



FROM CELEBRATION TO CONTENT FOR EB TEAMS

Turn milestones into moments that build culture, credibility, and your employer brand.

AUG 2025 EB Playbook



> The Why

Every company milestone — whether it's a product launch, anniversary, or big achievement — is a chance to tell your story, engage employees, and attract future talent.

This isn't about squeezing marketing value out of something personal or turning celebrations into sales pitches. It's about **honoring the real people, real effort, and real moments** behind the milestone — and making sure those stories don't fade once the day is over.

When you approach celebrations with sincerity and intention, the content you create becomes:

- A living record of your culture in action
- A way to give credit where it's due
- An authentic signal to future talent about what it feels like to be part of your team

This playbook walks you through how to turn one event into a 4-week content campaign that's as meaningful for your employees as it is impactful for your brand.



> Step 1: Pre-Event Content Plan

Build excitement and set the tone before the big day.

TEASER IDEAS

- Countdown posts on LinkedIn, Instagram, or your intranet.
- Sneak-peek photos or short clips from event prep.
- Throwback posts showing “how it started” vs. “how it’s going.”

EMPLOYEE PROMPTS

- “What’s one word that describes this milestone for you?”
- “Share your favorite memory from the past year.”
- Record quick, authentic answers using Cliquify’s Video Voices so you have ready-to-use, employee-generated clips to share in the lead-up.

HASHTAG STRATEGY

- Create a short, branded event hashtag employees can use across posts.
- Encourage them to tag the company and share Video Voices clips on their own channels for maximum reach.

> Cliquify Pro Tip:

Set up a dedicated campaign in Cliquify before the event so employees can easily upload their Video Voices, access branded templates for teaser graphics, and see examples of pre-approved content ideas.

➤ Step 2: During the Event

Capture the human side of the celebration.



Photo/Video Shot List:

- Smiling faces + candid laughter
- Team high-fives or group shots
- Behind-the-scenes moments (setup, speeches, performances)

Real-Time Post Ideas:

- Live quotes from speakers
- Quick video snippets of employee reactions
- Short Instagram stories with polls or emoji sliders

Employee Shoutouts:

- Recognize contributions across departments
- Share their stories on the spot through Video Voices

> Step 3: Post-Event Content Plan

Keep the momentum alive after the event ends.

RECAP FORMATS:

- Highlight reel video
- Photo carousel with captions from employees
- “5 Things We Learned from This Milestone” blog post

EVERGREEN IDEAS:

- Feature employee milestone stories in recruitment campaigns
- Use event visuals in future presentations or onboarding materials

ALUMNI INVOLVEMENT:

- Invite former employees to share their own reflections on the milestone

> Cliquify Pro Tip:

Upload your event visuals and Video Voices clips to Cliquify’s content library and tag them by theme (e.g., “teamwork,” “innovation,” “employee growth”). This makes it easy to repurpose them in recruitment campaigns, onboarding experiences, and future anniversary celebrations.

>> Step 4: Measurement Tracker

Track the celebration's brand impact.

- ✓ Internal: Participation rates, intranet engagement, sentiment surveys
- ✓ External: Social media reach, post engagement, hashtag usage
- ✓ Talent Metrics: Increase in applications, candidate quality, referral volume



>> Cliquify Pro Tips:

- Use Video Voices to collect authentic, employee-driven stories before, during, and after the event.
- Store event content in your Cliquify content library for easy reuse.
- Leverage analytics to measure which celebration posts resonate most with talent.



BUILD WITH PURPOSE. CONNECT WITH TALENT.

Ready to scale your employer brand with the right tools?
From strategy to storytelling to measurement, Cliquify
helps you turn ideas into action.

Book a demo or get your **free CLEO Competitive Report**.

 cliquify.me

 getcleo.ai

