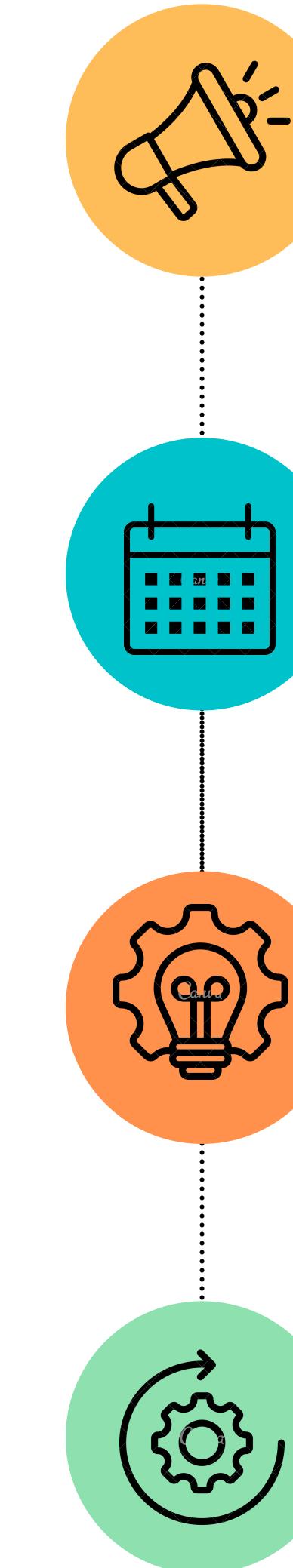


# Employer Branding Plan

## Boost Brand identity & presence



# 4 steps to achieve



## 1. Promote

Create brand awareness amongst employees and external audience via social media

## 2. Duration

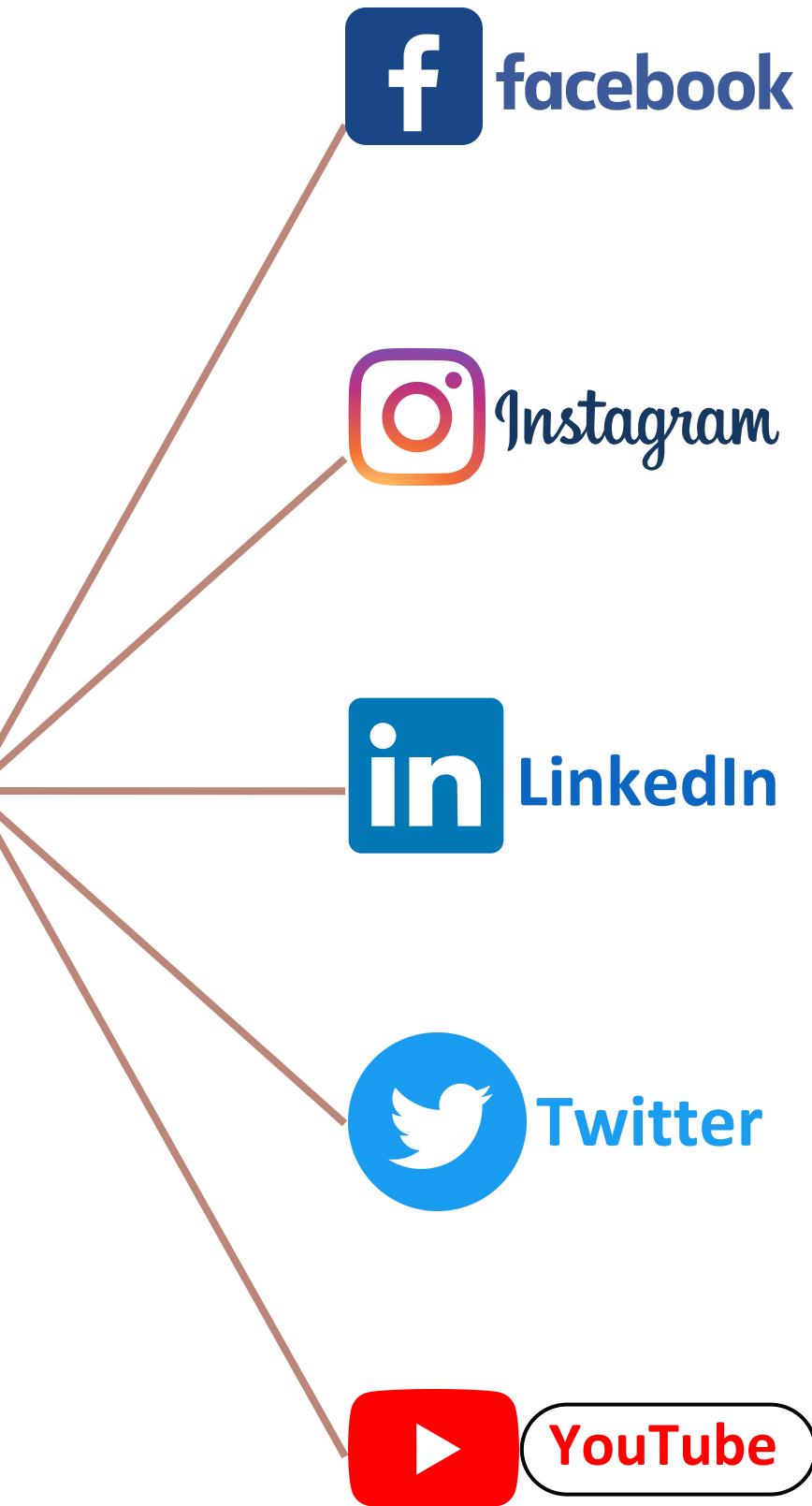
Jot and execute a 3 month plan covering all social media platforms for max brand visibility

