

Report

# Social recruiting and employer branding in 2023

How do recruitment, talent acquisition and employer branding specialists use social media in 2023?

Discover their habits, challenges and best practices with the results of our 2023 survey of 100+ professionals, which we compare with our 2022 survey of 250+ professionals.



# Social recruiting and employer branding in 2023

This year, we once again commissioned independent research agency [SAPIO Research](#) to survey professionals with responsibilities over recruitment, employer branding and talent acquisition on their social media habits, challenges and best practices. In this report, we compare and combine this 2023 survey of 102 specialists, with our 2022 research based on 253 survey respondents.

The 2023 specialists we surveyed work in-house for companies of more than 1,000 employees based in the Netherlands, Belgium, Germany or France. Our 2022 respondents also worked for companies of more than 1,000 employees, and were based in the Netherlands, Belgium, the UK, Germany or France.

**Want more information about this research?**

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# Social recruiting and employer branding: Key takeaways from the 2023 report

The social media habits, challenges and best practices of in-house recruitment, talent acquisition and employer branding specialists in 2023.

## Employer branding and EVP strategies

The vast majority of teams (91% and 84% respectively) either already have an employer branding and/or EVP (employee value proposition) strategy, or have plans put these in place:



72% have an employer branding strategy in place, and 19% have plans to get started.



48% have an EVP strategy in place, and 36% have plans to get started.

## Social recruiting best practices

Our respondents' **top recommendations** when it comes to using social media for employer branding and/or recruitment purposes include:

Be authentic and credible

Create quality branded visuals that stand out

Stay up to date

61% agree that **including employee photos** in posts leads to more engagement (vs 8% who disagree).

## Employee activation and advocacy



90% encourage employees to share and engage with their recruitment social media content.



43% agree that content shared by employees makes more impact (vs 34% who think content shared by the company makes more impact).



34% run employee ambassador programs.

## Social media usage



98% use social media

for recruitment and employer branding. 65% even have dedicated social channels for employer branding and recruitment.



LinkedIn and Facebook remain the most-used channels for social recruiting, but Instagram is moving up.



The main goal of using social media for most (64%) is to **increase number of applications**.



Specialists most often post about **vacancies, events, and company news**, but find that vacancies, life at the company, and employee posts get the most engagement.



Only 21% use sliders or carousels, which means that 79% are missing out on this engaging content type.

## Social media content creation



58% create their own content within the recruitment team.



48% still rely on their marketing team for (part of) their content creation.



95% of teams who create content themselves use some form of tool or software, and an increasing number are moving to dedicated template platforms.



85% face content creation challenges, mostly due to a lack of time and design skills (up from 71% in 2022).

About our respondents:

## **Who are these specialists, and what do their recruitment and employer branding activities look like?**



About our respondents:

## Who are these specialists, and what do their recruitment and employer branding activities look like?

Before diving into the social recruiting practices of our survey respondents, we wanted to get to know a little more about these professionals. In this section, we look at how they are divided up across different teams and company sizes, as well as their broader recruitment and employer branding activities and budgets.

### Demographics and firmographics

The 102 respondents surveyed by independent research agency SAPIO Research in 2023 represent the following categories:

- **Responsibilities:** 100% work in-house, and have responsibility over recruitment, talent acquisition and/or employer branding activities.
- **Seniority:** 23% are directors or heads of department, 42% are managers, and 34% are specialists or executives.
- **Company size:** 49% work for companies with 1,000-4,999 employees, 25% with 5,000-9,999 employees, and 25% with more than 10,000 employees.
- **Location:** 29% are based in the Netherlands, 26% in Belgium, 20% in France, and 25% in Germany.

Throughout the report, we compare our 2023 findings with our data from 2022. Our 2022 research surveyed 253 respondents from very similar demographics and firmographics:

- **Responsibilities:** 100% work in-house, and have responsibility over recruitment, talent acquisition and/or employer branding activities.
- **Seniority:** 22% are directors or heads of department, 38% are managers, and 35% are specialists or executives.
- **Company size:** 50% work for companies with 1,000-4,999 employees, 22% with 5,000-9,999 employees, and 28% with more than 10,000 employees.
- **Location:** 21% are based in the Netherlands, 18% in Belgium, 21% in the UK, 20% in France, and 21% in Germany.

Would you like more detailed data about your specific country, team or company size?

[Send us a message.](#)

## Recruitment and employer branding activities

When asked about the type of recruitment and employer branding activities they currently perform, the most popular include recruitment events (64%), dedicated careers websites (51%), and internal employee events (50%). These were also the most popular activities among the specialists we surveyed in 2022.

Our respondents support their recruitment and employer branding activities with budgets of varying sizes. Of the 94 specialists who answered this question in 2023, 21% have a budget of less than €50,000 per year, 29% have a budget of €50,000 to €99,999 per year, 30% of €100,000 to €499,999 per year, and 20% of more than €500,000 per year. These findings are again very much in line with those of 2022.

