



# Strengthen Your Employer Brand

10 WAYS RECOGNITION CAN HELP

workhuman\*

# Let your culture shine.

Recognition and reward are powerful ways to keep your employees on board, engaged, and motivated. But did you know recognition is also a powerful way to attract and win new hires?

Even if you're not trying, your recognition activity will positively impact your employer brand. But the benefits don't stop with engagement surveys or Glassdoor reviews. When you implement strategies to actively promote your program to prospective candidates during recruiting and onboarding, you should soon see the measurable positive results on metrics like resume submissions, offers accepted, and even new hire churn.

We encourage organizations to try all the techniques below to demonstrate your culture to new candidates and new hires.

## ONE

### Promote recognition as a benefit on your careers page.

You've made an investment in recognition. Don't hide it! Promoting recognition prominently on your careers page will help prospective employees understand how you live your company values and really "walk the walk" of creating an employee-focused culture.

## TWO

### Add your recognition program as a benefit in job descriptions.

Careers pages are great when candidates come to you, but you can also lead with your recognition culture by including it in your job description company boilerplate when you place ads and listings. Highlighting a recognition program can be a real differentiator to potential hires who are paging through boring ad after boring ad.

## THREE

### Add recognition to your Glassdoor and LinkedIn company profiles.

Did you know you can add custom content and brand information to your Glassdoor and LinkedIn company profiles? It's a miss not to use these highly trafficked sites to also show people how your company practices employee recognition. At Workhuman<sup>®</sup>,<sup>1</sup> we've spent time showcasing our culture on these sites so candidates can immediately see what matters to us.

## FOUR

### Share your recognition program as part of the interview process.

Interviews are a time to put your best foot forward and get top talent excited about joining your team. Even if a candidate doesn't land an offer, there is a benefit to having someone spreading the word about how great your benefits are. Take the time to walk prospective employees through perks like recognition that make you truly special.



#### FIVE

### Add recognition onboarding to your welcome packet.

According to ERE.com,<sup>2</sup> 50% of new hires fail to live up to expectations, resulting in voluntary or involuntary turnover. One way to mitigate this kind of churn is to acclimate new employees to your climate right away. Train new employees on your recognition program right away and make sure their login is ready on day one so they can immediately begin giving and receiving recognition.

#### SIX

### Give a welcome award to show employees how to practice values.

Offering a new employee recognition early in their tenure is a great way to teach them what your culture is all about. An award that says, "Welcome aboard – you're doing a great job so far!" can be a real shot of confidence to a new hire and inspire them to begin recognizing others.

#### SEVEN

### Promote your recognition program on social media.

Employer brand is about more than direct recruitment. It's also about letting prospective hires, customers, and the public understand what your company stands for. People who understand and admire your employer brand are more likely to want to work there. In fact, according to LinkedIn, 66% of people who recently changed jobs are aware of the

company by the first time they hear about a job.<sup>3</sup> One way to make them aware of you and looking for your job openings is to share your recognition journey via social media.

#### EIGHT

### Share your company recognition journey with the world.

According to WorldatWork's most recent recognition survey,<sup>4</sup> only 16% of companies have a formal recognition program. That means every time a candidate looks at an ad, there is only about a 2 in 10 chance the company has a recognition program anywhere near as good as yours. That's something you can share to strengthen your employer brand. Encourage your public relations team to promote your social recognition story through feature articles or videos and you might end up winning an award. Stories are another powerful way to make an impression, so be sure to share stories about the impact of recognition on your employees, like Cisco.<sup>5</sup>

#### NINE

### Lead with recognition as you apply for workplace awards.

Most workplace awards now include some portion about employee recognition and reward. In fact, a great social recognition program can become a cornerstone for your best workplace award applications. First Tech Federal Credit Union<sup>6</sup> is an example of a company that includes recognition on its applications, allocating its program a prominent position as a top benefit.

TEN

## Create happy brand ambassadors through recognition.

One of the strongest things you can do for your social recognition program to power your brand is simply to invest in it and encourage its use. The more employees who regularly use recognition and reward, the happier, more engaged employees you will have. That means more referrals that lead with recognition, higher eNPS (employee net promoter scores) on your surveys, and the better industry buzz you'll receive.

Social recognition is a powerful benefit. Employees who leave a company that has it are liable to think back wistfully, and those who stick with you are liable to share stories about the recognition they've received and the things they've done with their rewards. It's a powerful investment in your culture and your employer brand, so don't keep your recognition program a secret.

Want more pointers about how leveraging social recognition can boost your culture and employer brand?

### Sources

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