

The Peer Voice **Capture Guide**

Your most trusted employer brand content is being created daily, by the people who live your culture. Here is a simple framework for capturing those authentic stories while they are still fresh.

The best employee stories are at their most vivid the moment they happen. Build a light habit of capturing them in real time, and you will always have genuine, energized proof of your culture ready when you need it.

1 The Moments Worth Capturing

First Impressions

The first 30 days, when onboarding excitement and fresh perspective are at their peak.

Project Wins & Launches

Right after a team ships something they are proud of and the pride is still high.

Work Anniversaries

Natural reflection points where people look back on how far they have come.

Growth Moments

Promotions, new skills, and stretch assignments that show your culture in action.

2 Questions That Unlock Real Stories

- What surprised you most about working here?
- What is a moment you felt proud to be part of this team?
- How would you describe the culture to a friend who is thinking of applying?
- What is something you did not expect to love about this role?

3 Make it Easy to Say Yes

Keep it short

One question, a 60 second answer. Low effort means more stories collected.

Let them choose

Text, audio, or video, in their own words. Authenticity beats polish every time.

Build a habit

A simple recurring prompt keeps your library growing all year, not just at hiring time.

READY TO BUILD YOUR AUTHENTIC STORY LIBRARY?

Cliquify helps employer brand teams capture and activate real employee voice at scale, with the brand controls and analytics to make it effortless.

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