

CHECKLIST

EMPLOYER BRANDING

MAKEOVER

Follow this daily action plan to revamp your employer brand in just 30 days ; no fluff, just fast, high-impact steps.

1 Done : ☐ Conduct an audit of your career site	2 Done : ☐ Audit employer review platforms	3 Done : ☐ Audit social media & job descriptions	4 Done : ☐ Interview a diverse group of employees	5 Done : ☐ Identify compelling points & insights
6 Done : ☐ Define 2-3 core messaging pillars	7 Done : ☐ Draft your EVP	8 Done : ☐ Draft tone-of-voice guidelines	9 Done : ☐ Rewrite your 'About Us' using EVP	10 Done : ☐ Update social bios & email footers
11 Done : ☐ Rewrite 1-2 priority job descriptions	12 Done : ☐ Create templates for future JDs	13 Done : ☐ Build "testimonial" template	14 Done : ☐ Collect 2-3 real employee stories	15 Done : ☐ Update your career site (EVP, images...)
16 Done : ☐ Optimize the application journey	17 Done : ☐ Publish one new employee story	18 Done : ☐ Launch series on social media	19 Done : ☐ Post behind-the-scenes content	20 Done : ☐ Share 1-2 company values
21 Done : ☐ Kick off employee advocacy challenge	22 Done : ☐ Set up basic metrics tracking	23 Done : ☐ Compare KPIs from before the revamp	24 Done : ☐ Track social media performance	25 Done : ☐ Review quality-of-hire indicators
26 Done : ☐ Ask hires about candidate journey	27 Done : ☐ Update content based on feedback	28 Done : ☐ Finalize a 3-month content calendar	29 Done : ☐ Outline your next campaign	30 Done : ☐ Share a "before & after" internally