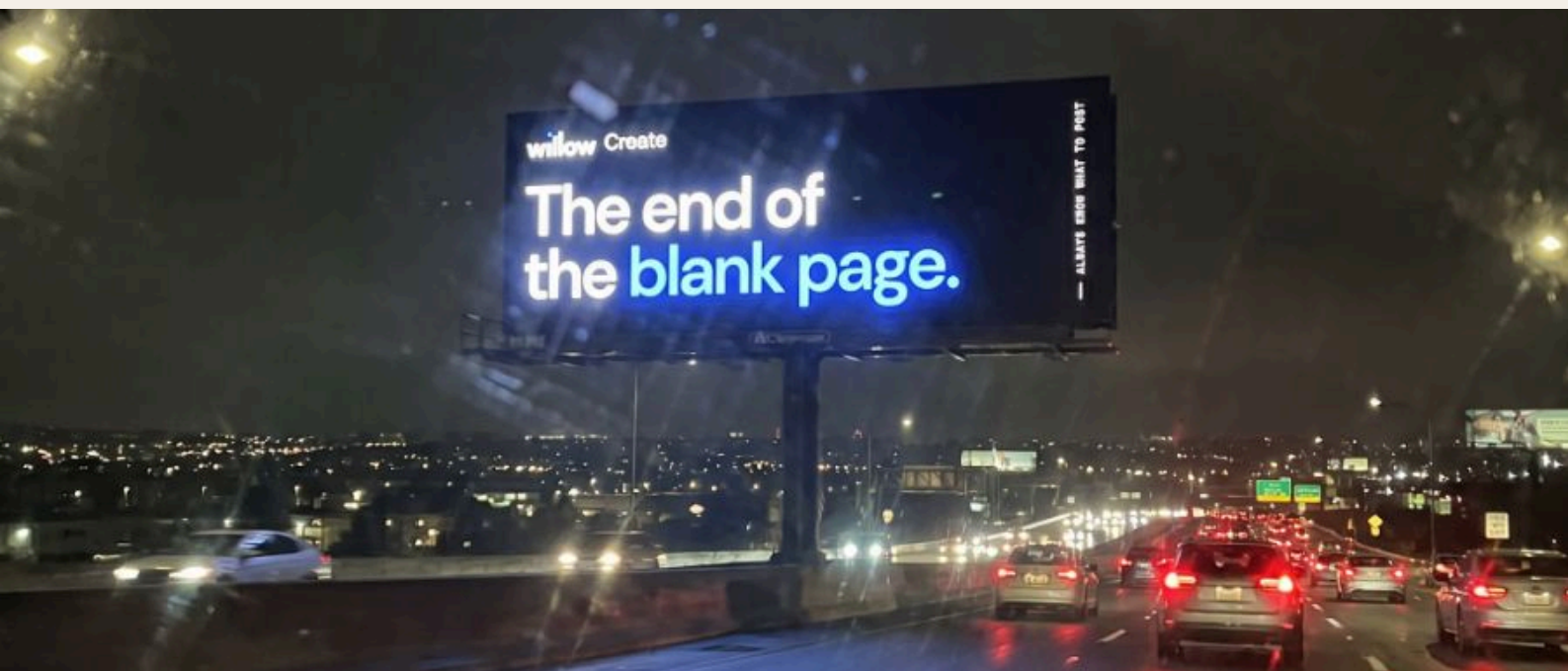


# Win at social media. The employer branding edition.

Built on Willow's own research — 43,738 LinkedIn posts across 488 company pages — plus what real employer-brand programs actually did. *Written for the people building a talent brand, not just filling a role.*



# What's inside.

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## IN THIS GUIDE

Real numbers from Groep Verhelst (800+ posts a year, three departments, one calendar), Itineris (48.45% LinkedIn growth from years of coaching, not a quick fix), SuccesJobs, and a dozen more Willow customers across construction, law, tech, finance and beyond — plus what Willow's own research says about what actually drives reach. Six habits, one lunch break's worth of reading.

