

2023
**CONTENT PLANNER AND
WORKSHEET**
PRESENTED BY **STORIES**

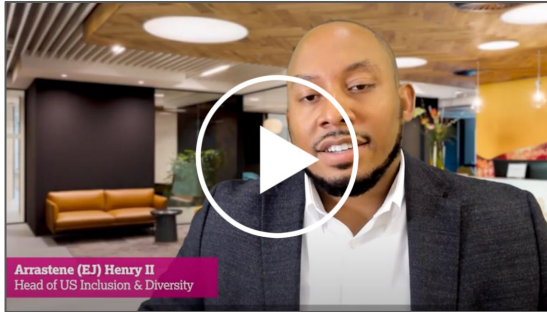


STORIES

CONTENT EXAMPLES

CULTURE COMPILATION VIDEO ↓

An overview or theme video with multiple perspectives that bring culture to life.



EMPLOYEE SPOTLIGHT ↓

Features one storyteller sharing stories tied to a cultural takeaway.



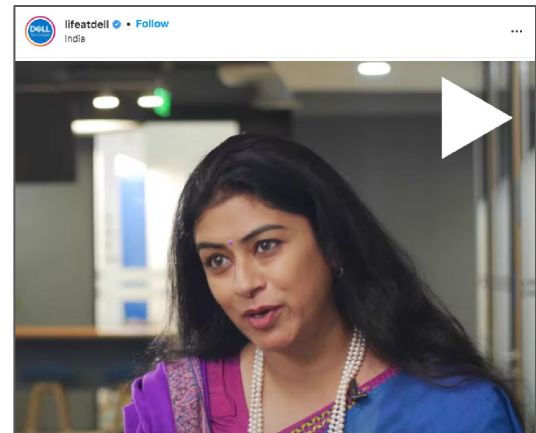
BLOG POST ↓

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



VIDEO – SOCIAL OR AD ↓

A quick story and cultural takeaway that captures attention & drives an action.



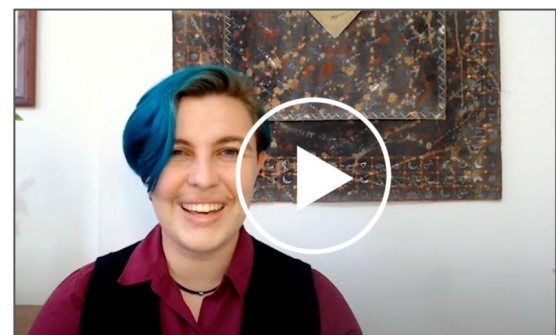
PHOTOGRAPHY ↓

A content library of gorgeous photos featuring real team members – not stock images.



DIVERSITY, EQUITY, INCLUSION & BELONGING CONTENT ↓

Real employee stories that validate your commitment to diversity and efforts towards inclusion.



There are lots of ways to diagnose your recruitment marketing content needs for the coming year. This tool will help you think through the most important talent areas that need support and how you might boost your recruitment efforts with content.

NAME:

PROJECT:

STAKEHOLDERS:

CONTENT CATEGORIES

CONTENT NEEDS

UNIVERSAL CULTURE / EMPLOYER BRANDING

	BLOG POSTS	PHOTOGRAPHY	VIDEO – LONG FORM	VIDEO – SHORT FORM	VIDEO – SOCIAL
Life at Company A	4	5	1	2	1
Values in Action	3	2	3	3	3
People Are Our Priority	3			2	1
Finding Purpose at Company A	4				1

CORE VALUES / EVP / MISSION

Connecting Passion to Purpose	3	1	2	2	1
Integrity In Action	4	1	1	1	1
What Ownership Means to Me	3		1	3	3
A Culture of Inclusion	2	3	2	2	2

DIVERSITY, EQUITY, INCLUSION & BELONGING

Our DEI Journey	2	1	1	1	2
Employee Resource Groups	1	1	1	1	1
Celebrating Pride	2	1	1	2	1
A Culture of Real Inclusion	1	1		1	1

HYBRID / REMOTE CULTURE

How Our Teams Connect	1	2	1	2	2
Flexibility and Family	3	2	1	2	1
Global and Local Colleagues	2	3	1	1	1

LEADERSHIP / HIRING MANAGERS

Co-Founders' Story	1	2	1		1
Get to Know Our CTO	1	1		1	
VP of Marketing: The Best Day	1	1		1	



2023 CONTENT PLANNING WORKSHEET

There are lots of ways to plan your recruitment marketing content needs for the coming year. This tool will help you think through the most important talent areas that need support and how you might boost your recruitment efforts with content.

NAME:

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CONTENT CATEGORIES

CONTENT NEEDS

UNIVERSAL CULTURE / EMPLOYER BRANDING

BLOG POSTS PHOTOGRAPHY VIDEO – LONG FORM VIDEO – SHORT FORM VIDEO – SOCIAL

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CORE VALUES / EVP / MISSION

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DIVERSITY, EQUITY, INCLUSION & BELONGING

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EMPLOYEE SPOTLIGHTS

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LEADERSHIP SPOTLIGHTS

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GLOBAL CULTURE & CONNECTIONS

BLOG POSTS

PHOTOGRAPHY

VIDEO – LONG FORM

VIDEO – SHORT FORM

VIDEO – SOCIAL

HYBRID / REMOTE CULTURE

TEAM CULTURES / LOCATIONS

BUSINESS UNIT / TEAM HIRING NEEDS

TOTAL (BOTH PAGES):

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LEARN MORE BELOW:

[DIVERSITY & INCLUSION](#)

[VIDEOS – LONG & SHORT FORMS](#)

[EMPLOYEE SPOTLIGHTS](#)

[VIDEO – SOCIAL & ADS](#)

[PHOTOGRAPHY](#)

[VIRTUAL CONTENT CREATION](#)



CONTENT PLANNING WORKSHEET

Need Help? **Contact us** for project guidance and price estimates.