Why Employee-Generated Content in 2023?

In these cynical times Employee-Generated Content is 300% more trusted than centralized content

Great Resignation

Hybrid Work

Layoffs



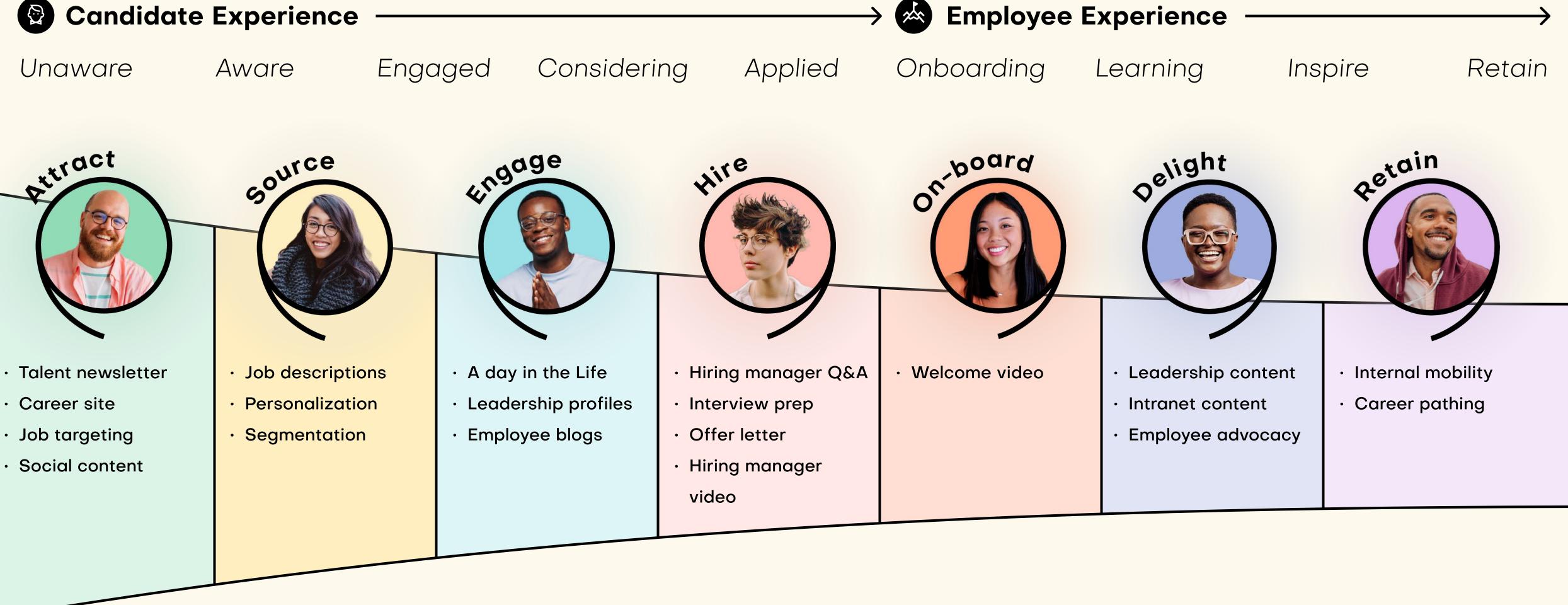
Work From Home

Millennials

Quiet Quitting

for you in a world where purpose matters more than anything

EGC can now target your end-to-end talent funnel



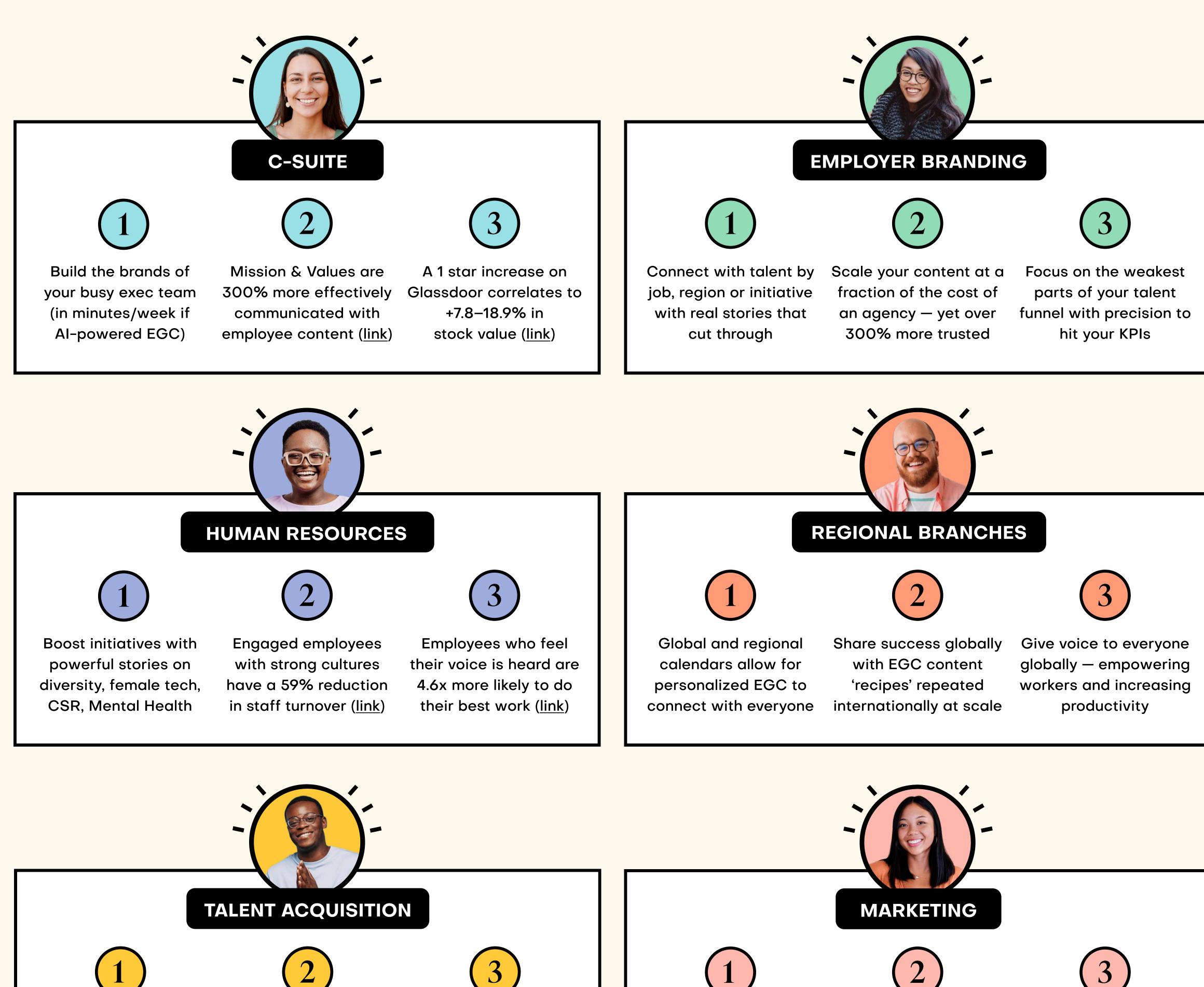
Metric: KPIs EGC can impact:

Influencing dozens of business-critical KPIs



~ here are 3 top EGC benefits by stakeholder ~

Benefiting everyone in the business





Build a funnel of

engaged, top talent

right for the role, not

just blast and hope

Distribute content

across key talent

touchpoints from

careers sites to people

Arm recruiters with

effective content from

like-minded peers in

similar roles

Journey to Managing

HelloFresh in 5 Years

Director, Italy: How Stefano

Advanced His Career with

employees On average, an employee advocacy program involving 1,000 active participants can generate \$1,900,000 in earned media value (link)

Rivaling paid ads — for less cost

and risk: with \$1.9m in Earned

Media Value possible per 1k

Reach cynical markets

impervious to

packaged messaging

with authenticity

Employee advocates

can earn \$1.9k each in

earned media -

rivaling paid ads (<u>link</u>)

Discover your top

internal employee stars

& influencers with AI-

assisted EGC

Susan Bishop Sarah Dickson **Chief Technology Officer Head of Software Engineering** The best tech company for Every day I thank the career-gods for this job, and for my team! females I have ever worked for.



1()X employees have 10x more followers than corporate accounts

Cisco

reduction in staff

turnover if you have a

highly engaged team

<u>Forbes</u>

likely to apply without trusted online presence <u>Indeed</u>

of job seekers are less

60%

of recruiters believe

culture fit is of the

highest importance

Jobvite

more likely to retain top talent with an employee advocacy program LinkedIn

20%

of HR professionals say recruitment is becoming more like marketing

Glassdoor

4()%

of all new successful

hires are from

Employee referrals

<u>Jobvite</u>

reduction in employee

turnover by investing in

employer brand

Office Vibe



In 2023 unleash the power of your employees stories at scale



Storytelling for Enterprise:

Let's talk employee storytelling