

# Storytelling 101



## A good hiring story will:

- Promote what makes your company unique
- Inspire and motivate potential hires
- Engage potential hires and encourage them to learn more about you
- Show, not tell
- Deliver relatable, memorable content

## Creating your story

Ask yourself and your team these questions as you go through the steps of creating your story.

### Step 1: Understand your audience.

- What concepts will relate to and attract potential hires?

### Step 2: Define your story and its purpose.

- What is your company's unique story?
- What is important for potential hires to know about your company?
- How do you want potential hires to feel after interacting with the story?

### Step 3: Choose your story medium.

- How are you going to tell your company's story?
- Where will you tell it?

### Step 4: Outline your story

- Who are the main characters?
- Where does the story take place?
- How are you starting the story?
- What is the call-to-action at the end of your story?

*TIP: Gain inspiration for your storytelling by looking at other companies' hiring content.*

## Telling your story

Compelling written content, graphics, video and photography are essential to storytelling.

### Types of stories to tell:

- **Employee successes** – Shows potential hires how they can be successful at your company too!
  - Share employees receiving certifications, reaching accomplishments, getting promotions or hitting milestones like hiring anniversaries.
- **Employee interactions** – Shows your company culture.
  - Share company outings and retreats, holidays at the office, day in the life content, etc.
- **Case studies showing employee impact** – Shows how the work your company does is valuable.
- **Testimonials** – Shows how your employees feel about your company.

### Ways to tell your story

- **Organic online content** - Great for getting the word out about your company, building your audience, making connections, sharing company updates, etc.
  - Includes all social media platforms, website content, YouTube, etc.
- **Paid online content** - Great for more targeted campaigns when looking to reach candidates for specific jobs with a specific call-to-action.
  - Includes Google Search, Facebook, Instagram, LinkedIn, job posting sites, YouTube, etc.
- **Traditional media** - Great for reaching a wider audience in non-online spaces.
  - Includes billboards, print ads, compelling job descriptions, etc.

# Storytelling 101 (continued)



## Sharing your story.

*TIP: Create hiring personas. They are essential in understanding where your audience spends its time and will help you choose which platforms will be most effective in your hiring campaigns.*

### Your website

- Home page, about page, hiring landing page, blog (if applicable)

### Facebook and Instagram

- <60 second videos and photos with captions
- 15-30 second Reels

### X (formerly known as Twitter)

- Photos with brief captions
- Videos around 20 seconds

### YouTube

- Longer video content

### TikTok

- 10-20 second videos

### LinkedIn

- Videos around 30 seconds and photos with captions
  - You can also find hires on LinkedIn through their Jobs tab by using your compelling job descriptions to reel in applicants.

### Job websites

- Compelling job descriptions that get people to "see" themselves in a job