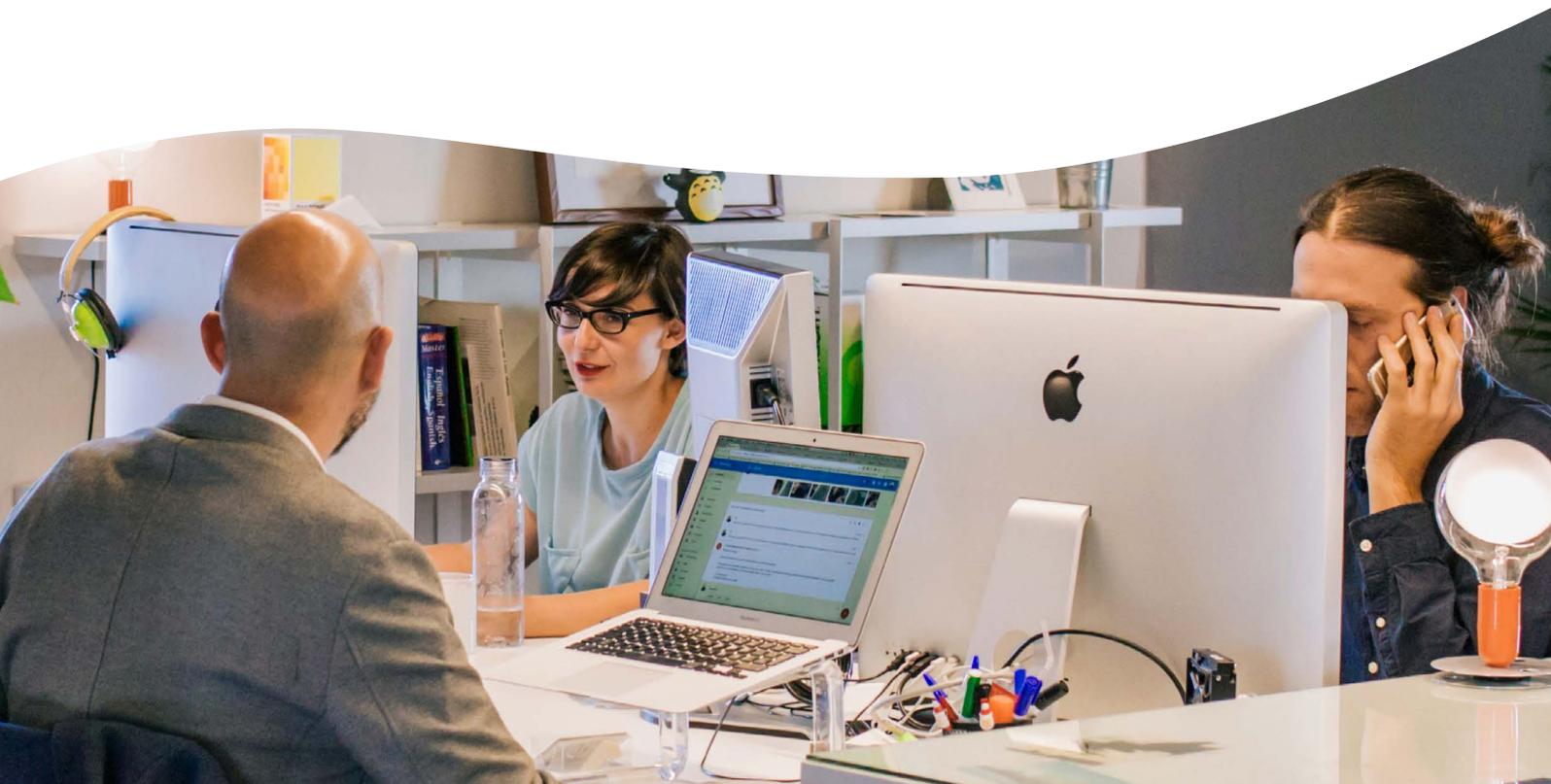
## Employer branding and EVP strategies

The vast majority of the specialists we interviewed (91% and 84% respectively) either already have an employee branding and/or EVP (employee value proposition) strategy, or have plans put these strategies in place.

Employer branding strategies proved the most popular of the two in 2023, with 72% of respondents already having such a strategy in place. Although not statistically significant, this suggests a potential upward trend from 2022, when 64% indicated that they had an employer branding strategy. A further 19% of our 2023 respondents have plans to get started on an employer branding strategy.

When it comes to EVP strategies, only around half of teams (48%) have this in place in 2023. However, more than a third (36%) have plans to get started on an EVP.

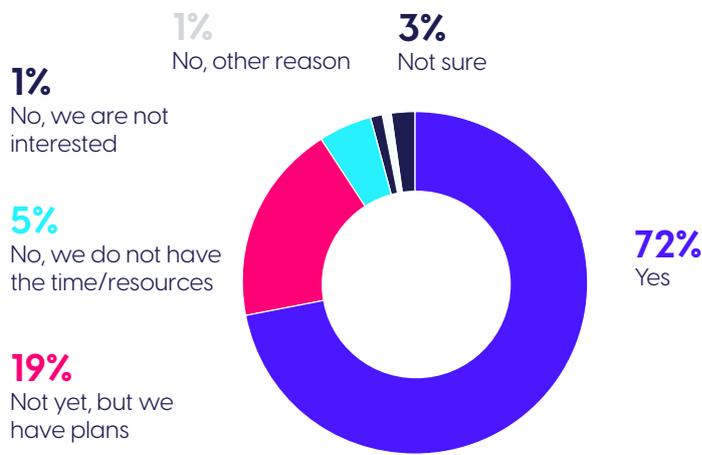
This leaves only 7% of specialists who have no plans on having an employer branding strategy, and 11% on having an EVP strategy.





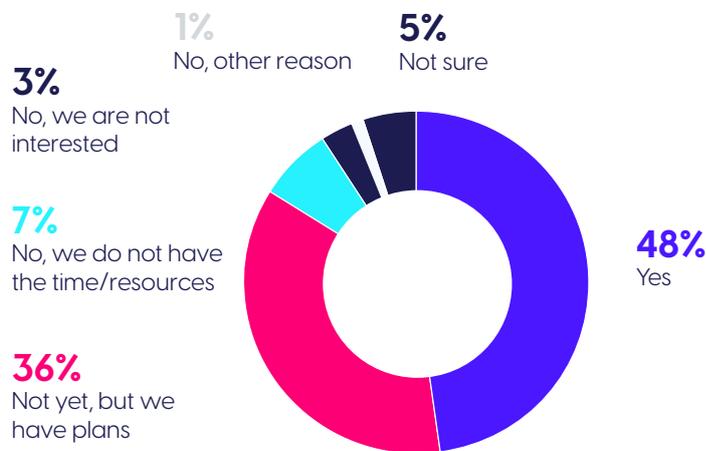
The vast majority of teams either already have an employer branding and/or EVP strategy, or have plans put these in place.

**Does your team or company have an employer branding strategy in place?**



2023 data from 102 respondents

**Does your team or company have an EVP (employee value proposition) strategy in place?**



2023 data from 102 respondents

Social media usage:

## **How are recruitment and employer branding teams using social media?**



Social media usage:

## How are recruitment and employer branding teams using social media?

In this section, we look at the social media usage of in-house recruitment, talent acquisition and employer branding professionals. See how your team compares and get ideas for your strategy by finding out:

- 01 What percentage of teams are currently using social media?
- 02 Which are the most-used social media channels?
- 03 Why do teams use social media? What are their main goals?
- 04 What content types and topics do they post on social media? And what works best?

### Almost all recruitment and employer branding teams use social media

In line with last year, almost all in-house recruitment, talent acquisition and employer branding professionals (98%) use social media as a communication channel in 2023.

This includes 65% of teams who have their own, dedicated social media account(s) for their recruitment and employer branding communications; 56% who share their social media account(s) with other departments in the company (e.g. corporate or marketing team); and 67% who use their personal social media profiles (such as their LinkedIn profile) as a communication channel for recruitment and employer branding purposes.

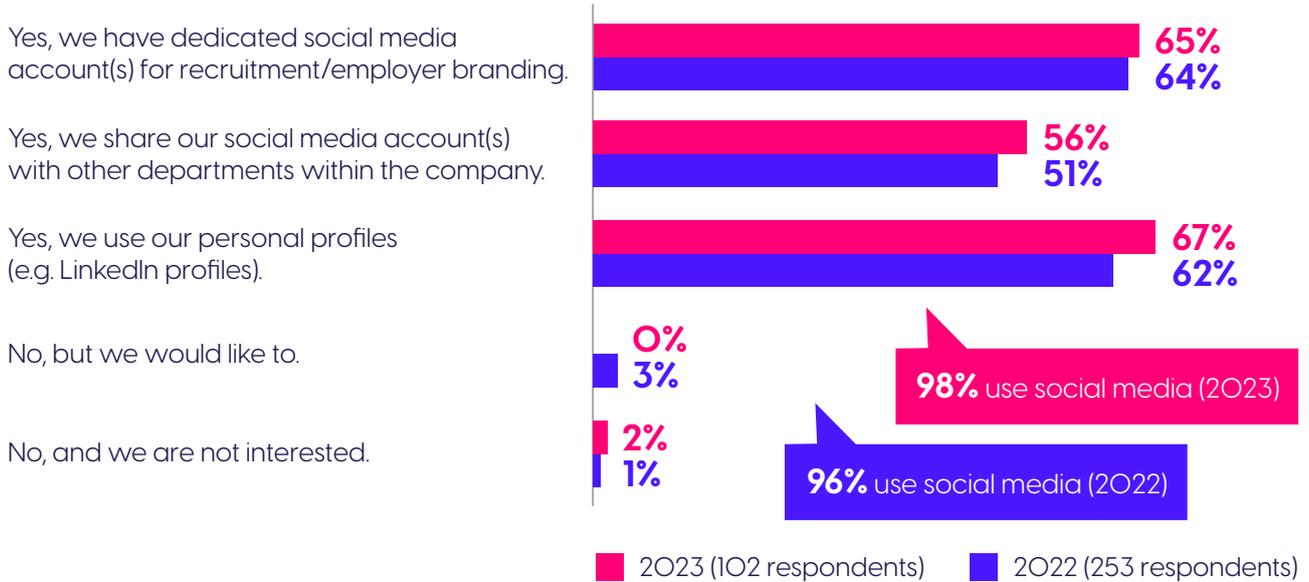
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**“Don’t underestimate the effect of social media, as it can have an immense reach,” advised one respondent. Many more agreed, adding that “It helps us enormously to achieve our recruitment objectives (due to the large reach), and this at a very low cost,” and “You reach a large audience with it and there are always a few right candidates.”**

