



25 Prompts to Spark Authentic Employer Brand Content

Real questions. Real stories. Real results.

Use these prompts to collect meaningful, employee-led content that reflects your true culture—from social posts to video clips to blog features.

New Hire Experience

1. What surprised you most when you joined the company?
2. How would you describe your onboarding experience in one word—and why?
3. What's something you wish you knew before your first day?
4. Who made your first week easier—and how?
5. What made you feel welcomed or included right away?

Everyday Moments

1. Describe a recent win your team celebrated.
2. What's something small that makes your workday better?
3. How does your team support each other when challenges come up?
4. What's your favorite Slack/Teams channel and why?
5. Share a moment this week that reminded you why you do this work.

Growth & Development

1. What's one way you've grown since joining the company?
2. How has your manager supported your career goals?
3. What's a skill you've developed here that surprised you?
4. Share a story of a time you stepped outside your comfort zone.
5. How has the company invested in your development?

Culture & Connection

1. What's one word your team would use to describe its culture?
2. How does your company show appreciation for employees?
3. What does flexibility look like for you personally?
4. Share a company tradition you genuinely enjoy.
5. How does your team stay connected across locations or time zones?

Advice & Advocacy

1. What would you tell a friend thinking about applying here?

2. What makes someone successful on your team?
3. What do people get wrong about working here?
4. Why did you choose to stay when other opportunities came up?
5. What makes your company's mission or values feel personal to you?

Tips for Use with Cliquify

- **Use with Video Voices:** Select 3–5 prompts for a themed video project (like onboarding stories or culture moments). Upload them as a prompt set in Cliquify so employees can easily record from any device—no script needed.
- **Create shareable static posts:** Turn employee answers into bite-sized content—perfect for LinkedIn, Instagram, or your internal brand hub. Pair quotes with team photos, behind-the-scenes shots, or culture visuals using Cliquify's static templates.
- **Build a content calendar:** Rotate one question per week or per team, and source content from different departments to show varied perspectives across roles, locations, and career stages.
- **Start a storytelling campaign:** Launch a “Real Stories” or “Work Unfiltered” campaign using these prompts. Share employee-submitted responses as a series and track reach and engagement through Cliquify's analytics.
- **Organize by theme in Cliquify:** Group prompts into projects like “Day One,” “Growth Moments,” or “Why I Stayed” and let your team choose the ones they connect with most.