

# 2026 CONTENT PLANNER AND WORKSHEET

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# How to Use This Content Planning Worksheet

This worksheet will help you think through the talent areas that need your support and how to plan your employee story content library. Specifically:

- **Content Medium:** A glossary of employee story content types, with examples
- **Content Channel:** Understanding common employer brand channels and the content types that perform best on each
- **Content Purpose:** Identify culture themes and categories that need content support (EVP activation, DEI, key talent categories, etc.)

After completing these exercises, you'll have a list of content you need to create and where it will be most effective. **Let's get started!**




# Types of Employee Storytelling Content

Understanding the range of employee story content mediums is crucial for building a content library that feels genuine, engaging, and versatile. Each medium—from compilation videos that highlight diverse team perspectives to individual spotlight videos—serves a unique purpose in showcasing your culture.

**VIDEO**


**CULTURE THEME ↓**

Multiple perspectives speaking to a single culture topic or theme.



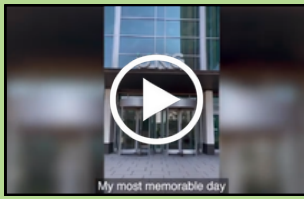
**EMPLOYEE SPOTLIGHT ↓**

Features one storyteller sharing stories tied to a cultural takeaway.



**SOCIAL AD ↓**

A short form video that captures attention and drives action.



**PHOTOGRAPHY**

**PORTRAITS ↓**



**GROUP PHOTOS ↓**




**ENVIRONMENTAL ↓**



**DIGITAL CONTENT**


**BLOG POST ↓**

A 750-word article highlighting employee stories around a culture topic.



**SOCIAL GRAPHIC ↓**

Visual content that combines photos and text to communicate culture.



# Identify Your Employer Brand Channel Mix

Understanding the unique strengths of each employer brand channel is essential for building a cohesive, impactful brand presence. Different channels reach audiences in different ways, so tailoring content to fit each one ensures your messages resonate deeply.

Channel	Key Content Categories	Key Content Mediums
<b>Career Site</b>	<ul style="list-style-type: none"> <li>• Universal Culture</li> <li>• Job categories</li> <li>• Talent Segments (i.e. early career)</li> <li>• DEI</li> </ul>	<ul style="list-style-type: none"> <li>• Compilation Videos</li> <li>• Photography</li> <li>• Employee Spotlights</li> </ul>
<b>Careers Blog</b>	<ul style="list-style-type: none"> <li>• Universal Culture</li> <li>• DEI</li> <li>• Talent Segments (i.e. women in tech)</li> </ul>	<ul style="list-style-type: none"> <li>• Blog Posts</li> <li>• Photography</li> <li>• Employee Spotlights</li> </ul>
<b>Employer Review Sites</b>	<ul style="list-style-type: none"> <li>• Universal Culture</li> <li>• DEI</li> </ul>	<ul style="list-style-type: none"> <li>• Compilation Videos</li> <li>• Photography</li> </ul>
<b>Job Descriptions</b>	<ul style="list-style-type: none"> <li>• Team Storytelling</li> <li>• Day in the Life Videos</li> <li>• Universal Culture</li> </ul>	<ul style="list-style-type: none"> <li>• Employee Spotlights</li> <li>• Social Ads</li> <li>• Compilation Videos</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>• Universal Culture</li> <li>• DEI</li> <li>• Talent Segments (i.e. veterans)</li> <li>• Job Categories</li> </ul>	<ul style="list-style-type: none"> <li>• Employee Spotlights</li> <li>• Social Graphics</li> <li>• Social Ads</li> <li>• Photography</li> </ul>
<b>Talent Community</b>	<ul style="list-style-type: none"> <li>• Talent Segments (i.e. interns)</li> <li>• Job Categories</li> <li>• DEI</li> </ul>	<ul style="list-style-type: none"> <li>• Compilation Videos</li> <li>• Employee Spotlights</li> <li>• Nurture Emails</li> </ul>
<b>Recruiting Events</b>	<ul style="list-style-type: none"> <li>• Talent Segments (i.e. early career)</li> <li>• Job Categories</li> <li>• Universal Culture</li> </ul>	<ul style="list-style-type: none"> <li>• Compilation Videos</li> <li>• Employee Spotlights</li> <li>• Flyers, Lift-out quotes</li> </ul>

# Identify Content Categories & Themes

This exercise will help you think through the most important talent areas that need content support. Try to think big! Even if you're not able to create all this content at once, a comprehensive list will help you identify your needs and prioritize accordingly. We created a sample worksheet below to inspire you. You can find a blank template on page 7.