 **98% of recruitment, talent acquisition and employer branding teams use social media.**

### Do you or your team use social media as a communication channel for recruitment and/or employer branding purposes?

*(Select all that apply)*



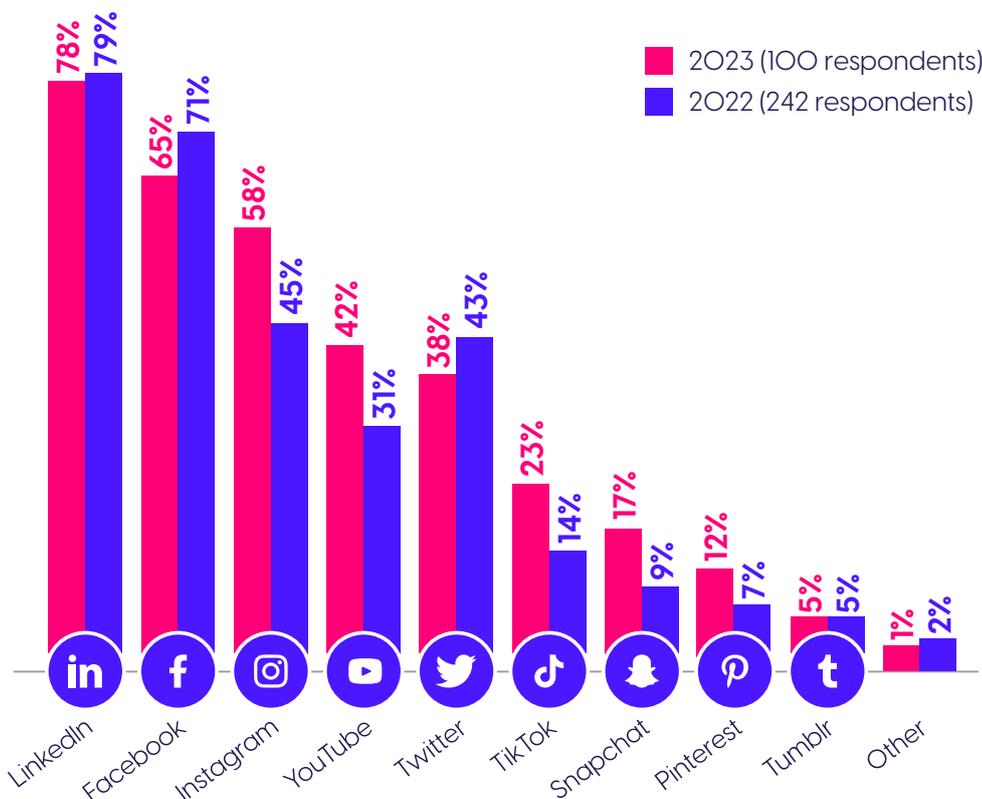
## The most-used channels remain LinkedIn and Facebook, but Instagram is moving up

Among those recruitment teams who use social media as a communication channel, more than half use **LinkedIn** (78%), **Facebook** (65%), and **Instagram** (58%) in 2023. Instagram is the channel that saw the biggest increase year on year, up from 45% in 2022.

In addition to Instagram, we also see some upward trends for YouTube, TikTok and Snapchat this year, though not quite significantly different. On the other hand, LinkedIn, Facebook and Twitter usage in 2023 remains on par with 2022.

### Which social media channel(s) does your recruitment or employer branding team use?

(Select all that apply)



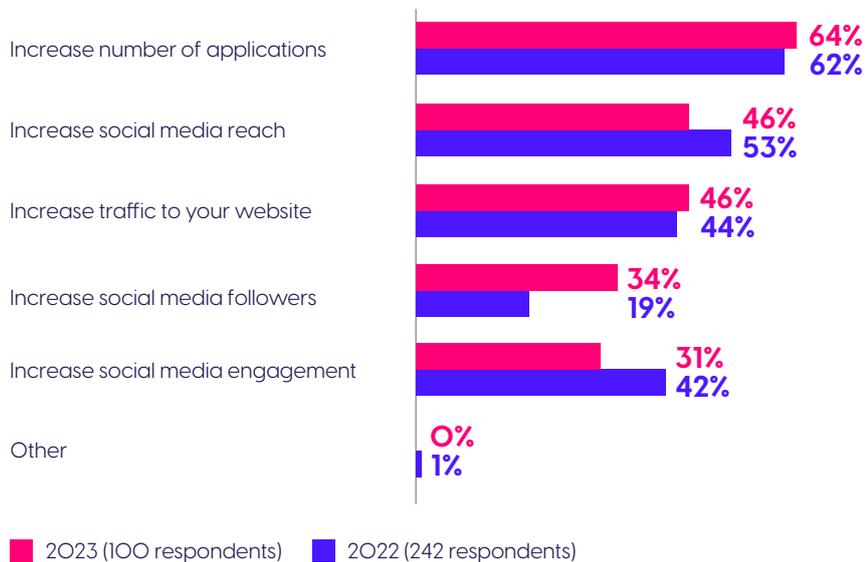
## Receiving more applications is the ultimate goal

Why do recruitment and employer branding teams use social media in 2023? For 64% of specialists, the goal is to increase their number of applications. Increasing social media reach and increasing traffic to the website come in second place, as a goal for close to half of teams. This follows a pretty similar picture to our 2022 data.

Increase in social media followers and increase in engagement remain at the bottom of the priority list. However, we see a significant upward shift for increasing number of followers (34% in 2023, vs 19% in 2022), which just overtook increasing engagement as the 4th most popular social media goal for recruitment professionals in 2023.

### What are your main goals for your social media channels?

(Select up to three)



## Videos and vacancies are still the most common content types

Similarly to 2022, vacancies take the top spot as the most-common post topic, and videos as the most-common post type in 2023.