# Most employer branding advice is generic. This isn't.

This isn't a slide deck built from Google and McDonald's screenshots with "insert your logo here." It's built on Willow's own research — a full year of LinkedIn activity across 488 B2B company pages, 43,738 posts, no cherry-picking — cross-referenced against what actually happened when real organizations, most of them nowhere near that size, turned their own employees into their best recruitment channel. The pattern held whether the company had five people or five hundred.

Only about 1% of your social media following is actively job hunting at any given moment — that's the uncomfortable starting point for most of what follows here. The other 99% aren't reading vacancies, and won't be for months or years. But they're forming an opinion of you anyway, one post at a time, long before a role

ever opens, which means the content that shapes your reputation and the content that fills your pipeline are almost never the same post.

You're probably reading this for one of three reasons. Your job posts get less engagement than almost anything else you publish, and you've started to wonder if the format itself is the problem. One big recruitment campaign a year lands, gets talked about internally for a week, and then has no measurable effect on the numbers that matter. Or — more likely than either — there's no clear alignment on who actually owns this, and no consistent participation from the people who should be posting, so the account drifts between bursts of activity and long silences.

## WHAT A REAL EMPLOYER BRAND ACTUALLY BUYS YOU

### Reputation

Only 20% of candidates would consider applying to a company with a bad reputation. (CareerArc)

### Speed to hire

A candidate who's already read your posts starts the interview already trusting you.

### Pipeline

50% of B2B decision-makers say thought leadership is vital for attracting talent. (Edelman / LinkedIn)

### Retention

Employees whose work gets recognised publicly, not just paid for, stay for reasons beyond salary.

# Why organizations work with us on employer branding.

We built Willow around one problem: how hard it is for expertise-driven businesses — the ones whose product is really their people's knowledge — to reach clients, future hires, and everyone else who matters to them, without hiring a marketing team they don't have room for.

Employer branding sits right at the seam of that problem. HR knows which stories are worth telling; marketing owns the channels those stories need to travel through. Neither team has the spare hours to turn one into the other every single week, on top of their actual jobs.

Itineris came to us with a social presence that lacked direction and an employee-advocacy effort that wasn't taking — the ambitions were there, but nobody had the bandwidth to sustain them. Years of coaching and strategy sessions later, working alongside other agencies rather than replacing them, the account is up 48.45% on LinkedIn.

Groep Verhelst now has HR, sustainability and marketing all drafting from one shared calendar instead of three separate ones, publishing 800+ posts a year without any single department carrying the weight alone. SuccesJobs proves the same idea works at a much smaller scale: two co-founders running two personal LinkedIn profiles plus three company pages — five profiles across three channels — and still 600+ posts a year.

This guide lays out the framework we actually use with organizations building a real employer brand, not a theoretical one. Take whatever's useful here, skip what doesn't apply to you, and get in touch if you'd like to talk through where your own program is stuck.

## WILLOW IN ONE LINE

Social media planning software, a coach who knows employer branding, and AI that helps you make the content — for teams without the headcount to do it alone.

LD

**Ludwig Dumont**

FOUNDER &amp; CEO

[/in/ludwigdumont](#)

KV

**Kjell Vandevyvere**

HEAD OF MARKETING

[/in/kjellvandevyvere](#)

# 01

**It's never one post.  
It's the accumulation.**

Showing up week after week is what compounds —  
nothing else does.

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Consistency

PILLAR 01 / 06

# No single post ever built a reputation. Repetition did.

Employer branding isn't an ad campaign — you can't trace a hire back to one clever post the way you can trace a conversion back to one ad click. It's touchpoints that stack, quietly, over months: a candidate sees your name three times before they bother to research you, and a dozen times more before they ever apply, most of which you'll never be able to point to directly. Consistency isn't one pillar among six here — it's the mechanism that makes the other five worth doing at all, because none of them work as a single instance.

That means the goal is never "make this post go viral." It's "make sure there's always a next one," even during the weeks nothing seems to be happening. A content calendar, contributors from outside marketing, and a rhythm nobody has to consciously remember to keep — that combination is what turns six separate habits into one compounding asset, instead of six disconnected campaigns that each start from zero.

