Building Your 2026 Content Strategy

Culture Content Audit and Planning Guide

INTRODUCTION

In the fast-paced world of content marketing, staying competitive requires more than just creating and publishing new content — it involves regularly assessing and refining what already exists.

In fact, according to SEMrush, 59% of successful content marketers reported conducting content audits **two or more times per year** in 2023. This recurring practice has become a cornerstone for ensuring that content strategies remain aligned with evolving audience needs and business goals.

For employer brand content creators, regular culture content audits will help maximize the value of existing content and identify opportunities to refine and improve current messaging to maximize engagement with the audiences you care about most: candidates and team members.

This ebook will walk you through a step-by-step process for auditing your culture content library. Whether this is your first audit or you're looking for ways to refine your current process, the strategies outlined here will help you repurpose, refresh, reimagine, and create your way to a high-performing 2026 content library.

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WHAT IS CULTURE CONTENT?

Culture content is media — typically video, blogs, graphics, and photos — that communicate what it's like to work at your company. Communicating workplace culture can be tricky: culture evolves constantly and is often considered an intangible and lofty concept.

For this reason, employee stories are considered the most effective form of culture content because they ground lofty concepts like mission and values in tangible employee experiences.

Employee stories give real insight into a company's culture for audiences like candidates, employees, and customers, making it a powerful driver for key metrics like productivity, employee engagement, and customer satisfaction.

Not all culture content is created equal. On the next page, we share examples of effective employee story content.

The best culture content features real employee stories, uncovered through facilitated interviews.

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CULTURE CONTENT EXAMPLES

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 ↓
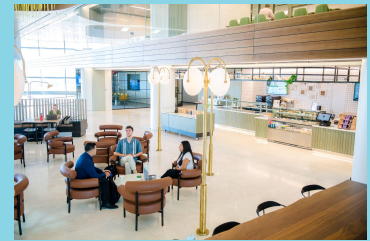A short form video that captures attention & drives an action.

My most memorable day

PHOTOGRAPHY

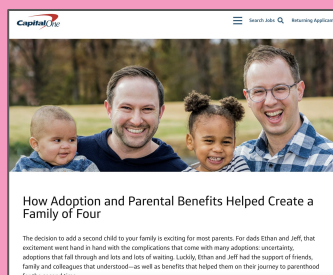**EMPLOYEE PORTRAITS**

GROUP PHOTOS

ENVIRONMENTAL

DIGITAL CONTENT

BLOG POST ↓
A 750-word article telling stories of 1-3 storytellers around a cultural topic.

SOCIAL GRAPHIC ↓
Visual content that combines photos and text to communicate culture.

How Adoption and Parental Benefits Helped Create a Family of Four

"It's a really good feeling to be able to sell technology that works — customers love it and they are happy with their investment. It makes your job that much more satisfying when you are able to get that feedback."

— Chris, Account Management Director

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CONDUCTING AN CULTURE CONTENT AUDIT

A content audit is an in-depth analysis of all your employer brand content, across all channels. An annual content audit is critical to an informed content strategy.

You'll conduct your content audit in three steps

1. **Create a content organization framework.** Determine what content tags are most actionable to your content strategy at scale. This can be as simple as a spreadsheet!
2. **Gather all of your employer brand content.** It helps to go channel by channel to create a comprehensive list.
3. **Conduct your audit**. Organize by what to Keep, Toss, Refresh, and Create (we'll show you how!).

 Ready to get started?

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Create a Content Organization Framework

Auditing all of your culture content is no small feat. Before you dive in, it's important to develop a content organization structure to set yourself up for success. You'll thank yourself later!

While content management systems can streamline this process, a simple spreadsheet with the right columns can be effective in keeping your content organized.

As you develop this framework, some important questions to ask yourself are:

- **What culture themes are most important to our employer brand strategy?** If you have a formal Employee Value Proposition, these brand pillars will be your guideposts. Also consider other aspects of your culture that inspire employee stories, like benefits and DEI.

- **How do employees identify within your culture?** Office location, business area, and teams are common ways companies naturally segment their team members.

On the next page, we share a list of three common identifiers you should consider including in your content organization structure.

> **Download our Content Audit Worksheet to start your audit!**
> **Download Spreadsheet**

How do you organize your culture content library?