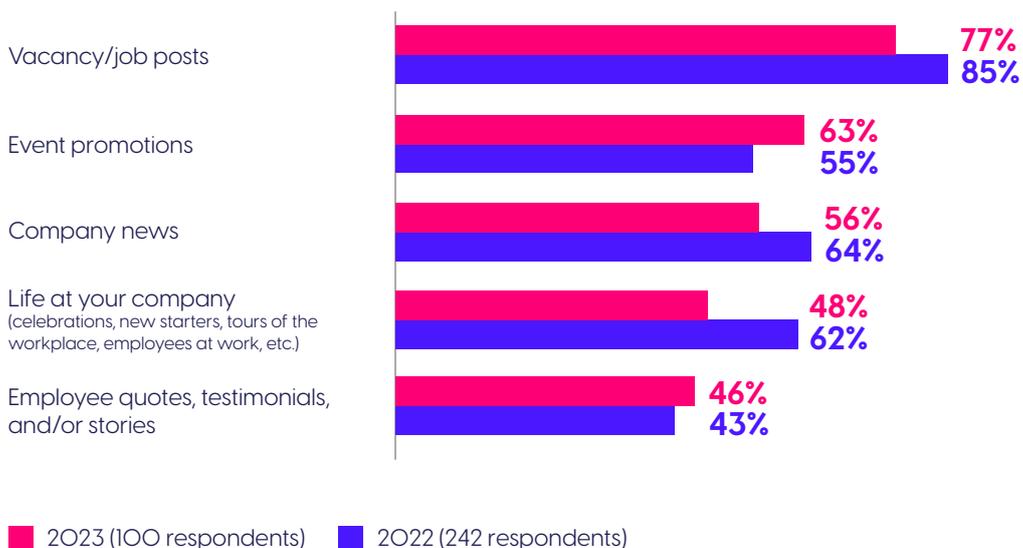
While the rest of the findings were also in line with those of last year, the most significant change this year is a decrease in posts on the topic of “life at the company” (celebrations, new starters, tours of the workplace, employees at work, etc.). This is a surprising turn, since this type of content was selected as the second most engaging content type (after vacancy posts) by these same specialists.

Respondents also indicated that event promotions and company news are the least engaging content types, but these still made it into the top 3 most-common content types in 2023.

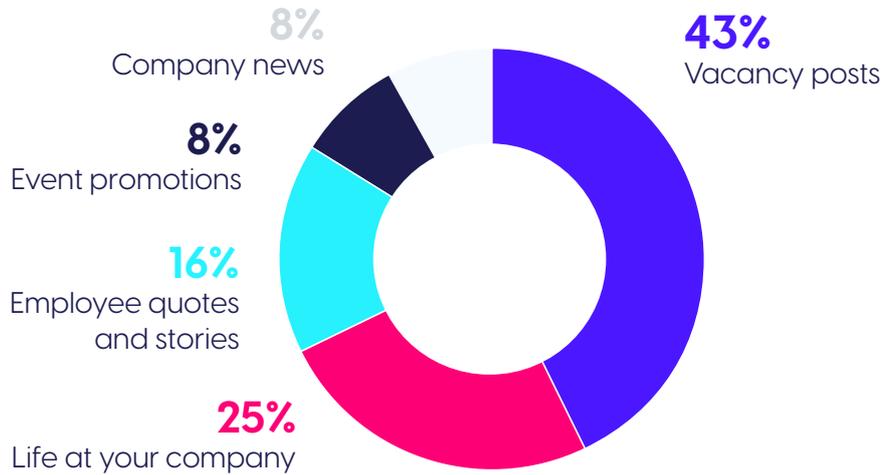
In addition, only a small percentage (21%) of the professionals we surveyed use carousels or sliders. Research often finds this content type to be one of the most engaging across social media platforms, which means that 79% of teams are missing out on the potential extra engagement and reach that comes with it.

### What content topics do you usually post on your social media channels?

(Select all that apply)

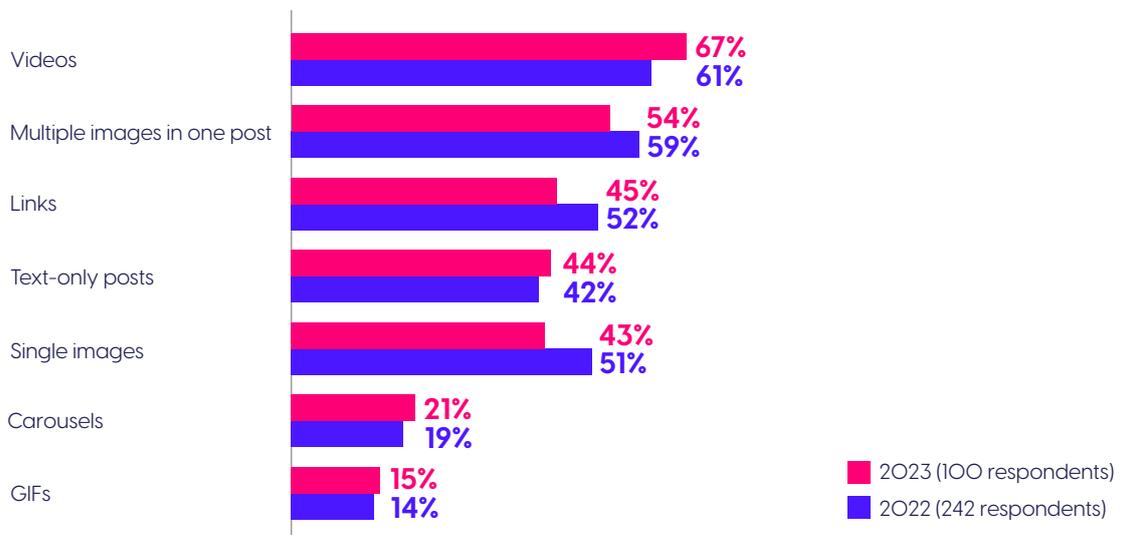


### Which content topic do you find receives the most engagement on social media? (Select one)



2023 data from 100 respondents

### What type of content do you usually post on your social media channels? (Select all that apply)



### Looking for inspiration for your social media posts?

Visit our blog for:

- 25 examples of ["we are hiring" vacancy posts](#)
- 26 examples of ["new employee" social media posts](#)
- 14 examples of [employer branding social media content](#)

Social recruiting best practices:

## **What works best on social media for recruitment and employer branding teams?**



Social recruiting best practices:

# What works best on social media for recruitment and employer branding teams?

To enable our recruitment, employer branding and talent acquisition specialists to express themselves fully, we put this to them as an open-ended question: What would be your top tip or piece of advice for teams that want to use social media for employer branding and/or recruitment purposes?

All the advice from our 2023 respondents who use social media (100 specialists) echoed those of our 2022 respondents (242 specialists), with a few additions. We therefore combined and categorized the most popular recommendations from both surveys below, to provide a full range of perspectives.



## 01 Be authentic and credible

The most talked-about theme in 2023 was once more authenticity. Respondents described it as being yourself, real, honest, authentic, credible and transparent on social media. “Don’t pretend to be anything other than how you are as a company,” said one specialist.

Consequently, they also advised against making exaggerated claims. They stated that it’s important to “be objective and include both the positives and negatives, since in professional life, we are not in the world of Care Bears,” and “find the right arguments to show the best of your business, without lying to people.”