## +37%

Groep Verhelst's combined followers across LinkedIn, Facebook and Instagram over two years, built on 800+ posts a year — never in one push, never as a single campaign. "The growth confirms that a consistent approach works," says Marketing Manager Linda Verkempinck, describing what changed once posting became a shared habit rather than one person's occasional job.

## 9x worse

pages posting 34% more content in bursts still performed up to 9x worse on engagement than pages posting steadily every week, despite publishing fewer total posts overall. (Willow LinkedIn Consistency Report, 488 pages / 43,738 posts)

## +63%

more follower growth per year from posting twice a week instead of once — for only a 5% dip in impressions per individual post, a trade most organizations would take without hesitation once they see the annual math. (Willow LinkedIn Consistency Report)

# 02

## Know what you're actually offering.

Before a single post, decide what makes working here  
true and different.

---

Define your EVP

PILLAR 02 / 06

# Most EVPs are wallpaper. The good ones are specific.

An Employee Value Proposition isn't a values slide — it's the honest answer to the question every good candidate is actually asking, whether they say it out loud or not: "why would someone good choose here over somewhere else." Validate it against a real business problem first — cutting hiring costs, reaching a specific candidate profile, or stopping people from leaving eighteen months in — because the answer you land on changes what you post, not just how you phrase it.

Everything downstream from here — awareness content, testimonials, job posts, employee advocacy — is really just your EVP said out loud, repeatedly, in different formats and from different mouths. It can be data-driven, built around one internal metric, or constructed as a full identity people opt into. Both approaches work, as long as the answer stays specific enough to survive contact with a skeptical candidate.

## BUILT TO SOLVE ONE HIRING PROBLEM

Vulsteke builds commercial buildings in West Flanders, where technical profiles are scarce. Making "an attractive employer" an explicit goal came with +66.8% impressions, +102.5% engagement and +20.27% follower growth in a year — real Willow customer, real hiring pressure.

## DATA-DRIVEN, HELD FOR TWO DECADES

Colruyt Group's EVP is three plain phrases: *#dotogether*, *#growtogether*, *#dreamtogether*. Over twenty years of Randstad's Employer Brand Research, their talent-attraction score has more than doubled — from around 20% to about 45% of Belgians saying they'd want to work there. (Not a Willow customer.)

## A WHOLE IDENTITY, NOT A SLOGAN

Frozen-food producer Agristo built its EVP around "Potatoholics" — 1,000+ employees who call themselves that, a two-year "Young Potatoholics" traineeship, and TV-aired videos with the company's own characters. "Our employees are our brand," says Lien Sinnesael, head of employer branding. (Not a Willow customer.)

**Rule of thumb.** If a competitor could copy-paste your EVP onto their own careers page and it would still read true, it isn't specific enough yet.



## 03

# Show up before you're hiring.

Candidates form an opinion of you long before a  
vacancy exists.

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Awareness

PILLAR 03 / 06

# Almost nobody posts here consistently. **That's your opening.**

Awareness content isn't a recruitment ad — it's proof of a point of view, offered before anyone is asking for one. Industry commentary, a stance on how the work actually gets done, a pattern you've noticed that your peers haven't quite named yet: none of it mentions a vacancy, and that's exactly the point. 71% of B2B decision-makers use thought leadership to stay current on their industry, and 50% say it's vital for attracting talent specifically — the

same content doing double duty for two audiences who rarely think of themselves as the same audience. (Edelman / LinkedIn)

This is also where cross-functional voices matter most, more than at any other stage. Awareness built entirely from one marketing account reads as marketing, no matter how well it's written. Awareness built from engineers, account managers, and the people actually doing the work reads as a real organization, because it sounds like more than one person trying to sound like a company.

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## 71%

of decision-makers use thought leadership to stay updated on industry innovations, by their own account of how they evaluate potential employers and vendors alike. (Edelman / LinkedIn B2B Thought Leadership Impact Study)

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## 50%

of decision-makers say thought leadership is vital for attracting talent — not just customers, which is the half of that statistic most companies still act as if they haven't read. (Edelman / LinkedIn)

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## 3 teams

Groep Verhelst's HR and sustainability colleagues now draft their own posts, with marketing reviewing tone rather than writing from scratch, on a single shared calendar — expertise from across a 400-person group reaching the feed faster than one team could ever manage alone.

