impact |
|---------------------------------|--|---|
| ONE: Strongest Strategic | Content that could not be written by other companies, and aligns to the larger core brand, ensuring each post has its own intrinsic value and builds the brand over time | This is content that not only supports your brand, it deposition other options. It doesn't show that you are better than others, it underlines your difference, making you an "only" instead of "one of many." This is content that increases perceived value among target audiences |
| TWO Personalized | Content that is targeted to a specific audience and what they are motivated by and ignoring non-targeted audiences | Having a specific audience in mind means more than using proper buzzwords, it means understanding that audience's needs and speaking to them, showing how those needs can be met by ideas within the employer brand. |
| THREE Tactical | Content designed to optimize the audience within that channel. It uses the language of the channel, hooks and tricks to engage the widest audience | Memes, trend-jacking, using the channel vernacular, optimizing publish times, these are indications that your content is more focused on the channel than the larger strategy. It will increase impressions, but will people apply because you posted something kinda funny at exactly 8:18am? |
| FOUR Branded | Content that aligns so the EVP/brand | There is value in posting content that aligns to the brand. Over time it makes the brand promise more clear, though it falls short of being memorable or credible |
| FIVE Generic | Content that could be written by anyone for anyone to move a simple call to action | These are posts like "we're hiring" or "join us!" Their only value is that they have a clear call to action, despite not targeting a specific audience or giving a compelling reason to take action |
| SIX: Weakest Bulls#!t | Content that is talking about things purely because they are attractive without inherent value. Often characterized as posts about Taylor Swift and pictures of puppies | This is content that social media hacks post when they have no idea what else to talk about because it gets eyeballs and clicks, regardless of the fact that these clicks don't result in hirable candidates or recruiting leads. Common when supporting too many social accounts without proper strategic guidance |

Content strength ranges from strategic to valueless.



Great (effective, valuable, useful) content isn't about great writing.

It's about having a clear strategy:

How are you different and what are you willing to do differently?

Nail your strategy down and all your content gets better (even if you let a bot write it).

If you want help building your brand and nailing down that strategy, here's a list of 21 companies building employer brands in the US in a side-by-side, apples-to-apples format so you can pick the perfect partner, regardless of company size, stage, industry or need. Companies like:

| | | |
|---------------------|----------------------|------------------------|
| Ad Strategies | exaqueo, LLC | Parsons Strategic |
| Appcast | GBS Worldwide | Consulting, Inc. |
| Blu Ivy | Havas People | Pink Squid |
| BNO | HireClix | Powerhouse Talent Inc. |
| Brandemix | Hope Leigh Marketing | Recruitics |
| CATO Creative | Group | Shaker Recruitment |
| Employer Brand Labs | NAS Recruitment | Marketing |
| Employera | Innovation | Splice |
| | | ThirtyThree |

It's free: EVPBuyersGuide.com