## 3. Plan

Create profiles on all social media platforms

## 3. Tools

Stripo, Mailchimp, Outlook, Foleon, Canva, Turtl, Sharepoint



- *Internal FB page - build internal bonding*
- *External FB page - to give company updates/to engage audience*
- *Instagram page to share Krypton stories/ job opps/ company updates/greetings*
- *Presenting org POV*
- *Job opportunities*
- *Company news*
- *Employee testimonials*
- *Create strong profile*
- *Relevant Tweets to garner attention*
- *Management board to promote*
- *Company tour*
- *Culture at Krypton*
- *Activities/events at Krypton*
- *Campus drives*
- *CSR activities*

# Social Media Target Audience



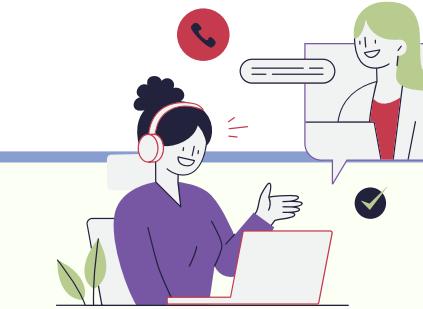
## Employees

- Employees form the foundation of any organisation.
- It is imperative to keep them engaged, encouraged and rewarded for their efforts & time.
- Through a consistent & streamlined employer branding plan, we can increase employee retention & loyalty.
- Maintaining an intranet platform, where we encourage employees to post and tag us, making work place a fun place!



## External Audience

- Building a brand impression/awareness amongst the crowd boosts organisational value, and brings in more recognition.
- We can only increase brand retention through continuous social media presence.
- Posting employee milestones, achievements, and advertising our Dei culture to excite audience.
- Constant community engagement for boosting brand value!



## Clients/ Stakeholders

- We need to keep our clients and other prospects informed about all the latest company updates, be it any merger, acquisition or reorgs in the organisation.
- Informing about conference we take part in or host.
- Publish stories on major newspapers or magazines.
- Visibility is the key - advertising ourselves through hoardings and other outdoor media.

# Employer Branding via Social Media



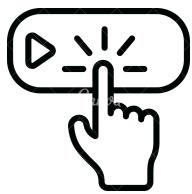
## Step 1 : Idea

- Identify concept and employee vibe.
- The concept should be at par with the latest trends.
- Content should be precise, crisp & eye catchy



## Step 2 : Plan

- Identify social media platforms and tools to be used to bring life to the idea!
- There should be pre-buzz, the real event and post-event activities planned beforehand.

