

Employer Branding Metrics & Measurement Checklist

A modern employer brand isn't built on buzzwords—it's built on insight. Use this checklist to identify, measure, and optimize the metrics that matter most to your strategy. Whether you're just getting started or looking to scale, these KPIs will help you track real impact.

◆ Section 1: Brand Awareness & Reach

- ☐ Track social media impressions and reach
- ☐ Monitor careers site traffic (unique/new vs. returning visitors)
- ☐ Analyze views and engagement on brand and employee content
- ☐ Benchmark visibility across campaigns

◆ Section 2: Candidate Engagement & Conversion

- ☐ Monitor click-through rates (CTRs) on job links and landing pages
- ☐ Track visits-to-application conversion
- ☐ Measure video engagement length and interaction
- ☐ Identify which content drives the most applies

◆ Section 3: Employee Advocacy Participation

- ☐ Track employee shares and content amplification
- ☐ Measure participation rates by department or role
- ☐ Evaluate total reach from employee advocacy
- ☐ Analyze sentiment in post captions and engagement patterns

◆ Section 4: Employer Brand Sentiment & EVP Alignment

- ☐ Compare stated EVP to perceived employee experience
- ☐ Track internal and external sentiment shifts
- ☐ Analyze cultural keywords in employee content
- ☐ Identify EVP misalignment and message gaps

◆ Section 5: Competitive Benchmarking

- ☐ Benchmark brand sentiment against key talent competitors

- ☐ Identify EVP whitespace or oversaturated themes
- ☐ Compare reach, share of voice, and engagement
- ☐ Use insights to refine positioning and messaging

Tools to Support You

Cliquify

- ✓ Real-time content performance
- ✓ Employee advocacy tracking
- ✓ Campaign optimization by EVP pillar

CLEO Intelligence

- ✓ Competitive benchmarking
- ✓ Sentiment analysis
- ✓ EVP gap detection and positioning insight

Pro Tip:

Use this checklist to create a simple tracking dashboard. Revisit your metrics monthly or quarterly to stay aligned with your evolving employer branding goals.