[COMPANY LOGO]

 [COMPANY NAME]

 EMPLOYER BRAND MONTHLY REPORT

|  |  |
| --- | --- |
| **EMPLOYEE NAME** |  |
| **EMPLOYEE ID** |  |
| **DEPARTMENT** |  |
| **SUBMITTED ON** |  |

OBJECTIVE

This is the section you’ll use to describe the overall objective of your monthly report. Generally, businesses complete a monthly report to help them formulate their annual business report. Your monthly report also helps layout employer brand goals, keep track of metrics, and identify improvements or failures.

For this section, explain why you think a monthly report is valuable.

**REPORTING SCHEDULE**

With a time-based plan, you can make sure each metric is evaluated in real-time and you don’t miss out on vital successes and areas of improvement. It’s important to note that while some metrics can be analyzed on a weekly and monthly basis, there are metrics that require a full six months or a year to evaluate.

|  |  |
| --- | --- |
| **SCHEDULE** | **METRIC** |
| Weekly | Social media mentions, brand awareness |
| Monthly  | Costs per hire, time to hire, applicant quality |
| Bi-annually | Employee referral rate, turnover rate |

**EMPLOYER BRAND GOALS [CURRENT YEAR]:**

Use this section to list the employer brand goals you set out with your management, human resources, and marketing team. List each goal in bullet form to provide a clear picture.

Common employer brand goals:

* Get more job applications.
* Increase online employer brand engagement.
* Get more qualified and quality candidates.
* Improve time to hire.
* Lower retention rate.
* Decrease costs per hire.
* Get more applicant engagement on social media platforms.

**EMPLOYER BRAND GOALS [PREVIOUS YEAR]:**

You can also opt to add a section that highlights your previous year’s employer brand goals. This is a great way to see how far your business has come and how your goals have changed. If you notice that you have the same goal for the last two years, you can start adjusting your employer branding strategy.

**EMPLOYER BRANDING STRATEGY**

Under this section, discuss your employer branding strategy. Explain why your strategy was formulated, how you think it will help reach your employer goals and list the tasks you’ve put into place to help analyze your strategy success.

**KEY METRIC(S):**

Your employer brand goals will determine the metrics you have to focus on. In this section, list the metric(s) that directly impact your employer brand goals. For example, if you wish to reduce hiring costs, you will focus on the cost per hire metric.

Common metrics:

* Cost per hire.
* Applicant quality.
* Turnover rate.
* Time to hire.
* Brand awareness.
* Offer acceptance rate.
* Employee referral rate.

**MONTHLY REPORT TABLE**

Your monthly report table should be completed on a month-by-month basis. Once the table is complete, you’ll get a better look at the progress over the year.

|  |  |  |
| --- | --- | --- |
| **MONTH** | **TASKS** | **FINDINGS** |
| **JANUARY** | * Checked social media mentions on all social platforms.
* Checked employer reviews on Glassdoor
* Replied to comments left by candidates
 | * Audience growth has improved by 25
* Top locations: Arizona, New York, and Texas
* Reached 348 new profiles on Facebook, 28 on Twitter, 52 on LinkedIn.
* Found two positive ex-employer reviews.
* Found one negative employer review on Glassdoor. The review mainly highlights the long hours and overtime requirements.
 |
| **FEBRUARY** |  |  |
| **MARCH** |  |  |
| **APRIL** |  |  |
| **MAY** |  |  |
| **JUNE** |  |  |
| **JULY** |  |  |
| **AUGUST** |  |  |
| **SEPTEMBER** |  |  |
| **OCTOBER** |  |  |
| **NOVEMBER** |  |  |
| **DECEMBER** |  |  |

**EMPLOYER BRAND GOALS**

Use this section to address the progress of **each employer brand goal set out above**. Your overview should list the tasks completed to analyze the goal, the highlights, and the overall improvements.

**COST PER HIRE**

Overview of goals progress and accomplishments. Include why the goal was set and what strategy you used to accomplish the goal.

**Once your monthly findings are complete**, list your accomplishments and areas of improvement. The goal is to have little to no areas of improvement.

|  |  |
| --- | --- |
| **ACCOMPLISHMENTS** | **AREAS OF IMPROVEMENT** |
|  |  |
|  |  |
|  |  |
|  |  |

**OVERVIEW**

Once the monthly report table is complete, this section should include a complete summary of the year’s findings. Include the year’s objectives, highlights, and progress. Be sure to mention last year’s numbers to get a better understanding of the progress.