## UNIVERSAL CULTURE CONTENT

## CONTENT NEEDS

	COMPILATION VIDEO	EMPLOYEE SPOTLIGHT	SOCIAL AD	BLOG POST	SOCIAL GRAPHIC
<b>EMPLOYER BRAND / UNIVERSAL CULTURE</b>					
Life at Company A	1	2	2	4	3
Build Something Bigger (EVP)	1	3	2	5	3
3 EVP Pillars	3	3	3	3	6
Celebrating Work/Life Balance	1	2	1	4	2
How We Do Hybrid Work	1	1	1	2	2
Parental Leave Benefits		2		1	2
<b>MISSION &amp; CORE VALUES</b>					
Our Purpose	1	2	1	3	2
3 Core Values	3	3	3	6	6
<b>DIVERSITY, EQUITY, INCLUSION &amp; BELONGING</b>					
Our DEI Journey	2	1	1	1	2
Employee Resource	1	4	2	4	4
Groups Celebrating Pride	2	1	1	2	1
A Culture of Real Inclusion	1	1		1	1

Exercise cont. on the next page

**SAMPLE**

## TALENT-ALIGNED OBJECTIVES

## CONTENT NEEDS

BUSINESS UNIT / KEY HIRING NEEDS	COMPILATION VIDEO	EMPLOYEE SPOTLIGHT	SOCIAL AD	BLOG POST	SOCIAL GRAPHIC
Meet the Sales Team	1	2	1	3	2
Sales Leader Spotlight		1	1	1	1
Grow Your Engineering Career	1	3	1	2	1
KEY LOCATIONS					
Meet the Barcelona Office	1	1	1	1	1
Inside Our Manufacturing Plant	1	2	1	1	2
Chicago Office Leader Spotlight		1			1
TALENT PROGRAMS					
Internship Program	3	5	3	5	5
Mentorship Program	1	3	1	2	3
INITIATIVE HIRING					
Veterans	2	3	1	3	3
Women in Tech	2	3	1	3	3
Early Career	2	3	2	3	3
<b>TOTAL (BOTH PAGES):</b>	<b>31</b>	<b>50</b>	<b>30</b>	<b>60</b>	<b>59</b>

### IDENTIFY INTERNAL STAKEHOLDERS

Hiring managers, program leaders, & comms. colleagues will help you find the right employee storytellers and make this content plan a reality.

- *ERG leaders - DEI content*
- *Jane Doe - VP of Talent in Barcelona office*
- *Sales Director*

### PRIORITY LIST

If you're not able to create all this content at once, that's OK! Use this area to prioritize which content categories you'd want to tackle first.

- *Barcelona Office feature - big hiring ramp*
- *Sales Campaign - need to hire 75 BDRs by end of year*
- *EVP Refresh - overview content*

# Content Planning Worksheet

Now it's your turn! Use this worksheet to think through the most important talent areas that need content support. Try to think big! Even if you're not able to create all this content at once, a comprehensive list will help you identify your needs and prioritize accordingly.

## UNIVERSAL CULTURE CONTENT

## CONTENT NEEDS

### EMPLOYER BRAND / UNIVERSAL CULTURE


COMPILATION VIDEO  
EMPLOYEE SPOTLIGHT  
SOCIAL AD  
BLOG POST  
SOCIAL GRAPHIC


### MISSION & CORE VALUES



### DIVERSITY, EQUITY, INCLUSION & BELONGING



Exercise cont. on the next page

## TALENT-ALIGNED OBJECTIVES

## CONTENT NEEDS

BUSINESS UNIT / KEY HIRING NEEDS


COMPILATION VIDEO

EMPLOYEE SPOTLIGHT

SOCIAL AD

BLOG POST

SOCIAL GRAPHIC


KEY LOCATIONS



TALENT PROGRAMS



INITIATIVE HIRING



TOTAL (BOTH PAGES):

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### IDENTIFY INTERNAL STAKEHOLDERS

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