

May 2022

PERSONAL BRAND & CULTURE ADVOCACY

Talent Action Plan

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Monthly Content Engagement

LinkedIn

See the recorded explanation of this content in the final training video.

Daily	Weekly	Monthly	More...
<ul style="list-style-type: none">• Check in• Monitor content performance & inbox• Engage with network – like, comment, re-share content from thought leaders	<ul style="list-style-type: none">• Find & share one piece of thought leadership content• Amplify open roles (tag your team members)• Engage with your team on the platform – cross-promote content to Twitter/Medium	<ul style="list-style-type: none">• Create an original piece of content & share (#1 – Purpose Blog)• Find & reach out to industry leaders (see Appendix for intro copy)• Connect with potential talent	<ul style="list-style-type: none">• Join and engage with groups (see Dashboard)• Find & attend LinkedIn Live events• Poll your network to create engagement.

30-Day Content Calendar - LinkedIn

These are recommendations that reflect a posting cadence and diversity of content that will create momentum for your personal brand and talent magnet presence. Engaging in this way, over time, will generate more traffic and engagement for key company.ai profiles.

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
Share an article about AI innovation	Connect with all of your team members.		Spotlight a team member & something great about them.		Comment on a piece of content from company on LinkedIn	
DAY 8	DAY 9	DAY 10	DAY 11	DAY 12	DAY 13	DAY 14
	Launch your hashtag and encourage team members to post.	Follow LinkedIn influencer & share a piece of content from their feed.		Amplify job posting from company.com/careers		Share an insight about data privacy and AI
DAY 15	DAY 16	DAY 17	DAY 18	DAY 19	DAY 20	DAY 22
	Learnings on the job - create a post about the last time you overcame a big challenge at work.	Spotlight another team's work at company.ai - recognize!		Amplify a job posting from company.com/careers	Create a post about socially conscious AI and the future of machine learning	Share company In the News - industry recognition; publications, etc
DAY 23	DAY 24	DAY 25	DAY 26	DAY 27	DAY 28	DAY 29
What to know about working at company.ai - share something unique about the culture.	Join our team - Spotlight a job posting from one of your team members.		Share a piece of thought leadership with a personal insight.	Join a LinkedIn Group and share a piece of content - ask for thoughts!	Re-post one of your videos to a new channel, like Twitter.	
DAY 30						
Share an experience that made you proud to be part of company's team.						

Shooting a Smartphone Video

Creating a short video clip can feel more personal and organic than a text post. Here are some quick instructions to generate video content with impact

Step 1: Stage Your Shoot

Position your phone so you are facing a major light source, like a window or a desk lamp. Consider a mini-tripod or a case with a kickstand, pictured right. Take some time to create an atmosphere, using props behind you. Make sure your head and shoulders are clearly visible in the shot.

Stage 2: Record Multiple "Takes"

Write down some speaking notes of your key points. Aim to keep the video under 60 seconds. Record multiple versions until you feel comfortable in front of the camera. You can use your smartphone to trim and edit the video, or even combine two clips.

Stage 3: Post to Social and Monitor

Once your video is ready, select the channels you want to post to. A good place to start is LinkedIn. When you post, make sure you add an explanation of the video content. If you are promoting any open roles or using the video to try to drive traffic to your platforms, make sure you include a link and a strong call to action. Ask team members and leaders to share.