# 04

## Give them a reason to picture themselves there.

Testimonials and culture beat slogans, every time.

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Consideration

PILLAR 04 / 06

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# Prove the culture claim. Don't just make it.

Structure it with the rule of thirds: **one third proof** (real reviews, real client experiences, told plainly), **one third people** (a colleague's actual first months, in their own words), **one third life** (the unglamorous, off-duty moments that make a page feel like a real place).

Nobody believes "great culture, great people!" on its own. Everybody believes a named reviewer, a specific onboarding story, or a Sunday BBQ nobody was told to post about. The organizations that post like a careers-page brochure get scrolled past — the ones that post like an actual workplace get saved.

 **Axis Group**  
Recruitment, Belgium & Luxembourg · 10 Jun 2026

"Three offices, one commitment: delivering an exceptional experience! These reviews reflect the dedication, expertise, and human approach that define Axis Group every day."

 Like  Comment  Repost

Real candidate reviews, shared as the proof point — not a values slogan standing in for evidence.

 **Groep Verhelst**  
Construction, Oudenburg · 19 Feb 2026

"👋 Nieuwe energie op onze HR-dienst! Op 9 februari verwelkomden we Aurian bij Verhelst! Ze start als HR-stagiair en zal de komende vier maanden meedraaien binnen onze personeelsdienst."

 Like  Comment  Repost

Named, dated, in the firm's own voice — this one post alone reached 16,300+ views and 908 engagements.

 **Leadout Solutions**  
IT vendor consultancy · 10 Apr 2026

"Ever wonder what it's really like to work as a consultant at Leadout? We sat down with two of our colleagues... Spoiler: it's rarely a straight line. And that's kind of the point."

 Like  Comment  Repost

An honest "what it's actually like" post outlasts a polished culture deck, post for post.

 **Oxygen**  
Consulting & coaching, Mechelen · 2 Jun 2026

"Sometimes, the best conversations happen away from the office. Sunday, our Oxygen team gathered at restaurant Antika for our annual BBQ."

 Like  Comment  Repost

A simple, unposed day off — not every post needs to be about the work to build the picture.

**Illustrative, by design.** Pick a real question a candidate asked in their last interview, and let one colleague answer it publicly, in their own words.

## 05

# Make the vacancy the easy part.

By the time they see the job post, they should already trust you.

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Decision

PILLAR 05 / 06

# A vacancy post is one content type among many, not the whole strategy.

Only about 1% of your following is actively job hunting at any moment. If vacancies are all you post, you're invisible to the 99% who might move for the right opportunity later — and the 1% who see it have nothing else to judge you on but a job title and a bullet list.

When you do post a vacancy: use a real job title, not "Growth Hacker." Describe an actual workday. Name the team and the challenge. Give a clear next step — an application link, a "DM me," a booking link for an informal chat. Make it one well-crafted post among many, not the only thing on the page.

## TRACK DIRECTION, NOT A SINGLE POST

SuccesJobs tracks clicks from every job post to their vacancy page — not to credit any one post with a hire, but to see which topics and formats are worth repeating. Two co-founders, five profiles across three channels, 600+ posts a year: the point isn't which post "won," it's which patterns keep working.

## A TRACKED LINK, NOT A GUESS

One Pono job post drove 300+ clicks and 35 applications, closing a hard-to-fill medtech role weeks early — but only after two years of consistent weekly posting had already built the audience that post reached. The tracked link didn't create that reach; it just made an existing audience's response visible.

**Rule of thumb.** Organic content isn't an ad — you can't attribute a hire to one post the way you attribute a sale to one click. Judge the Decision stage over a quarter of accumulated touchpoints, not any single post's performance.

# 06

## Your company page starts it. Your employees spread it.

One coordinated day can multiply a year of  
company posts.