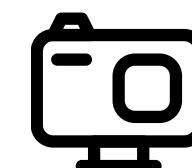


- Create out-of-the-box creatives
- Post it on social media sites/intranet
- Create buzz/curiosity
- Conduct event
- Upload pics/videos of the event on social media sites/intranet



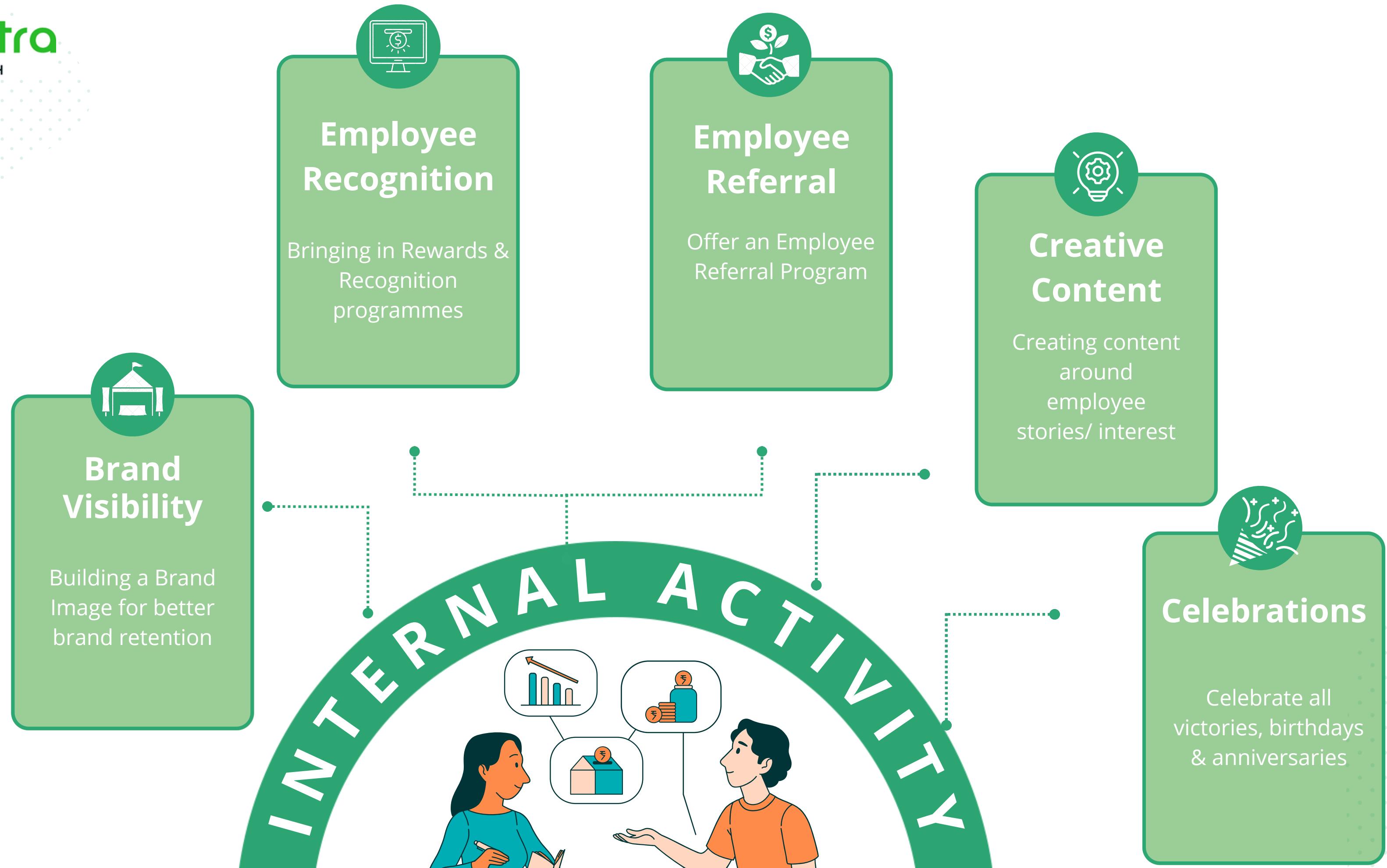
## Step 4 : Final Result

Consistent posting of content/creatives and conducting employee engagement activities will improve employee retention and increase brand visibility.