Content medium, employee segment, and culture theme are three key ways to tag content as you organize your content library.

Content Mediums

- **Video: Compilation**
- **Video: Employee Spotlight**
- **Video: Social or Ad**
- **Blog Posts**
- **Social Graphics**
- **Photography**
- **Audio / Podcasts**

Employee Segments

- **Location**
- **Business Area**
- **Team**
- **Seniority (Early Career, Manager, Leadership)**
- **Employee Resource Group Affiliation**
- **Demographics**

Culture Theme

- **EVP Brand Pillars**
- **Mission & Core Values**
- **Career Growth**
- **DEI**
- **Benefits & Wellness**
- **Work Style (Hybrid, In-office, etc.)**
- **Rewards & Recognition**

Channel Review: Gather Your Content

Once you've decided *how* you want to organize your employer brand content, it's time to gather all of your employer brand content in one place (if you started a spreadsheet in the previous section, you'll be working in there).

To ensure you don't miss anything, we recommend going channel by channel.

For always-on channels like your blog and social media, you'll have to decide how far back you want to go.

Gathering content from one full calendar year, while time consuming, will ensure your audit includes more timely content created for things like Black History Month and Intern Appreciation Day.

Pro Tip: Plan ahead so you only sweep once!

As you populate your spreadsheet, make sure to link to the specific content pieces and posts so it's easy to revisit later. If you are also auditing for content performance, make the most of the content sweep by recording post performance and KPIs as you go.

Conduct your audit

Now that you have all of your employer brand content in one place, go through and audit each piece of content and place in one of three buckets: Keep, Toss, or Refresh.

You'll be evaluating the content both qualitatively and quantitatively.

- **Qualitatively** – does the story still represent your culture and set realistic expectations to candidates?
- **Quantitatively** – look to your CRM, career site, intranet, and social channel analytics to identify your highest-performing content. Some helpful stats will be: page views, video watch time, conversions, social post engagements, email open and click-through rates.

Keep	Toss	Refresh
What should you keep using in 2026?	**What are you using that should be retired?**	**What needs updates to reflect current culture?**
➢ High-performing content ➢ Story still gives realistic insight into your culture	➢ Poor content practices: Stock photos, corporate jargon ➢ Story no longer true, culture has shifted	➢ DEI progress ➢ 2025 hiring needs ➢ Refreshed physical spaces

Put it all together!

Remember that spreadsheet we started? As you compile and audit your content, make sure you are organizing your content library using the themes we identified on pages seven and eight.

While the end result will be unique to your employer brand strategy, here's a look at what your final content audit may look like:

Content Name & URL	Year Published	Medium	Culture Theme(s)	Featured Business Area(s)	Audit Score
Flexibility at Company A	2024	Video — Compilation	Flexibility & Work/life Balance	Technology, Marketing, Sales	Keep
Anna's Story: Becoming a Parent at Company A	2025	Blog	Benefits, Career Growth	Operations	Keep
Day in the Life of a Software Engineer	2022	Video — Social	Exciting Work, Work Style (WFH)	Technology	Refresh — now a hybrid role
Innovation at Company A	2023	Video — Employee Spotlight	Core Values, Exciting Work	Marketing	Toss — Storyteller has left company

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UP NEXT: CREATING YOUR 2025 EMPLOYER BRAND CONTENT PLAN

Now that you've audited your employer brand content library, you're well on your way to developing an effective employer brand content strategy. To recap, you have:

- Identified what's working, with your top-performing content in-hand.
- Removed poor performing or dated content.
- Created a to-do list of content to refresh
- Developed a content library framework to keep your content organized and scalable.

While a marketer's job is never done, auditing your content library is a crucial step to developing an effective employer brand content strategy. Download our popular **Content Planning Guide** to take the next step in your employer brand content journey.

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About Stories Inc.

Stories Inc. is an employer brand content agency that specializes in employee storytelling. Since 2012, Stories Inc. has been uncovering powerful stories from employees that show what is unique about an organization's culture, and bringing those stories to life through engaging content: videos, photos, blogs, and more.

To learn more about Stories Inc. and get in touch, visit our website at **www.storiesincorporated.com**.

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