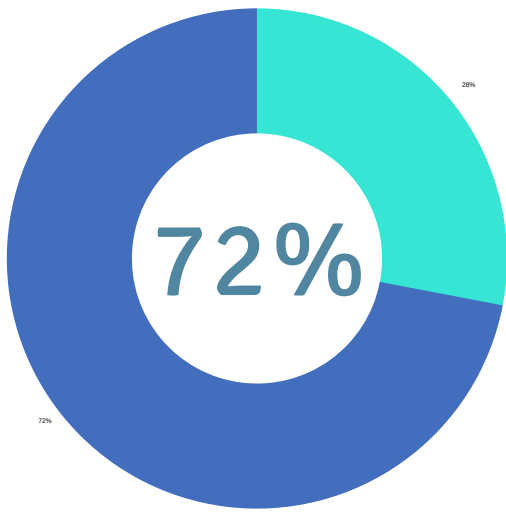
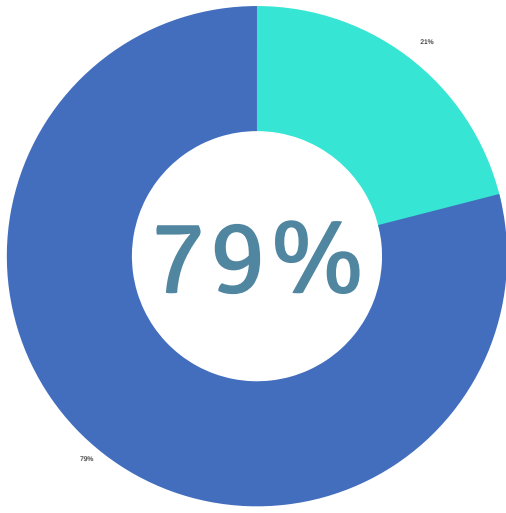


SOCIAL MEDIA EMPLOYER BRANDING

WHY IT IS IMPORTANT

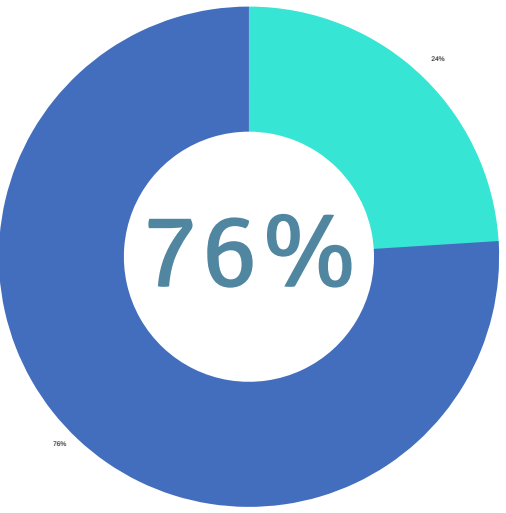


OF EMPLOYEES OF SOCIALLY ENCOURAGING EMPLOYERS ARE MORE LIKELY TO HELP BOOST SALES (Weber Shandwick, 2014)



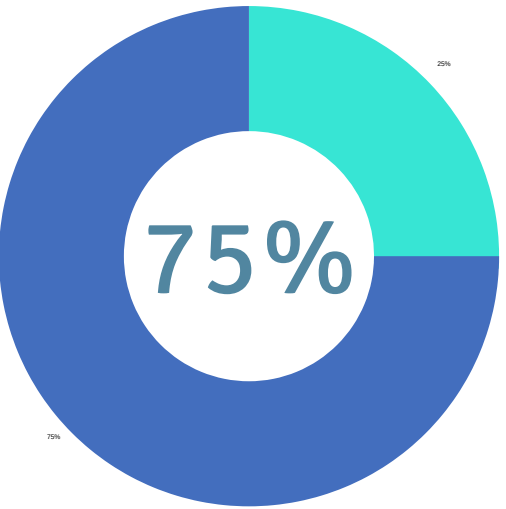
OF JOB SEEKERS USE SOCIAL MEDIA IN THEIR JOB SEARCH

(Society for Research Management, 2016)



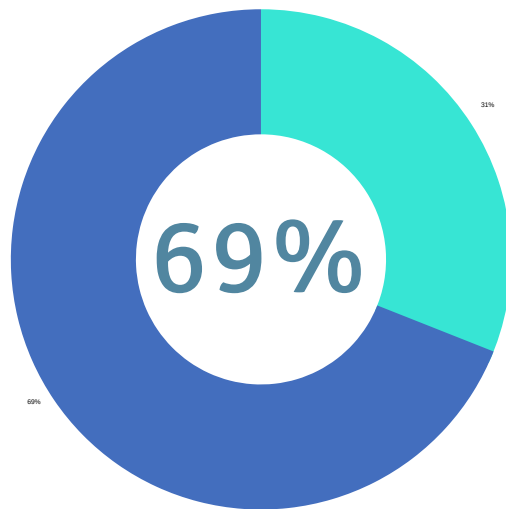
OF CANDIDATES WANT TO KNOW WHAT THEIR DAY TO DAY WILL BE LIKE

(CareerBuilder, 2016)



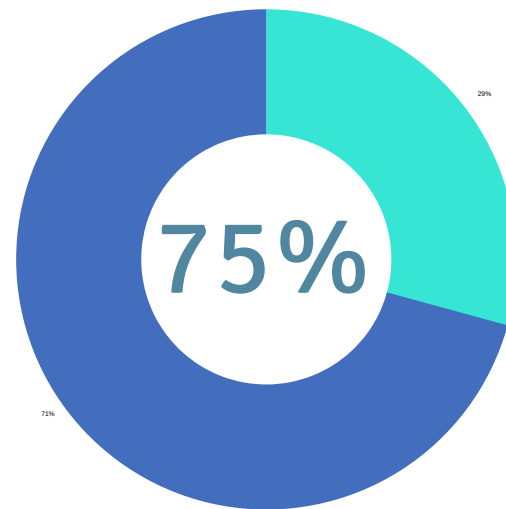
OF JOB SEEKERS CONSIDER AN EMPLOYER'S BRAND BEFORE APPLYING

(LinkedIn, 2015)



ARE LIKELY TO APPLY TO A JOB IF THE EMPLOYER ACTIVELY MANAGES ITS EMPLOYER BRAND

(Glassdoor, 2016)



OF MILLENNIALS LOOK FOR PEOPLE AND CULTURE FIT WITH EMPLOYERS

(Collegefeed, 2014)

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