## Step 5 : Review

- Review which campaign worked, and how, try the trial and error method to hit the nail!
- Use in-built analytics to understand audience insights!
- Also, conduct an employee feedback survey after events to deliver the best!





# Employee Marketing Plan

## Employee Jammin

A fun-jam activity on Yammer/intranet every Wednesday, where employees can take part in fun quizzes/ activities. This will help build rapport amongst employees.

## EmpowHer - Women's forum

A monthly forum where we promote women of Krypton. An interactive session, where women share their achievements, struggles, and what aspires them to be successful.

## Humans of Krypton

Insta/Fb/LinkedIn activity, giving an inside scoop about Kryptonians. Sharing a piece of life with audience, that is motivating, encouraging and heart-touching. We can start with internal FB/Yammer to understand the response.

## FB live / Fireside chat

This can be an internal series where Indian management board share org updates , and other milestones Krypton India has achieved and other major news. Every month we will have different speaker on-board

## Employer Branding video

Create a powerful Employer Branding video that showcases Krypton's culture, values, and work environment to potential employees, aiming to attract the talent pool. A compelling narrative about why our company is an exceptional workplace. It aims to reinforce our company's commitment to its employees and foster a positive image in the job market.

## Open House

An open transparent forum, where employees can ask questions and management shall give updates on the company's vision/growth and focus on major key points.

## Podcast Series #Kryptonviews

A tête-à-tête with Kryptonians, starting with Indian management, and then other employees, sharing their side of the story at Krypton. How they started with Krypton, hows it going etc

