In Vivid Color: Real Employee Photography Reveals Your Employer Brand

with exaqueo and Stories Inc.
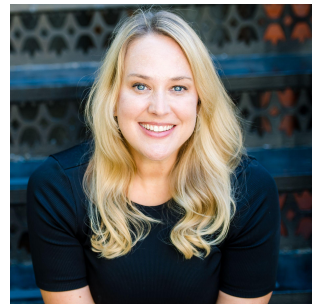
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PRESENTERS

Christine Gaspar
Chief Consulting Officer
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Shannon Smedstad
Engagement Director &
Senior Strategist
exaqueo

Anna Lippe
Senior Content Strategist
& Project Manager
Stories Incorporated

Jessica McFadden
Moderator
Head of Marketing
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Photography Pop Quiz:

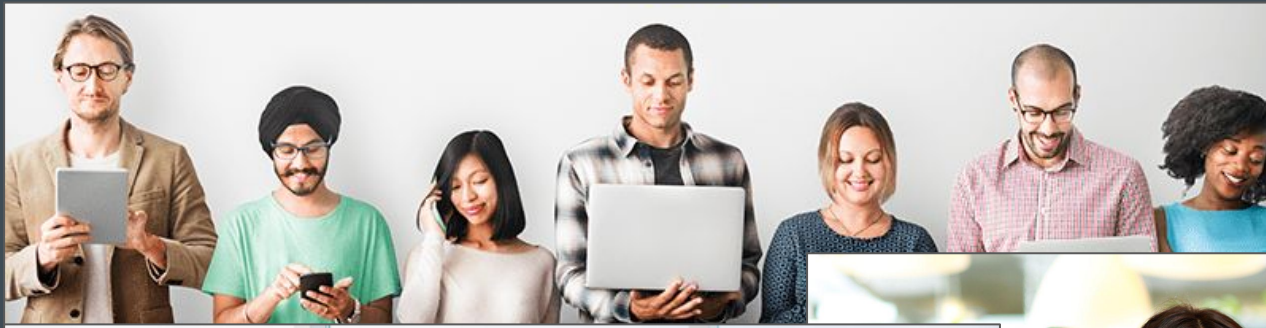*Have you seen these people & types of photos before?*

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Stock. So obvious it's unreal.

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EMPLOYEE PHOTOS CREATE CONNECTION

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In Vivid Color: Real Employee Photography Reveals Your Employer Brand

- Why real employee images & stories are important to communicating a strong employer brand
- Best practices, considerations & insider tips
- Step by step guidance for planning & activating the content
- Q&A

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WHY COMMUNICATING REAL CULTURE MATTERS

- Employer brand & culture content in 2022

- Authenticity over aspiration

- How Stories Incorporated & exaqueo align & collaborate

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PUTTING IT INTO PRACTICE

Danone N.A.

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PUTTING IT INTO PRACTICE

Danone N.A.

- Career site photos
- Environmental photos
- Work space photos
- Employee candids
- Employee headshots

Read more about this work at exaqueo.com/blog

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PUTTING IT INTO PRACTICE

Dell Technologies

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PUTTING IT INTO PRACTICE

Dell Technologies

- Global & universal culture
- Local cultures
- Women
- Veterans
- Interns, rotational programs & early careers
- Working from home & hybrid work
- Accommodations for differently-abled
- Social impact & volunteerism
- Diversity & inclusion

Read more about this work at storiesincorporated.com/dell-technologies-case-study/

