



2024: A Year of Employer Brand Social Post Ideas

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77% of job seekers use social media channels to research prospective employers.

[StandOut CV survey, 2022](#)

Why tell your employer brand story on social media?

As we go into 2024, there's no doubt that companies are entering a highly competitive talent market. Top talent will have their pick of opportunities and offers, which means you have to differentiate your organisation from the crowd.

One of the best ways to do this is by showcasing your authentic culture through social media - positioning yourself as a destination employer for the talent you want.

Creating a social content plan can be extremely time consuming, which is why we've done the hard work for you! This document contains a year's worth of content ideas - 3 posts a week for the whole of 2024.

These posts are designed to help you increase the awareness of and engagement with your employer brand, while keeping your story authentic to the lived experience of your talent.

January

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
01	02	03 Happy New Year Share your goals for 2024 with your audience	04	05 Employee testimonial Share a quote from an advocate employee	06	07
08 TA team spotlight Shine a light on a member of your TA team	09 2024 goals Quotes from talent about what they're excited for this year	10	11 Value spotlight Highlight one of your core values and associated behaviours	12	13	14
15 Work anniversaries Celebrate any key employee milestones in January	16	17 Career journey Tell the story of an employee who has progressed	18	19	20	21
22	23 International Education Day How do you encourage growth and learning?	24 TA tips Ask your TA team to offer application tips for apprentices	25	26 Meet the team Highlight one of your teams that's hiring right now	27	28
29 FAQs Answer a frequently asked question about your company	30	31				

February

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			01 LGBTQA+ History Month Highlight LGBTQA+ figures in your industry	02 Time to Talk Day How do you encourage open conversations at work?	03	04
05 National Apprenticeship Week Highlight your apprentice schemes	06	07	08 Leadership team interview What are your leaders excited about this year?	09	10 Chinese New Year Share how your organisation will be celebrating this year	11
12 TA tips Ask your TA team to offer tips for ace-ing an interview with you	13	14 Glassdoor review Share quotes from positive Glassdoor reviews	15	16 Day in the life Give your audience an insight into the day to day at your business	17	18
19	20 Benefit spotlight Inform your audience about one of your top benefits	21 Employee testimonial Share a quote from an employee advocate	22 Internal mobility Identify someone who has moved teams - show us that journey	23	24	25
26 FAQs Answer a frequently asked question about your company	27	28	29 Glassdoor rating Showcase the best score from your Glassdoor profile			

March

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				01 Employee Appreciation Day Do an appreciation post for your people	02	03
04 Employee Recommendations What are your people reading right now?	05	06	07	08 International Women's Day This years theme: #inspiringinclusion	09	10 Mother's Day Time to shout about your Maternity policies
11 Ramadan How do you facilitate Ramadan practices for your staff?	12	13 Quarterly achievements Summarise your top achievements from Q1	14	15 Value spotlight Highlight one of your company values	16	17
18 Neurodiversity Awareness Week How are you inclusive of neurodiverse talent?	19	20 International Day of Happiness What makes your team happy at work?	21 New starters intro Introduce your new / recent starters	22	23	24
25 TA team spotlight Shine a light on a member of your TA team	26 TA tips Ask your TA team to offer their best CV advice for applicants	27	28	29 Meet the team Highlight one of your teams that's hiring right now	30	31

April

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
01 Stress Awareness Month How do you help staff cope with stress?	02 World Autism Awareness Day How are you inclusive of neurodiverse talent?	03	04	05 Your mission Remind your audience of your organisation's mission	06	07
08	09 FAQ Answer a frequently asked question about your company	10	11 Leadership team interview Why do your leaders love working here?	12 Employee recommendations What podcasts are your people listening to?	13	14
15 Career journey Highlight someone in your organisation that has progressed	16	17 Day in the life Give you audience an insight into the day to day at your business	18	19 Onboarding spotlight What does onboarding look like in your organisation?	20	21
22 Earth Day How do you create an environmentally friendly workplace?	23	24 What to expect on your first day Walk your audience through a typical day 1	25 Employee feedback Showcase a time where you listened and actioned feedback	26	27	28
29	30 Project spotlight Showcase on of the current projects of a hiring team					

May

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		01 International Workers Day Give a shout out to your workers	02 World Password Day How do you keep employee information secure?	03	04	05
06 Application process Give your audience a walk through of your application process	07	08 Talent survey stat Showcase a positive statistic from your employee survey	09	10 Employee recognition What does recognition look like in your organisation?	11	12
13	14 TA team spotlight Shine a light on a member of your TA team	15	16 Day in the life Give your audience an insight into the day to day at your business	17 Bust a myth What's a misconception about your organisation?	18	19
20 Proudest moment Ask a team member about their proudest achievement	21	22 Employee recommendations What's on your team's summer reading list?	23	24 Benefits spotlight Inform your audience about one of your top benefits	25	26
27	28 Meet the team Highlight one of your teams that's hiring right now	29	30 Your vision Remind your audience of your organisation's vision	31		

June

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					01	02
03 Pride Month How will you be celebrating Pride at your organisation?	04	05 World Environment Day How do you contribute to saving the planet?	06	07 CSR Spotlight Tell your audience about one of your CSR initiatives	08	09
10	11 FAQ Answer a frequently asked question about working for you	12	13 Leadership team interview What keeps leaders at your company?	14	15	16 Fathers' Day Tell your audience about your paternity policies
17 New starters intro Introduce any new or recent starters to your audience	18	19	20 World Refugee Day Have you hired any displaced individuals? Tell their story	21 Work anniversaries Celebrate your long-tenured talent anniversaries	22	23
24	25 Development support What does professional development support look like at your org?	26 Quarterly achievements Summarise your top achievements from Q2	27	28 Glassdoor reviews Share quotes from positive Glassdoor reviews	29	30

