



Employer Brand

Frequently Asked Questions

In this document, we help you navigate the framework of employer brand and content strategy, managed by our team in the EO. The questions below are what we hear most often from our content partners across the firm.

Who should I reach out to for an employer brand related request?

Feel free to email our distro (eo-employerbranding) and one of us will get back to you on your inquiry.

Does BCS manage internal people-related communications around HCM initiatives?

We defer to our colleagues Elise Dunn and Janey Holland as they manage the internal communications space for HCM, including to-alls and HCM leadership communications to our people.

What is our strategy for social media?

Every month, we will reach out to our content partners from each region to solicit priorities for the following month. These priorities include upcoming events, timely moments (i.e. days of observance or history months), new initiative launches, program registration deadlines, etc. Once we collect these inputs, our team will develop a content calendar in partnership with the social media team.

Please refer to our [social media guidelines](#) to determine if a content request is aligned to our external strategy. If a request is deemed appropriate, we ask you to fill out a [social media request form](#) to ensure all checks and balances on the post before publishing.

If there is an important initiative that requires more targeted amplification, connect with us on potential paid opportunities.

What is Papirfly?

[Papirfly](#) is our one stop shop for all marketing collateral – whether you want to leverage printed collateral for campus events and conferences, or want to understand our brand guidelines. All resources to equip you with the right external strategy can be found on the Papirfly portal. This includes and is not limited to:

- Program naming architecture
- Employer brand styleguide
- Divisional descriptions
- Photo release forms

What can we share with candidates online?

Our [gs.com/careers](#) website and our social media channels house a number of content series and video libraries that are helpful for a wide range of candidates across the globe. Please take the time to browse our content to learn about how we think of our online content strategy. You can find a table of our different series on the next page.

We would love to partner with you on any content that would fit within this broader framework. If you have an idea that might not be applicable to any of our series but would be a compelling and unique story to share with candidates, connect with us on potentially writing an article for the [Careers blog](#).

Series	Channel	Overview	Criteria
Out of Office	Instagram	<ul style="list-style-type: none"> ▪ Highlighting GS people doing interesting/impactful activities outside the office. Currently focussed on people 'giving back' during the pandemic, but will transition to broader hobbies soon. ▪ Visual focused 	<ul style="list-style-type: none"> ▪ Any level of seniority ▪ Interesting/visually dynamic activity or hobby
View From GS	Instagram	<ul style="list-style-type: none"> ▪ Sharing the views from GS offices around the world ▪ Opportunity to post if there is an important event/anniversary of the office, or for special views e.g. flypasts, sunsets etc. 	<ul style="list-style-type: none"> ▪ High quality photo from GS office – visually differentiated from last post
What are you Reading?	Instagram	<ul style="list-style-type: none"> ▪ Highlighting books that people across the firm are currently reading 	<ul style="list-style-type: none"> ▪ Any level of seniority ▪ Books can be evergreen, or tied into a timely moment e.g. Pride, Race relations
Best Advice	Instagram	<ul style="list-style-type: none"> ▪ Senior leaders at the firm sharing their best piece of career advice in the form of a quote card 	<ul style="list-style-type: none"> ▪ MD/Partner level ▪ Short one-line advice (20 words max)
Remote Roundtables	GS.com and all GS social channels	<ul style="list-style-type: none"> ▪ Roundtable/panel video discussions 	<ul style="list-style-type: none"> ▪ Career/People focused topics and advice
Recruiter Advice (scroll down this page)	GS.com and all GS social channels	<ul style="list-style-type: none"> ▪ Videos of recruiters sharing their advice on best practices for job candidates 	<ul style="list-style-type: none"> ▪ Share with candidates for upcoming career fairs/recruiters' social media
Possibilities Stories	GS.com and all GS social channels	<ul style="list-style-type: none"> ▪ Case studies of the work we do to impact clients, communities, and our own people 	<ul style="list-style-type: none"> ▪ Needs to answer the question 'what do we make possible' and be easily digestible for a broader audience
Day in the Life	GS.com and all GS social channels	<ul style="list-style-type: none"> ▪ Flagship employer brand series showing the unique GS culture 	<ul style="list-style-type: none"> ▪ Currently on hold given environment
GS Guide To (click on links via the Featured Locations page)	GS.com and all GS social channels	<ul style="list-style-type: none"> ▪ City guides with local facts about location and office 	<ul style="list-style-type: none"> ▪ Key recruitment office of focus
People Profiles	GS.com and all GS social channels	<ul style="list-style-type: none"> ▪ Written profiles with people from offices across the firm sharing their career stories and advice for other 	<ul style="list-style-type: none"> ▪ Any level of seniority ▪ Good mix of backgrounds and experiences e.g. internal mobility