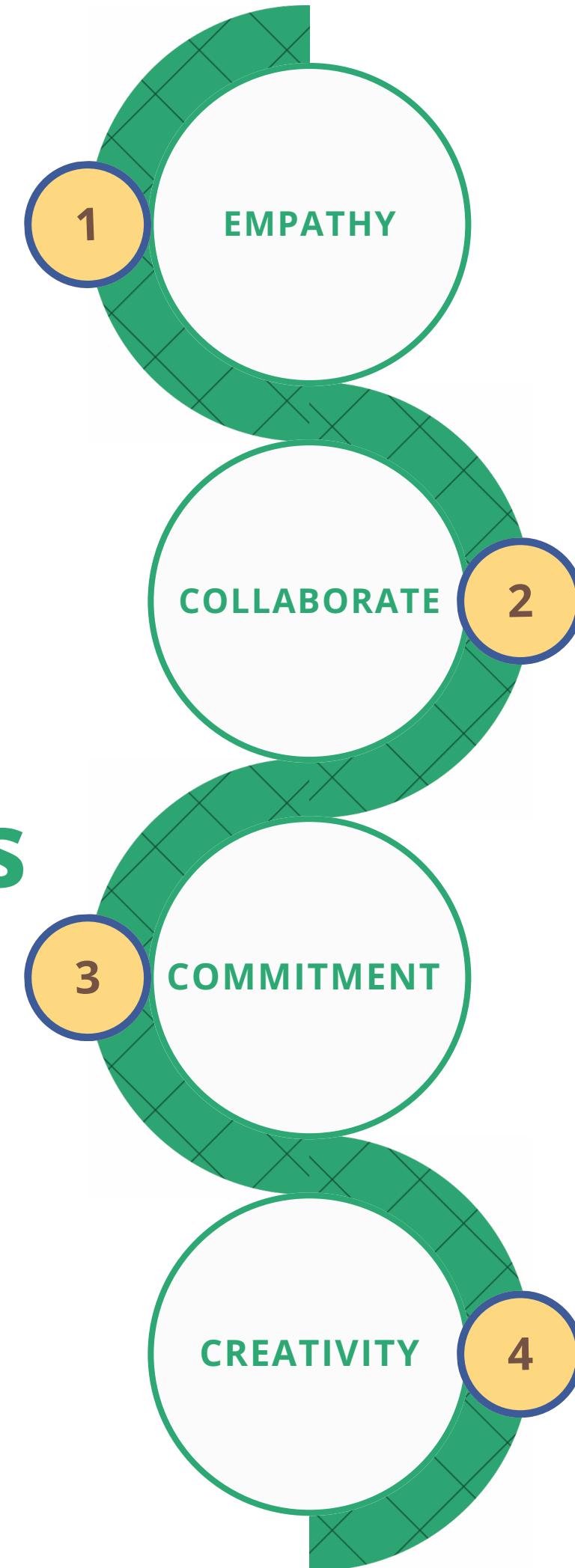
## Employee Testimonials

Collating video snippets/ 2-3 lines from employees, where they share their experience on working at Krypton, how the company is and how it has helped them grow as an individual. Posting them on social media sites, will garner attention

## AHM/Townhall

An event, where employees are informed as well as rewarded for their quarterly performance/yearly. We can have awards for different categories, that will truly help in employee retention, and recognition. The same can be communicated on social media sites.

