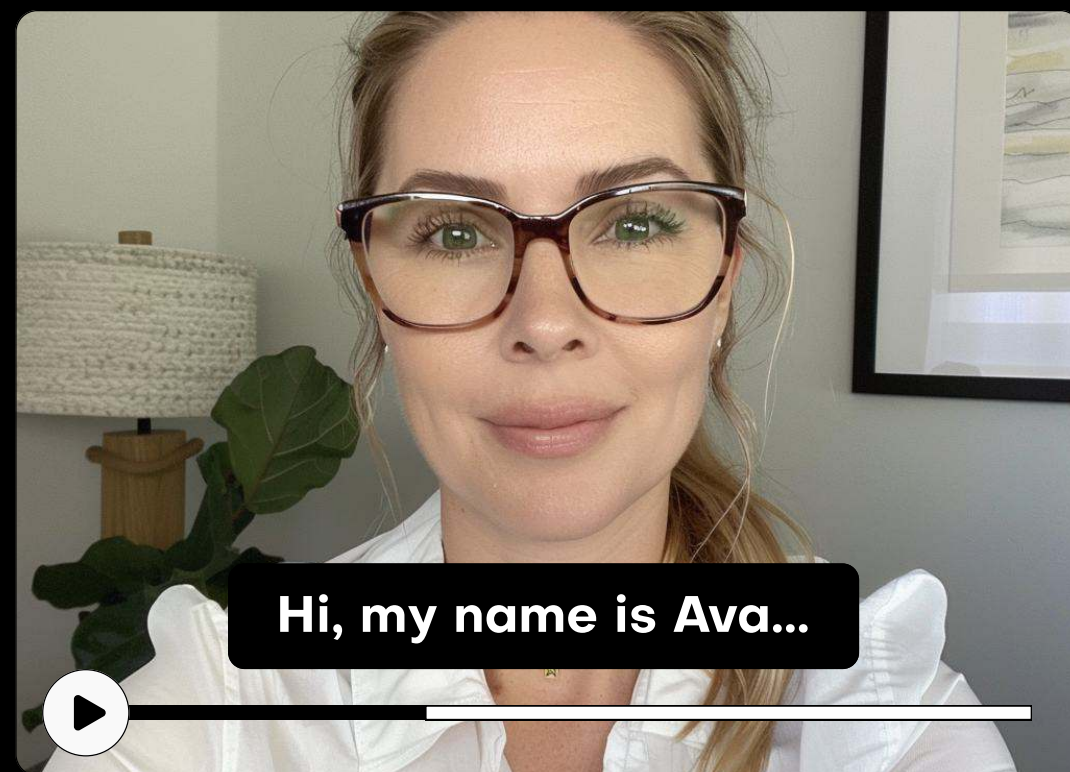


The 5 Week EGC Playbook

Employee activation problems? Maybe not! Even a **single** employee response can fuel a powerful month of Employer Branding content.

Pin this EGC playbook to your wall, and simply rinse & repeat! ♻️



To have enough EGC: you need as little as 1 employee, answering just 5 video questions!

Pro Tip: The Martec's leading employee engagement client found **70%** of their staff responses are written (staff prefer writing)!

WEEK 1:

BLOG

Turn video transcripts into blogs with The Martec's AI.

1. [Graduate Example](#)
2. [Technical Insights](#)
3. [Thought Leadership](#)
4. [Perks & Benefits](#)
5. [Calendar Day](#)
6. [DE&I – Accessibility](#)

LONG VIDEO

Edit videos via The Martec's Canva integration.

1. [DE&I Example](#)
2. [Initiative Example](#)
3. [Meet The Team](#)
4. [Early Careers](#)
5. [Perks & Benefits](#)
6. [Regional Leader](#)

SHORT VIDEO

Snappy, captioned videos via The Martec grab attention.

1. [DE&I Example](#)
2. [Key Date Example](#)
3. [Behind The Scenes](#)
4. [Women In STEM](#)
5. [Day in the Life](#)

WEEK 2:

LINKEDIN

Push, then track content performance via Martec.

1. [Women Mentor](#)
2. [Culture – Blog & Video](#)
3. [Initiative – Blog & Video](#)
4. [Key Date](#)
5. [Early Careers](#)

YOUTUBE

Auto-transcribe from The Martec, for Youtube SEO.

1. [Culture Example](#)
2. [Early Careers](#)
3. [Day In The Life Short](#)

MINISITE

Quick segmented landing pages via The Martec.

1. [Diversity – Women](#)
2. [Diversity – Regional](#)
3. [Veteran's](#)
4. [Technical](#)

TEAM THREADS

Recognize employees on Slack or Microsoft Teams.

INTRANET

Link from your intranet to The Martec's minisites.

WEEK 3:

STAR ADVOCATES

Prompt participating staff to share via The Martec.

1. [Candidate Advice](#)
2. [AI Gen Engineering](#)
3. [Career Story Blog](#)
4. [Leadership Quotes](#)

RECRUITERS

Feed content to overcome objections via The Martec.

1. [Job Description Video](#)
2. [Team Inside Look Video](#)

INSTAGRAM

Collect both photos and videos with The Martec.

1. [Graduate Culture](#)
2. [Career Story – Developer](#)
3. [DE&I – Indigenous](#)
4. [Technical Insights](#)
5. [Leadership Insights](#)
6. [Early Careers](#)

TIKTOK

Produce fresh content via The Martec's social trend AI.

1. [Culture Example](#)
2. [Day In The Life](#)

JOB DESCRIPTION

Generate JD's with relevant EGC included via Martec.

PAID MEDIA

EGC is 24x more trusted than corporate content.

WEEK 4:

LINKEDIN ADVOCATES

Identify top advocates & prompt them with AI copy via The Martec.

1. [Job Description Video](#)
2. [Team Inside Look Video](#)

OTHER ADVOCATES

When onboarding advocates via The Martec, tag Instagram & TikTok users for later prompting.

QUOTE CARDS

Branded templates for LinkedIn and Instagram via The Martec.

1. [Early Careers](#)
2. [DE&I Video](#)
3. [Career Story](#)
4. [Calendar Day](#)

CAREER SITE

Add EGC content to your pages.

1. [Career Blogs](#)
2. [Meaningful Work](#)
3. [Inside Look Into Culture](#)

SPOTIFY ADVERTS

For 2.2x brand awareness.

EMAIL NEWSLETTER

Segmented EGC to nurture pools.

CAREER & JD WIDGET

EGC content shown via widgets.

1. [Transportation](#)
2. [Technology And Services](#)

WEEK 5:

COMPANY PODCAST

Edit audio soundbites via The Martec's Canva integration.

REPURPOSED BLOG

The Martec's 'content repurposing' engine mixes staff responses – for new articles, angles & mediums!

1. [Calendar Day](#)
2. [Technical Insights](#)



GLASSDOOR

Add EGC to your company profile.

1. [Information Technology](#)
2. [Telecommunications](#)

ALL HANDS UPDATES

Share EGC with leadership for culture, retention and recognition.

LOCALIZE

Translate into 75+ languages with The Martec for global enablement.

1. [German Written](#)
2. [Japanese Video](#)
3. [French Mixed & French Written](#)

MANAGER FEEDBACK

For recognition & further activation.

CANDIDATE EXP.

Drip EGC from offer to onboarding.