July

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
01	02	03 Bring your dog to work day Show off your policy - and those furry friends!	04	05 FAQ Answer a frequently asked question about your organisation	06	07
08 What do you look for in an employer? Ask your audience with an interactive poll	09 Meet the team Highlight one of your teams that's hiring right now	10	11 New starters intro Showcase quotes and testimonials from your recent joiners	12	13	14
15 Project spotlight Show off a great project that your teams are currently working on	16	17 Bonus scheme Tell your audience how you approach your bonus scheme	18	19 Employee testimonial Share a quote from one of your employee advocates	20	21
22	23 What to expect What can talent expect from their first 6 months with you?	24 Goals and objectives How do you help talent define goals and objectives?	25	26 Summer playlist What's on your TA team's summer playlist right now?	27	28
29	30 International Day of Friendship How do you foster a collaborative culture?	31				

August

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			01	02 Values spotlight Highlight one of your organisation's core values	03	04
05 Benefits spotlight Inform your audience about one of your favourite benefits	06	07 Leadership interview What does the next 6 months look like according to a Leader?	08 Employee recommendations What podcasts are your people listening to?	09	10	11
12 Office tour Give your audience a tour of your office space	13	14 Internal mobility Identify someone who has moved teams - show that journey!	15	16 TA team spotlight Shine a light on a member of your TA team	17	18
19	20 Bust a myth Tackle a misconception about working for your business	21	22 Proudest moment Ask your team for their proudest moment with your organisation	23 FAQ Answer a frequently asked question about your hiring process	24	25
26 Your purpose Remind your audience of your organisation's purpose	27	28 Talent survey Showcase a positive statistic from your employee survey	29 Meet the team Highlight one of your teams that's hiring right now	30	31	

September

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						01
02 New starters intro Interview a new starter in your business	03	04 Global TA Day Why do your team love working in TA?	05 Day of Charity Showcase your CSR initiatives	06	07	08
09	10 Day in the life What does your day-to-day routine look like?	11 Career journey Highlight someone who has progressed	12	13 Glassdoor reviews Spotlight a positive score from your profile	14	15
16 TA tips Offer application tips to your audience	17	18 Equal Pay Day How do you ensure equal pay?	19	20 Employee network Interview the leader of one of your networks	21	22
23 Event throwback Share some pics from a recent team event	24	25	26 Career journey Highlight someone who has progressed	27 What benefit would you value the most? Ask in a poll	28	29
30						

October

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	01 Black History Month How do you ensure equity and visibility in your organisation?	02	03 Leadership interview Get your leaders' perspective on DE&I in your organisation	04 Employee testimonial Share a quote from an employee advocate in your business	05	06
07 Project spotlight Show off a cool project one of your teams is doing right now	08	09	10 World Mental Health Day Post about a wellbeing initiative in your org	11 TA team spotlight Shine a light on a member of your TA team	12	13
14	15 Quarterly achievements Summarise your top achievements from Q3	16 Work anniversaries Celebrate talent who has recently celebrated a work anniversary	17 Your locations Educate your audience about where they could join you	18	19	20
21 WFH support How do you support employees working from home	22	23 Leadership recommendations What books are your leaders reading?	24	25 Career development Show off a career development initiative that you offer	26	27
28 Benefits spotlight Inform your audience about one of your top benefits	29	30 Manager training Tell your audience about a way you support your managers	31 Diwali How will you be celebrating in your business?			

November

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				01	02	03
04 FAQs Answer a frequently asked question about your organisation	05	06 Proudest moment Ask a team to share their proudest moment at your organisation	07	08 Employee testimonial Share a quote from one of your advocate employees	09	10
11	12 Value spotlight Showcase one of your core company values and behaviours	13 Bust a myth Tackle a common misconception about working for you	14	15 Entrepreneurs Day Shout out to talent bringing their entrepreneurial spirit	16	17
18	19 International Men's Day How do you support male talent?	20 Application process Walk your audience through your application process	21 Internal mobility Identify someone who has moved teams - show that journey	22	23	24
25 Day in the life Give an insight into the day to day in one of your teams	26	27 Office tour Show your audience around your office space	28	29 New starters intro Ask your new starters to share their interview experiences	30	

December

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						01
02	03 International Day of Persons with Disabilities	04	05 Volunteer Day How do people use their volunteer days?	06 Organisation tips How do people organise their work?	07	08
09 Day 1 insights What will people experience on day 1?	10	11 Meet the team Spotlight a team that's hiring right now	12	13 Glassdoor reviews Share a recent positive Glassdoor review	14	15
16 Wellbeing spotlight How do you support employee wellbeing?	17 Leadership interview As a leader about 2024's results	18	19 Your mission How has 2024 helped your mission?	20	21	22
23 Christmas Party Show your audience party highlights!	24	25 Wish your audience a Merry Christmas & Happy Hannukah	26	27 2024 achievements What are your top results from the year?	28	29
30	31 Wish your audience a Happy New Year!					



Become a destination employer for the talent you want by levelling up your talent brand communications with Caraffi.

Our team of employer brand experts can help you understand your employer reputation, define a proposition that aligns with your business objectives and then launch it across both the candidate and employee experience.

Whether you're interested in a full social project, or just need help with a short term attraction campaign, book a talent advisory with our expert team to get the ball rolling.

It'll take 30 minutes and it's completely free. You can invite any relevant colleagues along too.

BOOK NOW