““““

**Don’t pretend to be anything other than how you are as a company.**

## 02 Create quality branded visuals that stand out

This was again one of the top tip in both 2023 and 2022. Many of the recruitment and employer branding specialists we surveyed highlighted the importance of good imagery and videos. “Do not neglect the aesthetic

aspect of your posts, because that’s what attracts attention the fastest,” advised one of the respondents.

Their recommendations for optimal social media visuals included:

- **Create eye-catching content** to stand out on the feed. For example, you can use bright colors, bold statements, videos, and dynamic content to grab attention.
- **Stay on-brand** by developing a consistent and recognizable brand style, and aligning your content to it.
- **Use quality imagery and videos.** For example, by investing in good-quality camera and lighting equipment.
- **Come up with creative, original and exciting messages** that make users want to consume your content.

NEW FOR 2023

## 03 Stay up to date

A new recommendation that stood out in 2023 was the need to stay up to date. Some respondents defined this as ensuring all the content you post on social media, especially when it comes to open vacancies and news, isn’t outdated. “Make sure all posts are accurate and information posted is up to date and factual,” advised one respondent.

Others also added that it’s important to “be in tune with the times,” and stay up to date with what is happening and what is trending on social media.

## 04 Feature your employees

In a separate question, we asked our recruitment and employer branding specialists about the performance of social media content which features photos of employees. In 2023, 61% of respondents who use social media agree that including employee photos led to more engagement. Only 8% disagreed. These results align almost perfectly with those of 2022 (57% more engagement, 27% about the same, 7% less, 8% not sure).

This is also a topic that was brought up by the specialists we surveyed during our open-ended question. Several mentioned using “real employees” in photos, with one specifying that “followers are interested in the company news, but more so in the individual employee experiences. So it’s good to have real voices at the forefront of advertising campaigns, rather than actors.”

““““

**We film our employees in various situations to show positive team dynamics.**

In addition to using employee photos, some also recommended giving a voice to your employees and sharing their story. “Getting employees talking is very important and gives a good image of the company,” stated one specialist. Some specific suggestions included posting articles written by staff in which they describe their role, and filming employees in various situations at work to showcase the different roles, their impact on the company, and the positive team dynamics.

**How does social media content that features photos of your employees perform compared to content that does not feature anyone?**

**4%**

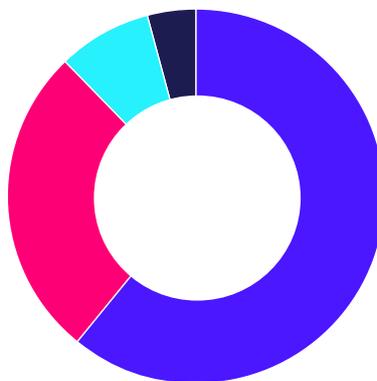
Not sure

**8%**

Less engagement

**27%**

About the same engagement



**61%**

More engagement

2023 data from 100 respondents

## 05 Keep it short and simple

Numerous respondents advised to keep posts simple to grab and retain people's attention. Use clear and credible language that people can understand. Keep texts short and to the point. And make your videos short and sweet.

"Keep it simple. Don't use difficult words, people won't read them," stated one respondent. Others also advised to "create short and concise content, not too long-winded, so that people's attention does not wander away," and "don't write too many sentences. Young people don't have a lot of patience thanks to their phones, so they don't read long texts."

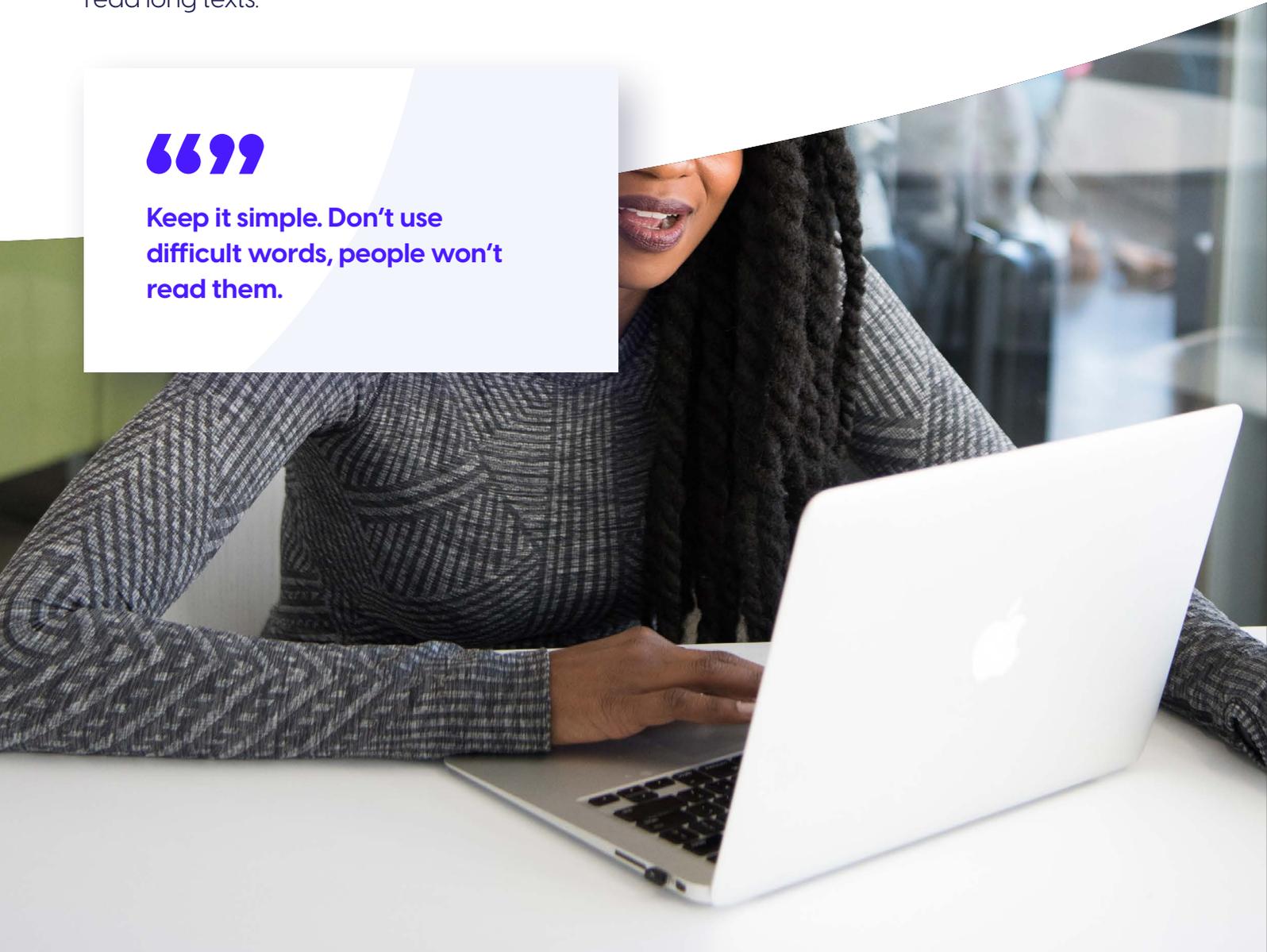
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**Keep it simple. Don't use difficult words, people won't read them.**

## 06 Stay active

Another top tip that came out of our research was to post regularly. Stay active, and avoid allowing your account to become dormant. Some mentioned posting daily, others recommend to post "as much and as often as possible."

