



iris
universum

How Iris works

All you need to know about Iris

Iris – the only social media monitoring tool focused on employer branding



Understand talent perception of your social content

Students, graduates and professionals in your country are provided with actual social media posts to evaluate against the Universum Drivers of Employer Attractiveness. The results can show what works and what doesn't in your messaging, which themes prevail now and over time.

Benchmark against your competition

Discover how your competition is leveraging their employer brand in an agile way, what their focus is in terms of values/attributes, how engaging their posts are and if your content themes are overlapping.

Visit a case study library

We have an ever-growing library of organic and sponsored posts that generate the highest engagement scores for all markets we are active in. The library serves as an inspiration for content creation and for learning from the best in the market/industry.



How Iris works

1

Social media posts are captured into Universum databases



2

Talent is recruited from a representative pool of graduates and professionals in your country

3

Social media posts are randomly assigned to recruited talent in your country

4

Target talent logs into their account, views each post one at a time and assigns one or two attributes from Universum's 40 attribute framework / the drivers of employer attractiveness

5

All data is then analyzed by Universum research department

6

Talent-coded posts are linked with social media metrics (likes/shares/comments) and are available on demand through Iris

All posts available on Iris are evaluated against the Universum Drivers of Employer Attractiveness

EMPLOYER REPUTATION & IMAGE

The attributes of the employer as an organisation

- Attractive/exciting products and services
- Corporate Social Responsibility
- Corporate transparency
- Ethical standards
- Fast-growing/entrepreneurial
- Innovation
- Inspiring leadership
- Inspiring purpose
- Market success
- Prestige



PEOPLE & CULTURE

The social environment and attributes of the workplace

- A creative and dynamic work environment
- A friendly work environment
- Commitment to diversity and inclusion
- Enabling me to integrate personal interests in my schedule
- Interaction with international clients and colleagues
- Leaders who will support my development
- Recognising performance (meritocracy)
- Recruiting only the best talent
- Respect for its people
- Support for gender equality



EXTRINSIC

INTRINSIC

REMUNERATION & ADVANCEMENT OPPORTUNITIES

The monetary compensation and other benefits, now and in the future

- Clear path for advancement
- Competitive base salary
- Competitive benefits
- Good reference for future career
- High future earnings
- Leadership opportunities
- Overtime pay/compensation
- Performance-related bonus
- Rapid promotion
- Sponsorship of future education



JOB CHARACTERISTICS

The contents and demands of the job, including the learning opportunities provided by the job

- Challenging work
- Customer focus
- Flexible working conditions
- High level of responsibility
- High performance focus
- Opportunities for international travel/relocation
- Professional training and development
- Secure employment
- Team-oriented work
- Variety of assignments



SOFT

HARD

Engagement is the measure of audience responses to an employer's content and activity on a social network. To calculate the engagement score, we weigh audience interactions with employer's content such as Likes, Shares, Comments, based on their importance. We then divide their weighted sum by our estimate of the number of the employer fans who actively receive and view such content.

Engagement score:

$$\frac{(\text{No. of Likes} + 1 * \text{No. of Comments} * 5 + \text{No. of Shares} * 10) * 10000}{\text{Audience Reception Rate}}$$

Audience Reception Rate

$$\text{Audience Reception Rate} = (\text{Fans or Followers})^{0.8}$$

We normalize our engagement scores because it gives a measure to compare and gauge how well an employer and its content are doing by providing a cap on the maximum possible value.

Engagement score normalization:

$$\text{Normalized Engagement Score} = 1000 * (1 - e^{(-\text{Engagement Score}/1000)})$$

Sponsored Posts Detection

The information about whether a post is sponsored or not is part of the private Facebook Insights metrics and as such it cannot be accessed publicly. Therefore we are using a machine learning algorithm to identify if a certain post is sponsored or not without needing admin rights. This works for any public Facebook page (with 96% probability).

The machine learning based approach is used in order to achieve a higher level of accuracy. It also gains more intelligence over time. This means that the algorithm is not static, the system is being trained with actual paid posts so that it can learn how to classify new content.



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