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Advocate

PILLAR 06 / 06

# 29 people, one day, three languages.

When Payflip announced its entry into Belgium's meal-voucher market, they issued the press release the market expected — the kind of announcement that gets a polite mention and then gets scrolled past. What made the difference was what happened alongside it: 29 employees also posted their own version of the story on LinkedIn, the same day, in Dutch, French and English, each in their own words rather than a shared script.

*Payflip is not a Willow customer — shared here as a genuinely instructive public example of what a coordinated day can do.*

## BRIEF FOR AUTHENTICITY

### Same mission, different words

Every post was distinct — [a Flemish proverb about dogs fighting over a bone](#) here, [a family WhatsApp story](#) there. Anyone can force a shared caption; nobody can force that kind of specificity, which is exactly why it reads as real rather than rehearsed.

## TRUST TRANSFER

### A colleague, not a headline

A press release reads as an announcement, addressed to nobody in particular. The same news from someone you actually know reads as something worth trusting, addressed to you specifically — which is exactly why 29 personal posts did what a press release alone never could.

## NETWORK MULTIPLICATION

### 29 networks, one day

Combined, 29 personal networks reached further in a single day than Payflip's company page could manage in months of posting alone. That's not a coincidence of good timing — it's the multiplication effect a solo account structurally cannot replicate, no matter how good the writing is.

**Personal profiles reach roughly five times further than a company page — which is exactly why your best employer-branding content deserves to live in both places at once.**



# Same six pillars. Different starting point.

The framework you just read doesn't change by industry — where you'll feel friction first does. Four real patterns from Willow customers, so you know which pillar to lean on hardest when you apply this.

## RECRUITMENT & STAFFING

Named consultants consistently outperform agency-brand posts — candidates trust a person before they trust a logo. Farrow turns every successful placement into a public post, making "we fill roles" provable instead of claimed; P.A. Recruitment runs three personal profiles alongside its company page and grew total audience 30.78% in a year. Lean on Advocate first.

## LAW & ACCOUNTANCY

Partners posting personally is the actual mechanic, not a layer on top. LM&DS Advocaten's partners each post once or twice a month under their own names and doubled impressions year-over-year; Godderis Accountancy treated its own hiring difficulty as a visibility problem, not a pay problem, and reached over 127,000 people. Lean on Advocate and Consideration together.

## CONSTRUCTION & TECHNICAL TRADES

Technical roles are simultaneously the hardest to fill and the easiest to make visible — the scarcity is a story, if you're willing to name it. Vulsteke made "an attractive employer" an explicit goal once it noticed how scarce technical profiles were locally, backed by +66.8% impressions and +102.5% engagement. Groep Verhelst built the same instinct into a cross-department calendar instead of leaving it to one recruiter. Lean on EVP first.

## TECH & SOFTWARE

Online and in-person compound together more than most tech teams assume. Fieldside, a multi-brand IT services group, hears "Oh, I saw this on your socials!" from people at their trade-show booth — proof the feed does outreach work long before the event starts. Lean on Awareness first.

Don't see your industry here? Start with Consistency anyway — it's the one pillar every story above has in common.

# The first version of your employer brand won't work. Fix it, don't scrap it.

Don't route content through too many approvers — every extra sign-off is a place a posting rhythm goes to die. Plan a month at once, batch what you can, and let HR, marketing, and the people actually doing the work each contribute without owning the whole calendar alone.

Create drafts from a profile of your organization rather than a generic prompt. Measure three things: engagement (likes, comments, shares), reach (impressions, unique viewers), and conversion (applications, link clicks to your careers page) — not just which post got the most likes. Review monthly, not after every single post.

## RHYTHM IN PRACTICE

Enjoy Jobs runs this with a two-person team — three posts a week (a practical tips piece, a vacancy spotlight, lighter Friday content) — reviewed in a monthly coaching call. "The monthly coaching moment is a nice addition for us," says recruiter Fien Desmet. "Willow doesn't only provide a handy tool, but also the expertise of a marketer."