"Always stay active and quickly answer posts from visitors who have questions or comments," said one specialist. "Good preparation, consistent strategy, pre-prepared posts" was the recommendation of another to ensure you can keep your social media accounts active.



## 07 Define your strategy

Set your strategy from the start, and stick to it. Respondents mentioned defining the following elements of your strategy before you even get started on social media:

- **Target audience:** Develop profiles for your target applicants, then ensure you are relevant by “communicating using appropriate sources and language that your potential applicants use,” adapting to their needs, and adding value to the right audience.
- **EVP (employee value proposition):** Define your EVP and set guidelines, to ensure a “consistent message and language.”
- **Social media channels:** “Clearly define which social network to use based on the age group that you wish to recruit.”
- **Goals and KPIs.**
- **Branding and style guide:** Our 2023 survey found that only 30% of teams have a dedicated employer branding style guide in place, but this is important to stay consistent and build a recognizable (employer) brand.



Clearly define which social network to use based on the age group that you wish to recruit.

“Plan your content around your strategy and what you want to achieve. Don’t post

content for the sake of it. Make sure it has a purpose that aligns to your goals. Monitor effectiveness and return through application numbers/channel engagement and adapt your content/strategy based on this data,” recommended one of the specialists surveyed.

NEW FOR 2023

## 08 Be professional and friendly

While multiple survey respondents from 2022 had already mentioned either the need to be professional or friendly on social media, several of our 2023 respondents highlighted the need to strike the right balance between the two. “Stay businesslike, but also friendly,” and be “professional but approachable,” were just two of the recommendations.



Dedicate one person in the team to manage the social media channels.

## 09 Secure the right resources

Invest in the right candidates, training and tools. “Hire someone with good knowledge and/or experience of using social media channels,” said one specialist. Another suggested to “dedicate one person in the team to manage the social media channels.”

## 10 Put a smile on people's faces

Bringing some fun and staying positive was also a tactic recommended by several respondents. "Play the humor card, you have to make people want to get involved," "make sure they have fun online," and "put a smile on their face/be positive," were all answers given by the specialists we surveyed.

## 11 Do it!

Finally, many of the recruitment and employer branding specialists also highlighted the value and effectiveness of social media in general, with the advice to simply "Do it."

"It is the most effective medium for us, because it allows us to reach a large group of people without too great a cost," "Using social media leads to good results," and "Don't underestimate the effect of social media, as it can have an immense reach," were just some of their input.

### Do you want more best practices and real-life examples?

Explore our blog posts:

- [Social media best practices for employer branding](#)
- [Brand consistency on social media: How to keep your posts consistent](#)
- [How to create social media content faster](#)

Employee activation and advocacy:

## How can you get employees involved in your recruitment activities?



Employee activation and advocacy:

## How can you get employees involved in your recruitment activities?

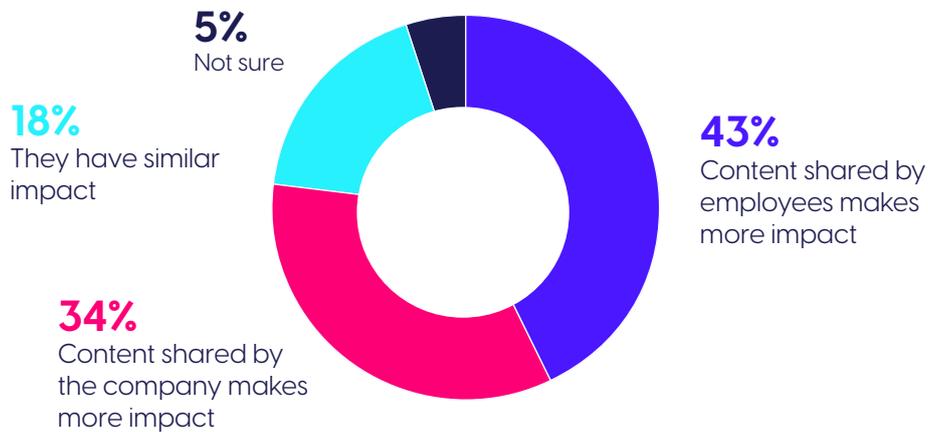
Most in-house recruitment, talent acquisition and employer branding specialists involve their employees in their social recruiting activities. Out of the 100 specialists we surveyed in 2023 who use social media, 90% indicated that they encourage their employees to share and engage with their recruitment content (45% often, 45% sometimes).

This once more matches the results from our 2022 survey (242 respondents), where 86% indicated that they encourage their employees to get involved (41% often, 45% sometimes).



In addition, 43% of the respondents agreed that content shared by employees on social media makes the most impact. In contrast, 34% think that content shared on company channels has more impact.

**How does content shared by your employees on their own social media networks perform compared to content shared via your company channels?**



2023 data from 100 respondents

But what's the best way to get employees involved in your recruitment and employer branding activities and sharing your content? We put this to the specialists we surveyed as an open-ended question. We then categorized their expert tips and ideas below, combining the recommendations from our 2023 and 2022 surveys.

**What is your top tip or best practice for getting existing employees involved in your recruitment and employer branding activities?**



## 01 Create incentives

By far the top recommendation in both 2023 and 2022 to get employees involved is to create some kind of reward program. Use bonuses and other incentives to motivate your employees to get involved and reward their successes.

Most respondents mentioned a monetary reward, while others also suggested making the incentive “extra days off or extra vacation days per year,” or even activities such as “entry to a museum.” You can also reward different types of employee activities and successes, such as recommending someone, introducing someone who gets hired, or even for the employee who “gets the most likes or views” on their social media post.

## 02 Involve your employees in your projects

To get them interested in your initiatives and increase engagement, make sure to involve your employees in your activation projects.

You can start by being transparent about the current situation. As one respondent explained, “Actively involve them in the challenges of recruitment, so that they also feel ownership of the solution.” Additional suggestions from our respondents include listening to their ideas, showing that their opinion counts, and taking them on a journey with you. As noted by one specialist, “Promoting team spirit is essential, and thanks to that, people participate with pleasure.”

Some also advised appointing ambassadors, who can help you communicate your message. In fact, our 2023 survey found that 34% of teams already run employee ambassador programs.

““““

**Make them feel useful and that their opinion counts.**

NEW FOR 2023

## 03 Let your employees do the talking

A new recurring tip in our 2023 survey is to let your employees share their own perspective about your company and the different roles. One specialist explained that “Letting employees speak is very important, and gives a good image of the company.”

“Let them describe what they like about their job and the company,” “let them talk about the pros and cons of their work,” and “share different experiences and perspectives,” were just some of the specific recommendations from our respondents that can encourage your employees to get involved.

## 04 Explain the benefit

“Make the purpose of the recruitment clear to them. That it helps replace pensioners and people who leave the company, and lightens the workload for everyone,” said one respondent. Many more agreed with this advice, recommending that you should show employees the value of getting involved and the impact that they can have.

