

# POWER TO INFLUENCE THE INFLUENCERS

DISCOVER WHAT IS BEING SAID ABOUT YOUR  
EMPLOYMENT BRAND IN THE SOCIAL MEDIA SPHERE



To truly understand what people are saying about your employment brand, you have to know where to look!

## LISTEN & LEARN FROM THE BUZZ

The evolution of the connected world has brought new challenges for employers. Managing the ongoing buzz, whether positive or negative, about a company's employment brand is one of the most daunting tasks today. However, before companies can take action, they must determine where people are communicating, what sites are the most relevant and influential, what posts to read, who will analyze the findings, how actions are developed to address challenges, and how resources are allocated to this ongoing task.

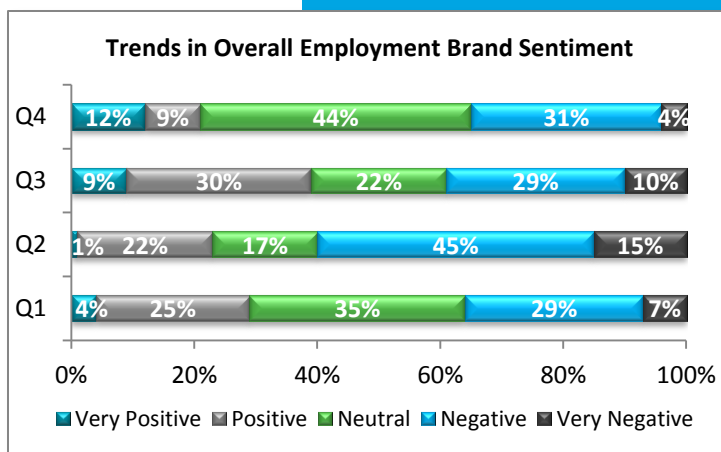
Monitoring social media doesn't have to be time-consuming and complicated with Personified's Brand Reputation Monitoring service, which provides everything a company needs to protect its employment brand and use social media to its advantage. Each quarter, our employment branding and emerging media consultants work to determine where the **most relevant buzz** is about your company as an employer, sifting out irrelevant information. This **filtered intelligence** allows you to focus in on communications about recruitment and your employment brand helps you understand:

- **Sentiment:** The overall attitude about your employment brand: positive, negative, or neutral.
- **Topic Trends:** What people are talking about, such as benefits, leaderships, and layoffs, and why.
- **Influencers:** What sites and even people are generating the most buzz and the most content that is being discussed and passed on.

All of this information also comes with **expert recommendations** on how to act on the data so you can quickly leverage the positive influencers and detract from the negative influencers and truly begin to manage your employment brand in the social media realm. Brand reputation monitoring is the first step to gain the intelligence you need to begin establishing an effective social media presence for recruitment.

Personified scours the Web and learns what employees, job seekers, and company alumni are saying about your organization. You receive:

- **Knowledge** to protect the company's image as an employer
- Analysis on findings and **expert recommendations** on how to act
- **Trend reports** on topics, influencers, and sentiment



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