## HONEST ABOUT THE ROUGH START

The first few months with Itineris were rocky — even the collaboration itself wasn't clicking yet. After the issue was raised and corrected, the account went on to +48.45% LinkedIn audience growth and 258,915 impressions in a year. The lesson isn't "get it right immediately" — it's "notice fast, and fix it."

# Roll it out in this order, not all at once.

Don't attempt all six pillars at once — you'll stall the first time a hiring freeze or a big deadline eats the calendar. Take a quarter over it instead, in this order.

## WEEKS 1-2

Pick one platform and block the same hour every week, defended against everything else on the calendar — meetings move around it, not the other way around. Write down your actual EVP in one sentence specific enough that a competitor couldn't copy-paste it onto their own careers page.

## MONTH 1

Publish one Awareness or Consideration post a week — a real culture moment, an honest testimonial, something with a name attached to it. No vacancies yet; the goal this month is to be worth following before you're worth applying to. Reply to every comment the same day it lands, even the short ones.

## MONTH 2

Ask one colleague outside marketing to post their own story, in their own words, and tag them so it's visibly theirs rather than ghostwritten. Start tracking which posts drive clicks to your careers page rather than just counting likes, since that's the number that actually predicts anything.

## MONTH 3

Coordinate one small advocacy wave around a real milestone — a launch, an award, an anniversary, something worth marking rather than manufacturing. Brief people for authenticity, not for a shared script; give them the facts and the date, and let the wording be theirs.

## FROM HERE

Review monthly against reach and conversion, not against likes, which measure attention without telling you whether it went anywhere. Add a second weekly post only once the first has never slipped for a full quarter — consistency at one post a week beats an ambitious schedule nobody can sustain.

**The only failure mode that matters is a gap.** It's never down to one post — it's the accumulation of showing up, week after week. Miss a week and you're not losing one data point, you're breaking the rhythm that was compounding.

# More proof this works, one industry at a time.

The same pattern, showing up across seven more Willow customers spanning seven different industries.

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## Fieldside IT SERVICES GROUP

Runs 17 social pages — 11 LinkedIn, 5 Facebook, one Instagram — for a group of companies under Cronos, coached at first and fully independent since 2022. The main page alone gained +19.61% LinkedIn audience and 104K+ impressions in a year. "Also at trade shows, people approach us and say, 'Oh, I saw this on your socials!'" says digital strategist Jeroen Pets.

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## LM&DS Advocaten LAW FIRM

Four partners, each posting once or twice a month on their own LinkedIn profiles, doubled the firm's impressions year-over-year and grew engagement 124% — while the company page itself posted less than once a week. "Willow is a great tool, but for us, the coaching really makes the difference," says partner Sven Mertens.

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## Streekfonds O-Vl. NON-PROFIT

A regional impact fund with deep roots in traditional business networks activated five personal profiles alongside its company page — 301 of 543 posts in a year came from individuals inside the organization, not the brand account. Total followers grew 20.10% to 5,719 across three channels.

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## Godderis Accountancy ACCOUNTANCY

A family-run firm that treated its hiring difficulty as a visibility problem rather than a pay problem went from occasional posts to 50 in six months, split across LinkedIn, Facebook and Instagram. Result: 127,657 people reached and 15,875 interactions in a year.

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## Testersuite SOFTWARE

Nearly doubled social media output in its first year, then held that pace in year two without dropping quality. Colleagues beyond the founder started posting under their own names — Willow's own case study calls it "a perfect example of employee advocacy."

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## SalesWise SALES TRAINING

Kept showing up through a slow sales quarter rather than pulling back, using an openly personal Instagram feed to show off company culture specifically to attract talent. In that same stretch, two new hires started and ten more recruits were already in the pipeline.

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## Altro Vastgoedgroep REAL ESTATE

Gave regional office managers their own channels to run under one shared setup instead of centralizing every post through headquarters. One branch, Altro Vastgoed Aalter, posted its way to a 408.84% jump in engagement on its own; the group's combined impressions grew 67% year-over-year.

# Ready for a 6 out of 6?

Planning software, AI that drafts, and a coach who already knows what makes an employer brand actually work.

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Talk to us

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