## 05 Empower your employees

Another popular piece of advice is to give your employees the tools and know-how to get involved. One specified, “Equip employees with the skills to do so. Particularly for those individuals who have demonstrated an interest in this area.”

Others also recommended that you “provide them with tools and resources that they can use to make their profile and posts look better,” and “try to involve your employees

in making the visual material. They are more likely to share it when it is their own project.”

““““

**Try to involve your employees in making the visual material. They are more likely to share it when it is their own project.**

## 06 Provide great content

Similarly to the above, many also mentioned the importance of equipping your employees with great content. Think about authentic videos, attractive imagery, and exciting posts that they would be proud to share on their own channels. This will help you reach a larger audience.



## 07 Set some guidelines

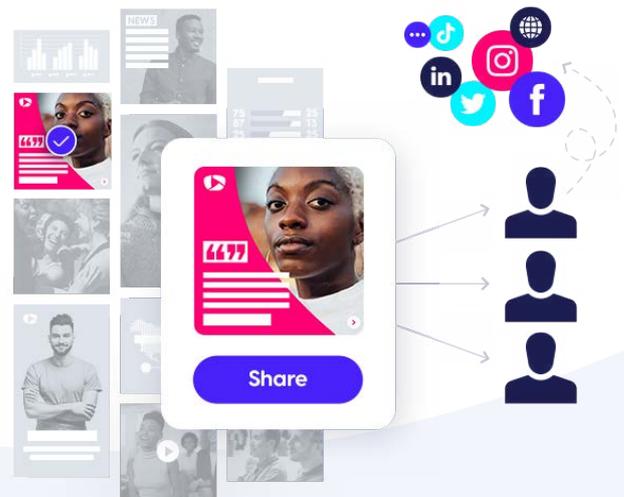
To make sure your employees' content respects your company's values and image, having clear guidelines and processes is a must for some. Even so, 51% of our 2023 survey respondents found that getting employees to follow company guidelines when sharing content about the company is a challenge (up from 30% in 2022).

One specialist detailed their company's sharing policy: "Not all employees are allowed to post content, because given the number of employees, it's difficult to verify what has been posted on their pages. However, we do allow them to publish the messages that we post on our company's social networks." In contrast, another respondent shares their more flexible approach: "Let them explain the position themselves, as long as they respect a certain code of conduct."

### Make it easy for your employees to receive and post your approved content on their own social media channels: Discover Content Stadium SHARE

Our employee advocacy solution enables you to quickly share branded images and videos with your employees, who can then share it on their own social media channels in a few clicks. They amplify your messages. You increase your reach, all while staying in control.

[Learn more about SHARE](#)



## 08 Communicate through different channels

Emails, leaflets, posters, events, intranet, via team leads, during department meetings, via specially-created internal groups... Our recruitment and employer branding professionals listed several different ways in which you can ask your employees to get involved. Consider the different channels available to you, and which would best support your goals and get your message across.

NEW FOR 2023

## 09 Show you care

Another way to get your employees on board with your projects is by simply building a good relationship with them, making them want to help you. "Show interest in them," "value their work," "be kind to them and grateful," "stay close to your employees," and "maintain their trust," were just some of the advice from our specialists.

## 10 Get top management to set a precedent

"As a first step, get top management involved to give an example and boost the dynamic," was a recommendation shared by many of our respondents.

## 11 Make it fun!

One final popular tip among both 2023 and 2022 survey respondents was to get employees motivated by making it fun! Show genuine enthusiasm for your project and keep your activations fun and exciting, for example, by turning them into a game. And avoid "making it feel forced or like work," as one specialist warned.



Content creation:

## **How are recruitment and employer branding specialists creating their social media content?**



Content creation:

## **How are recruitment and employer branding specialists creating their social media content?**

In this part of the research, we review how in-house recruitment, talent acquisition and employer branding teams create their social media content, including:

- Who creates their social media images and videos?
- What tools do they use?
- What challenges do they face? And what are their solutions?

See how your team compares, and get ideas on how to create better and faster content to meet your recruitment and employer branding goals.



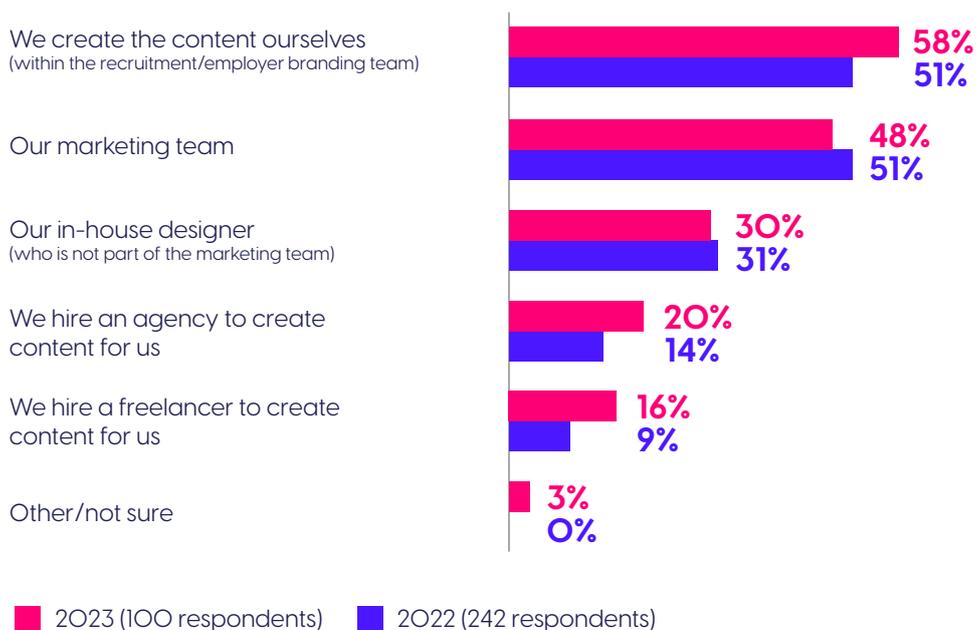
## Recruitment teams are taking content creation into their own hands

In 2023, we are potentially seeing the start of a shift away from recruitment teams relying on marketing for their social media content, and instead taking this task into their own hands.

Our research found that 58% of recruitment teams create their images and videos themselves (up from 51% in 2022), and 48% get help from their marketing team (down from 51% in 2022). Although the difference in the data is not yet statistically significant, we expect this to be a growing trend, as recruitment teams get the skills and tools to take control of their content creation.

