

HR Brand Identity & Employer Branding Checklist 2026

Employer Value Proposition (EVP) Definition

Defining the unique set of benefits, rewards, and values that an organization offers to its employees in exchange for their skills and commitment.

Core EVP Statement

Write something...

Key Employee Benefits & Perks

Write something...

Target Audience Segments

- ☐ Entry-Level Talent
- ☐ Mid-Level Professionals
- ☐ Executive Leadership
- ☐ Technical/Specialized Talent
- ☐ Remote/Gig Workers

Competitor EVP Benchmarking Report

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EVP Review Frequency

- ☐ Quarterly
- ☐ Bi-Annually
- ☐ Annually

Visual Identity & Brand Alignment

Ensuring all recruitment marketing materials, social media graphics, and job advertisements align with the corporate brand guidelines and visual assets.

Brand Assets Verified

- ☐ Company Logo (High Resolution)
- ☐ Standardized Typography/Fonts
- ☐ Official Brand Color Palette (HEX/RGB)
- ☐ Employee Imagery & Photography Library
- ☐ Email Signature Templates
- ☐ Social Media Header Templates

Brand Alignment Status

- ☐ Fully Aligned
- ☐ Partial Alignment (Requires Update)
- ☐ Non-Compliant

Discrepancy Notes

Write something...

Updated Brand Style Guide

 Upload File

Last Visual Audit Date

Enter date...

Digital Presence & Career Page Audit

Reviewing the company website, LinkedIn Life pages, and Glassdoor profiles to ensure a consistent, professional, and engaging candidate experience.

Career Page URL

Write something...

Platforms Audited

- ☐ Company Website/Career Page
- ☐ LinkedIn Company Page
- ☐ Glassdoor Profile
- ☐ Indeed Company Profile
- ☐ Instagram/Facebook/TikTok

Visual Consistency Observations

Write something...

Mobile Responsiveness Status

- ☐ Fully Optimized
- ☐ Needs Improvement
- ☐ Broken/Not Functional

Last Audit Date

Enter date...

Screenshots of Brand Discrepancies

 Upload File

Candidate Attraction & Content Strategy

Developing a content calendar for employee stories, company culture videos, and blog posts to attract passive talent through storytelling.

Primary Target Candidate Persona

Write something...

Core Content Themes

Write something...

Target Distribution Channels

- ☐ LinkedIn
- ☐ Instagram/Facebook
- ☐ Company Career Blog
- ☐ Niche Industry Job Boards
- ☐ Email Newsletters
- ☐ Employee Advocacy Networks

Campaign Launch Date

Enter date...

Content Asset Repository

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Targeted Monthly Reach Goal

Enter a number...

Employee Advocacy Program Setup

Implementing tools and training to empower current employees to share their positive workplace experiences on professional networks and social media.

Target Advocacy Channels

- ☐ LinkedIn
- ☐ Twitter/X
- ☐ Instagram
- ☐ Facebook
- ☐ Internal Slack/Teams

Internal Program Name

Write something...

Employee Incentive Structure Description

Write something...

Program Launch Date

- ☐ Q1 2026
- ☐ Q2 2026
- ☐ Q3 2026
- ☐ Q4 2026

Brand Guidelines for Advocates

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Target Number of Initial Employee Ambassadors

Enter a number...

Candidate Experience Journey Mapping

Auditing every touchpoint from the initial job application to the first day of onboarding to ensure the brand promise matches the reality.

Candidate Application Stage

- ☐ Sourcing/Discovery
- ☐ Application Submission
- ☐ Screening/Interviewing
- ☐ Offer Stage
- ☐ Onboarding

Candidate Touchpoint Name

Write something...

Experience Description

Write something...

Identified Friction Points

- ☐ Slow Response Time
- ☐ Unclear Job Requirements
- ☐ Complex Application Form
- ☐ Lack of Communication
- ☐ Technical Issues

Audit Completion Date

Enter date...

HR Brand Manager Approval

Social Media & Recruitment Marketing Audit

Evaluating the effectiveness of active recruitment campaigns on platforms like LinkedIn, Instagram, and niche industry job boards.

Primary Recruitment Platform

- ☐ LinkedIn
- ☐ Instagram
- ☐ Facebook
- ☐ X (Twitter)
- ☐ TikTok
- ☐ Other

Audited Brand Assets

- ☐ Sponsored Job Posts
- ☐ Employee Spotlight Videos
- ☐ Company Culture Infographics
- ☐ Paid Social Media Ads
- ☐ Career Blog Posts

Total Ad Spend for Period

Enter a number...

Key Findings/Observation Notes

Write something...

Audit Completion Date

Enter date...

Upload Performance Report (PDF/CSV)

 Upload File

Employer Brand Reputation Monitoring

Establishing processes for monitoring and responding to employee reviews, Glassdoor ratings, and online mentions of the company culture.

Review Period Date

Enter date...

Monitored Review Platforms

- ☐ Glassdoor
- ☐ Indeed
- ☐ LinkedIn
- ☐ Google Reviews
- ☐ Internal Employee Surveys

Summary of Negative Feedback Trends

Write something...

Key Sentiment Score (NPS/eNPS)

Write something...

Monthly Sentiment Report Screenshot

 Upload File

Overall Reputation Status

- ☐ Positive
- ☐ Neutral
- ☐ At Risk
- ☐ Critical/Crisis

Internal Brand Integration

Ensuring that the internal culture and employee experience (EX) reflect the external employer brand to prevent 'brand promise' gaps.

Internal Communication Channels Used

- ☐ Company Newsletter
- ☐ Slack/Microsoft Teams
- ☐ Company Intranet
- ☐ All-Hands Meetings
- ☐ Email Announcements

Core Values Alignment Audit

Write something...

Discrepancy Analysis

Write something...

Last Culture Alignment Review Date

Enter date...

Internal Brand Guidelines Document

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Employee Sentiment Score (Current)

- ☐ Very Positive
- ☐ Positive
- ☐ Neutral
- ☐ Negative
- ☐ Very Negative

KPIs & Brand Impact Measurement

Defining metrics such as Cost-Per-Hire, Quality-of-Hire, and Applicant Conversion Rates to measure the ROI of branding efforts for 2026.

Cost Per Hire (CPH) Trend

Enter a number...

Applicant Conversion Rate

Enter a number...

Primary Branding Channels Evaluated

- ☐ LinkedIn
- ☐ Glassdoor
- ☐ Indeed
- ☐ Instagram/Facebook
- ☐ Company Career Page

Qualitative Brand Sentiment Analysis

Write something...

Next Performance Review Date

Enter date...

Quarterly Branding Report

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< Previous

> Next

✓ Finish

 Generate Sample Report