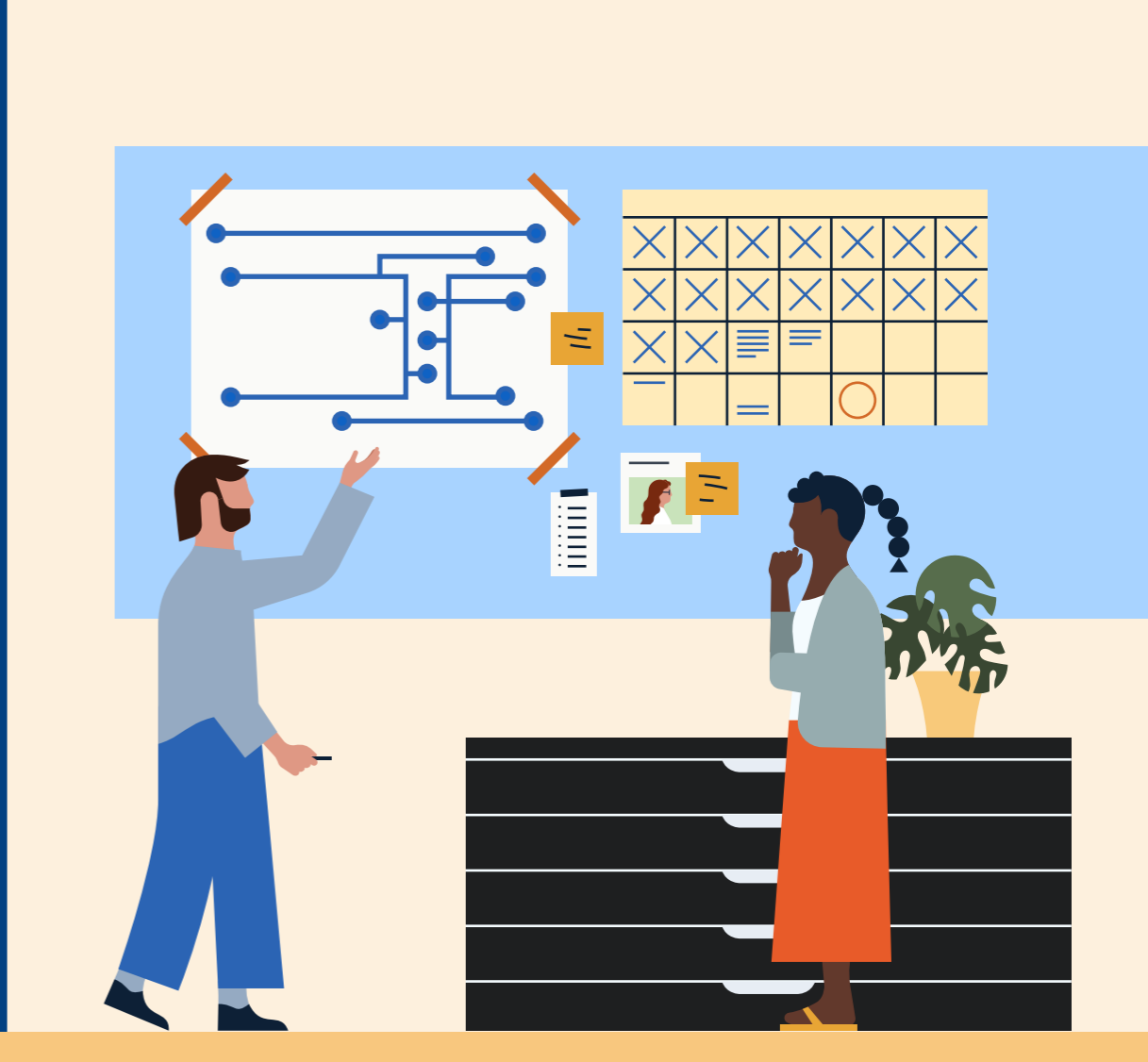


Getting Started with Employer Branding for Nonprofits



Prove you're the right fit for nonprofit talent by following these employer branding tips.

What is employer branding?

Employer branding is how you communicate about your organization to job seekers, and helps shape how your nonprofit is perceived as a place to work by prospective candidates.

An authentic and effective nonprofit employer brand shows job seekers why your mission is important, how your workplace culture drives that mission forward, and why working at your organization can help them take the next meaningful step in their career.



Why employer branding matters

It can help your nonprofit stand out to potential job candidates:

38% of surveyed nonprofit professionals find it very competitive to attract talent over other employers. Respondents in the U.S. and UK cite this as their top hiring challenge.¹ Thankfully, employer branding can help.

It determines whether talent wants to work with you:

6 in 10 professionals choose a workplace based on shared values.²

It's core to a successful recruitment strategy:

49% of recruiting professionals say employer branding will shape recruiting over the next five years.³

It's even more important for the youngest generation of workers:

77% of Gen Z workers say it's important that the values of the company they work for align with their own.⁴

5 easy ways to get started with employer branding at your nonprofit



1. Have your team help you define your brand: Understand what makes your nonprofit stand out by asking employees at all levels why they love working at your organization. Use their answers to shape how you position your employer brand.

2. Make your employer brand part of your content strategy on LinkedIn: Use your employer brand to shape the content you regularly post on your LinkedIn Page. For example, you could post content celebrating your employees or interview those employees to demonstrate how your organization lives out its employer brand every day.



3. Incorporate your employer brand into your messaging across all communications: The more frequently you incorporate your employer brand into your communications, the more consistent it will feel to candidates. Look for ways to add employer brand messaging into your job posts, how you communicate with your candidates, and in your interviewing process.



4. Encourage employee-generated content: Empower your employees to produce their own authentic content about why they love their work by recognizing and celebrating the employees who do so. Use your nonprofit's LinkedIn Page to engage with and reshare posts that these employees generate.



5. Gather feedback from job candidates: Ask prospective hires what made your nonprofit stand out to them. Use their feedback to better understand which elements of your employer brand are resonating with candidates, so you can look for more ways to bring them to the forefront of the candidate experience.



Bonus Tip:

When you're ready to take your employer brand to the next level, consider investing in a [LinkedIn Career Page](#). This dedicated tab on your LinkedIn Page allows visitors to learn more about life at your organization. You can include employee testimonials, feature top employee-generated content, showcase your commitment to diversity, equity, and inclusion – and more.

If you're looking for more help finding and recruiting the right talent for your nonprofit, check out how [LinkedIn's discounted hiring tools](#).

1. LinkedIn, Impact Insight Report, 2023
 2. Edelman, Trust Barometer, 2022
 3. LinkedIn, The Future of Recruiting, 2024
 4. Deloitte & NEW, Welcome to Generation Z, 2018