### Who creates your images and videos for your social media channels?

*(Select all that apply)*



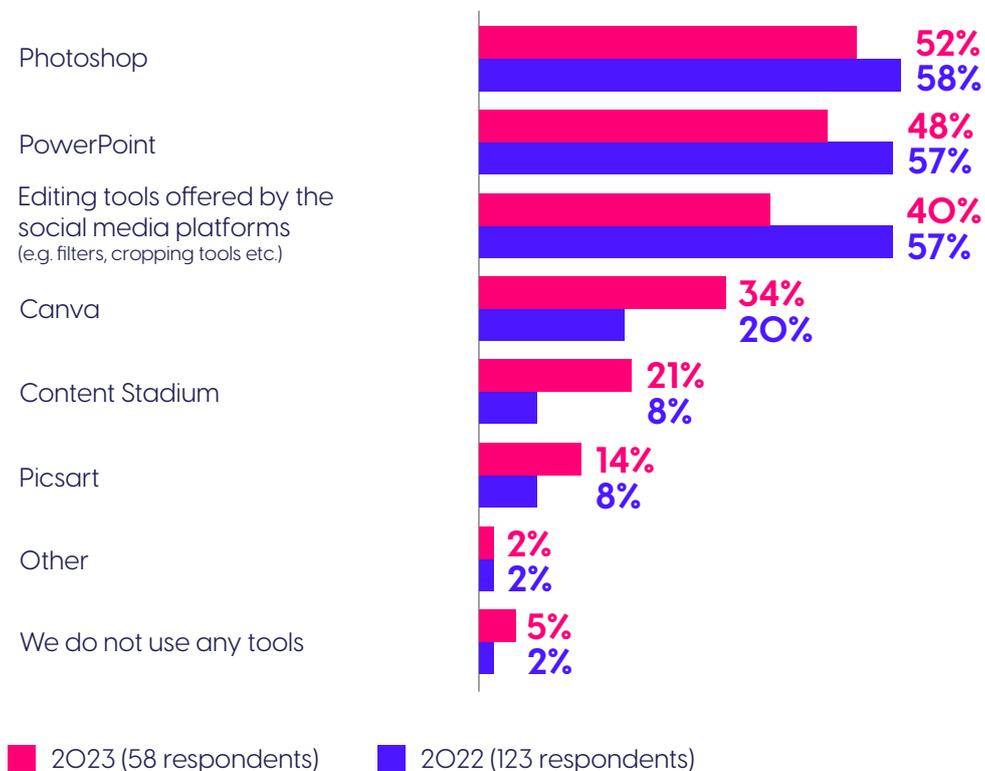
## Most teams use content creation tools to make their social media posts

Of the 58 specialists who indicated that they create their content themselves, within the recruitment/employer branding team, 95% use some form of tool or platform to make their social media visuals in 2023.

Around half of respondents continue to use traditional tools like Photoshop and PowerPoint. However, an increasing number of teams are now shifting to using dedicated template platforms, such as Canva and Content Stadium.

### When you create the content yourselves, what is the tool that you use?

(Select all that apply)



## Lack of time is the biggest challenge to creating content

A growing number of employer branding, talent acquisition and recruitment professionals who use social media face one or more challenges when creating their content (images and videos). In 2022, 71% of respondents indicated that they faced some kind of challenge, while in 2023 this has increased to 85%.

The biggest issue continues to center around **a lack of time**. 44% of specialists find that creating content takes a lot of time, and 28% cannot create the content they want due to a lack of time and resources. "Presenting content beautifully visually takes a lot of time, and is quite expensive," said one respondent. Others added: "Lack of time is the main obstacle," and "It often takes a lot of time

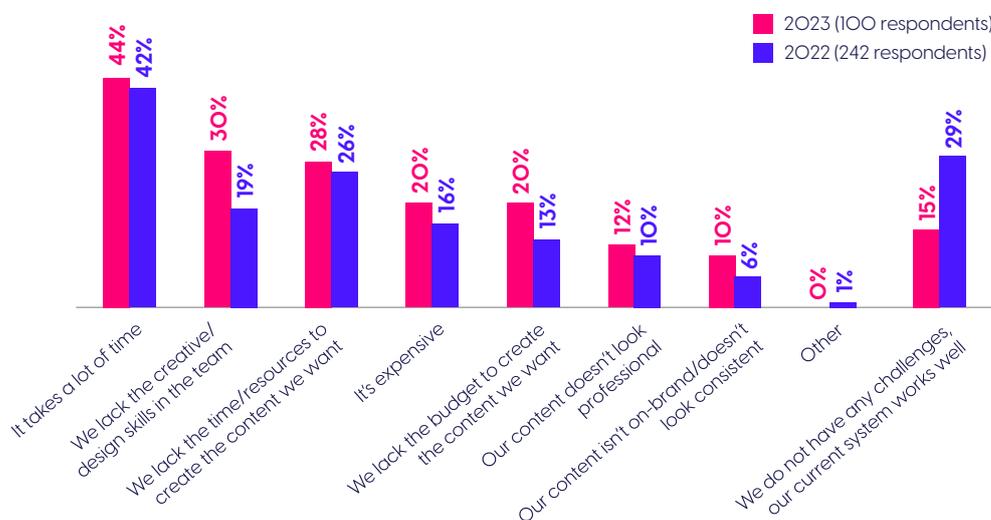
before we have a perfect result, but it is very important."

A **lack of creative skills** is also a growing challenge. In 2023, 30% of respondents do not have the creative/design skills in their team, which is up from 19% in 2022. One specialist mentioned that "creating content is very tiring and difficult because, sometimes, you don't know what to upload," and another that they "don't have people who are really competent in this area."

Meanwhile, some respondents shared their solutions. One specialist explained that they "usually hire a consultancy agency to help us further," and several others recommended "doing your research for good apps, systems or software," which they mention can save time, increase quality, and decrease costs.

### What challenge(s) are you currently facing when it comes to creating your social media images and videos?

(Select all that apply)

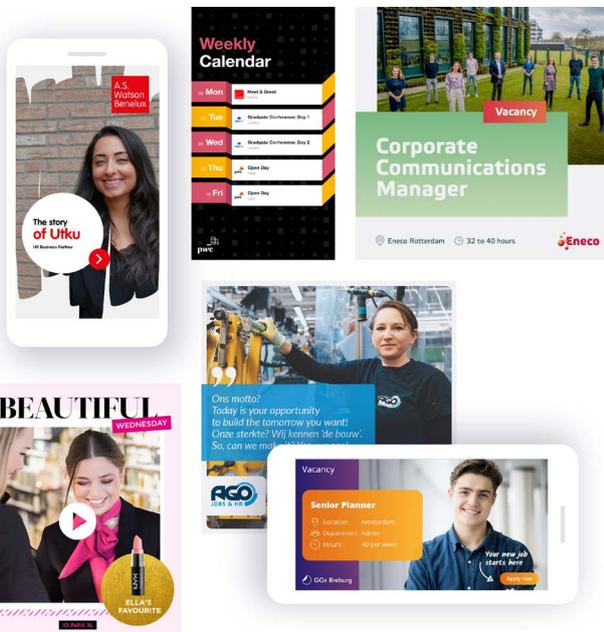


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Do you need (or want) to regularly post content on social media? Lack of time, design skills, or resources shouldn't stand in the way of consistent and professional-looking posts!

Our Content Stadium platform helps your team to quickly create professional branded images, animations and videos. **How?** We custom-design and custom-build your templates based on your (brand's) needs, which anyone in your team can access via our easy-to-use online platform.



- ✓ **Easy, self-service content creation:** Anyone in your team can access your templates to create graphics, animations and video content in a few clicks. No outsourcing, no design skills, and no help from your head office or marketing team needed.
- ✓ **Always on-brand content:** Because your branded templates are custom-built, your designs are always on-brand, no matter who's creating your content.
- ✓ **Complete support and advice:** We not only design and build your templates for you, but we also share advice and content inspiration to improve your social media strategy.

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