# Promote Krypton Values

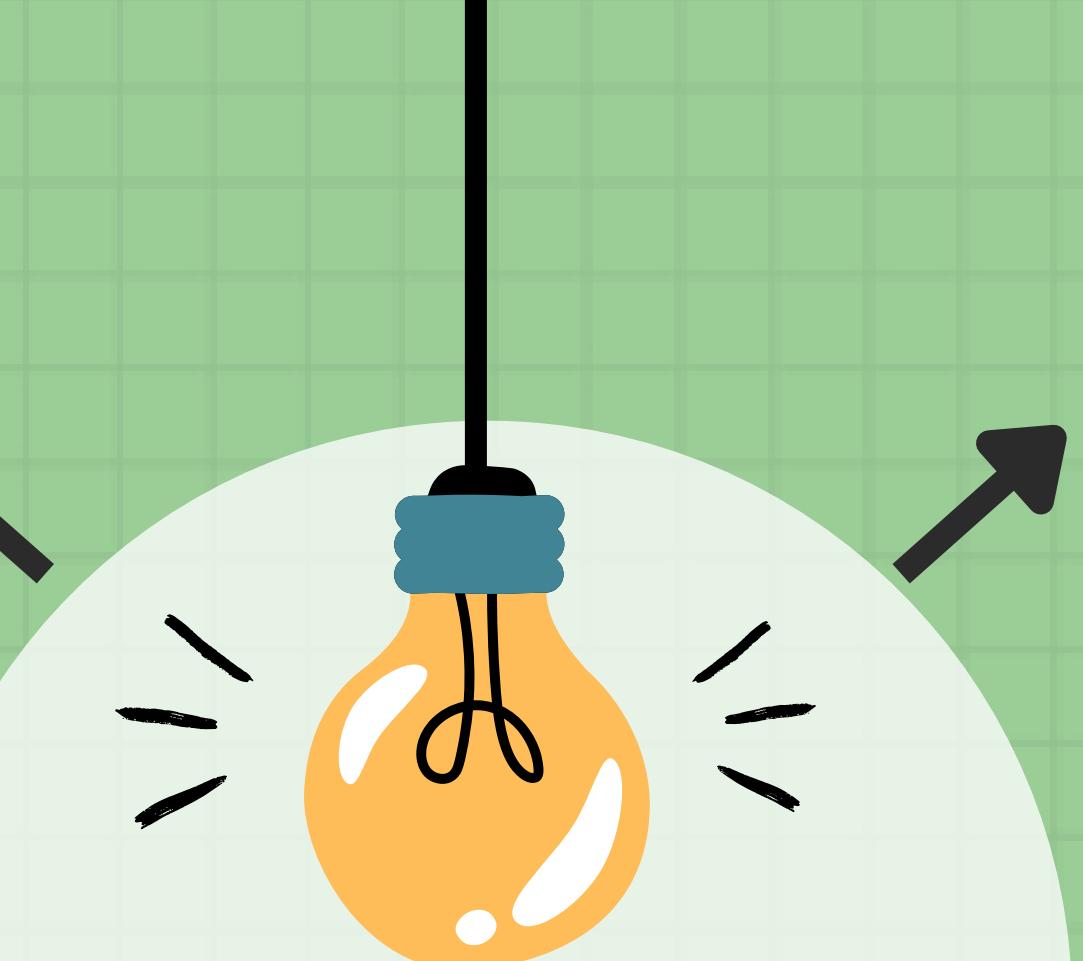


Empathy towards your colleagues,  
to understand better

Collaborate as a team to empower  
each other and achieve goals

Commitment towards organisation and work.  
Always putting in 100%

Thinking out of the box to stand out  
from the rest



# MARCOMM STRATEGIES

## GLASSDOOR / AMBITIONBOX

Constantly urge employees to post reviews: Glassdoor and Ambitionbox, and increase the ratings.

## CSR

Post our CSR activities and highlight them on LinkedIn, Instagram and FB, to bring in a humane angle

## BEST IMPRESSION

To attract top talent, ensure we post precise & creative JDs on LinkedIn. It should be catchy and out of the box!

## LINKEDIN COMMUNITY

Create a Life @ Krypton India page under the main LinkedIn page, this will provide more visibility and reach in the Indian market

## CAMPUS PLACEMENTS

Announcing on LinkedIn that we are holding campus placements at selected top tier colleges, and create a trailer video to showcase our company culture and Del

## DEIB

Never leaving a chance to promote the Diversity, Equity, Inclusion and Belonging throughout our posts. Give snippets of our work culture and office, and create polls.

# Sample 3-month plan

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6 MARKET UPDATE	7 EMPLOYEE JAMMIN	8 QUIRKY POST (TRENDING)	9 WORLD HEALTH DAY	10
11	12 QUARTERLY NEWSLETTER	13	14 EMPLOYEE JAMMIN	15	16 JOB POST	17
18	19	20 PODCAST	21 EMPLOYEE JAMMIN	22	23	24
25	26 NEWS @ KRYPTON	27 INSTAGRAM POST- DEI	28 EMPLOYEE JAMMIN	29 POLL ON HYBRID WORK	30 WOMEN'S FORUM	31

INTERNAL  
INSTA/FB  
LINKEDIN  
CAMPUS

# SEP 2024

SUN	MON	TUE	WED	THU	FRI	SAT	
1	2	3 EMPLOYEE JAMMIN	4 MARKET UPDATE	5	6	7	<span style="color: #4a86e8;">INTERNAL</span>
8	9 PODCAST EPISODE STREAM	10 JOB POSTING	11 EMPLOYEE JAMMIN	12 FB LIVE WITH LEADERS	13 EMPLOYEE TESTIMONIALS	14	<span style="color: #800080;">INSTA/FB</span>
15	16 LINKEDIN JOB POST	17 ORG UPDATE	18 EMPLOYEE JAMMIN	19 JOB OPP REFERAL PRGM	20 CAMPUS PLACEMENT ACTIVITY	21	<span style="color: #003366;">LINKEDIN</span>
22	23 CAMPUS PLACEMENT	24 CAMPUS PLACEMENT ACTIVITY	25 EMPLOYEE JAMMIN	26 CAMPUS PLACEMENT	27 EMPLOYEE JAMMIN	28	<span style="color: #ffcc00;">CAMPUS</span>
29	30						<span style="color: #800080;">INTERNAL + INSTA/FB</span>

OCT 2024

SUN	MON	TUE	WED	THU	FRI	SAT
		1 CAMPUS PLACEMENT CAMPAIGN	2 OPEN HOUSE PRE-BUZZ	3	4	5
6	7	8	9 LIFE @ KRYPTON INDIA POSTS	10	11 PODCAST SERIES	12
13	14	15 PARTNER ENGAGEMENT	16	17 HUMANS OF KRYPTON	18 KRYPTON UPDATES	19
20	21 HUMANS OF KRYPTON	22 LINKEDIN JOB POST	23	24 OPEN HOUSE FOLLOW -UP	25	26
27	28	29	30	31 OPEN HOUSE		



**"Customers will never love a company  
until employees love it first"**

-Simon Sinek

**Thank you :)**