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STEP 1

Build Your Employer Brand Strategy Foundation

STEP 2

Develop Your Activation Strategy

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STEP 3

Get Clear on Brand Guidelines

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Dell Technologies Career Site
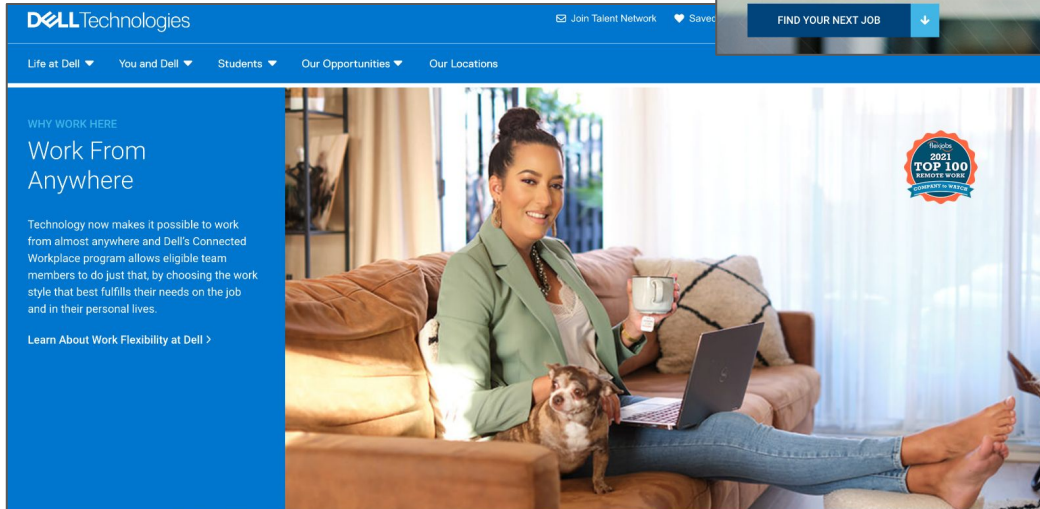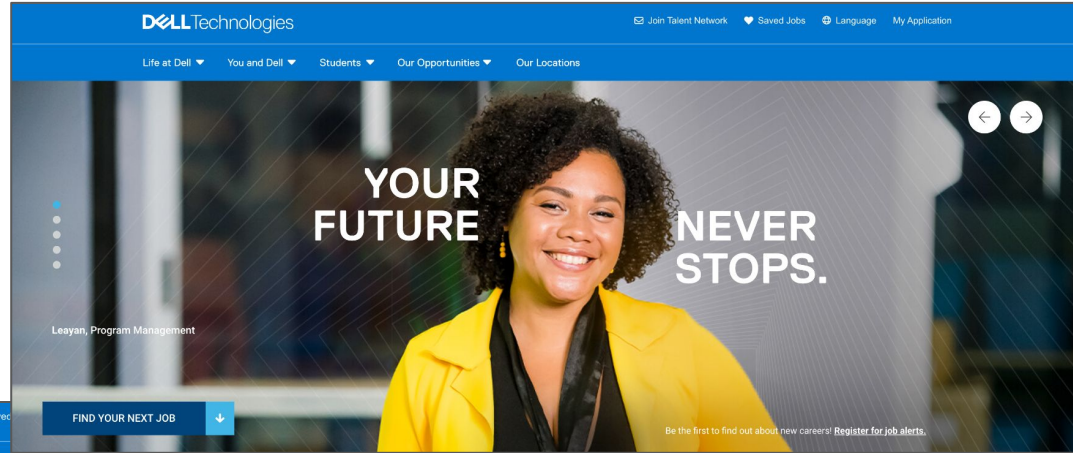
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STEP 4

Prioritize Capturing Real Employee Experience

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Dell Technologies Impact Reports

Striving to create a positive and lasting impact on humankind and the planet

PROGRESS MADE REAL | FY21 ESG Report

Commitment to Human Rights

At Dell Technologies, we respect and support the internationally recognized human rights of all people. Our policies and practices are informed by international standards, including the Universal Declaration of Human Rights, the U.N. Guiding Principles on Business and Human Rights, the fundamental conventions of the International Labour Organization, and others.

This section offers an overview of our commitment to human rights.

