

What Your Brand Voice Communicates to Potential Employees

Finding the perfect talent for your organization is tough. If you're having difficulty finding candidates who are a good fit in terms of the required skills, company culture and values, and other criteria for employment, have you considered the role that your brand voice plays when candidates are looking at your organization?

Your brand voice is the consistent expression of your brand through media and overall online presence that engages and motivates the reader or viewer. Marketers tend to only think of brand voice in how it is communicated to potential customers and clients, but your human resources department should also think about what your brand voice is communicating to candidates. Here are the areas where your brand voice will be seen:

- Website copy
- Blog posts
- Promotional materials such as brochures, leaflets, etc.
- Email campaigns
- Social media

Your brand voice encompasses virtually anywhere where your words will be seen and heard. If you've got a content strategy that's getting your organization noticed, then your content will be seen across multiple channels and you want this to be a good thing. When you're scoping out a candidate by reading their resume and reviewing their online presence, remember that they're also doing the same thing to you. With opinions from current and former employees on review sites like Glassdoor and Yelp notwithstanding, candidates will also be looking at the message communicated on your website and the way you face the public through your content and social media.

Here's what potential employees will look at-- and look for-- in your brand voice when considering if they should work for you.

Consistency

Consistency is key for potential employees to have a positive impression of your brand voice. You should be able to break down your brand voice into a few words and keep your copy, content, and other text consistent. Take a look at some of your blog posts and see if they read like they belong to different companies and you wouldn't have known they were for the same organization if your logo wasn't present. You need to fix that inconsistency because it may give candidates the impression that they will also be treated inconsistently.

Fitness

You may have a fantastic brand voice that is consistent, and also consistently getting you lucrative leads and loyal customers. But candidates are still people at the end of the day and while they may have the exact skill set you are looking for to fill a position, they may decide that your brand voice is not communicating the values they look for in an employer. Your quirky and fun brand voice for your killer app could initially attract a highly qualified coder: but that voice just might not be communicating that you offer great benefits and work-life balance because you list free beer and ping pong on the benefits list before things like health insurance and maternity/paternity leave and describe your staff as "samurais", causing the candidate to walk.

Content That Isn't Written By HR or Management

There's no better resource for how a candidate views your organization than one of your employees. They know how the culture is from the inside, and they were also in the candidate's shoes at one time. Candidates want to know what working for you is really going to be like, but social media and blog posts from HR and management may read to them as advertising and propaganda. Words from people in junior roles and unrelated departments will get their attention, and give them a more positive impression that you ensure everyone in the hierarchy is involved in a healthy and cohesive workplace culture.

Brand voice, while separate from the overall employer brand that actively involves current employees and other stakeholders, is important given that it's often the first impression a candidate has of your organization.