COMMITMENT TO HUMAN RIGHTS

Code of Conduct and Tr

Our commitments to uphold human rights support for diversity, equity and inclusion ethical business practices are embedded Technologies Code of Conduct. All Dell T employees are required to complete annu of Conduct training. In FY21, we launched global privacy training as part of our requi ethics training to develop stronger aware importance of privacy and customer trust

In FY21, we also deployed a new Standing Together: Confronting Racial Inequity cou of Dell's annual ethics training and in supp 2030 Cultivating Inclusion goals. This train focuses on race and ethnicity, exploring ra and unconscious bias, and provides tools

Cultivating Inclusion

At Dell Technologies, we are a diverse team and value the unique perspectives of all team members. Diversity of thought and experiences helps promote innovation and supports our purpose to create technologies that drive human progress. We are unwavering in our commitment to equality, trust and advocacy for one another.

We view diversity, equity and inclusion as a business imperative that will enable us to build and empower our future workforce while also doing our part to address societal challenges. Cultivating an inclusive work environment is critical to meeting future talent needs, incorporating our team members' perspectives and reflecting our global customer base, and upholding ethics and integrity and our commitment to equal employment opportunity for all.

Visit our 2021 Diversity & Inclusion Report for additional details.

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STEP 5

Identify Employee Participants

STEP 6

Prepare Employee Participants

STEP 7

Map Locations

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Remote work
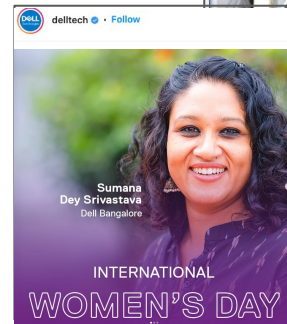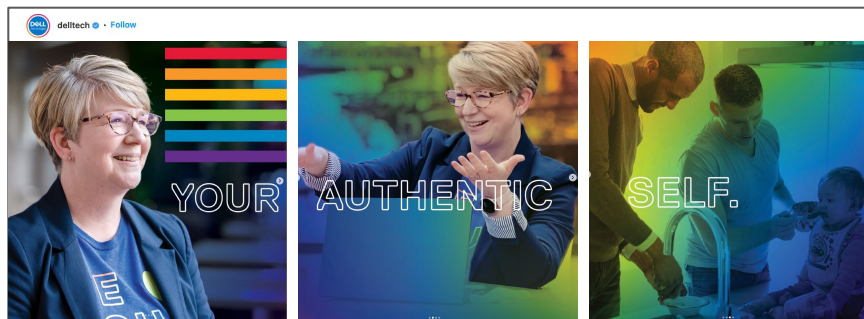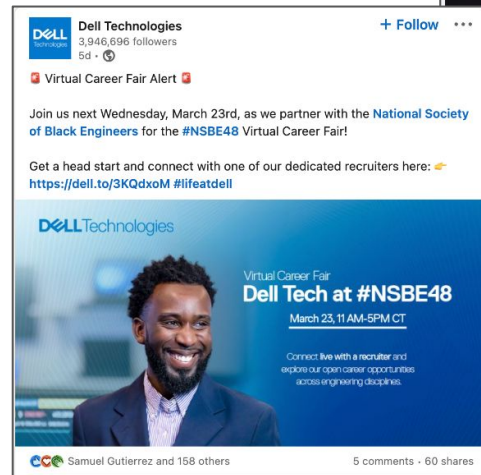

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STEP 8

Address COVID Concerns

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STEP 9
Activate the Content
(& *take it further*)

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9 Essential Steps for Employee Photography Projects

STEP 1
Build Your Employer Brand Strategy Foundation

STEP 2
Develop Your Activation Strategy

STEP 3
Get Clear on Brand Guidelines

STEP 4
Prioritize Capturing Real Employee Experience

STEP 5
Identify Employee Participants

STEP 6
Prepare Employee Participants

STEP 7
Map Locations

STEP 8
Address COVID Concerns

STEP 9
Activate the Content (& take it further)

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Q&A

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THANK YOU!

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Jessica Slovak McFadden

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exaqueo & Stories Inc. are both woman-owned businesses and diverse TA suppliers

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