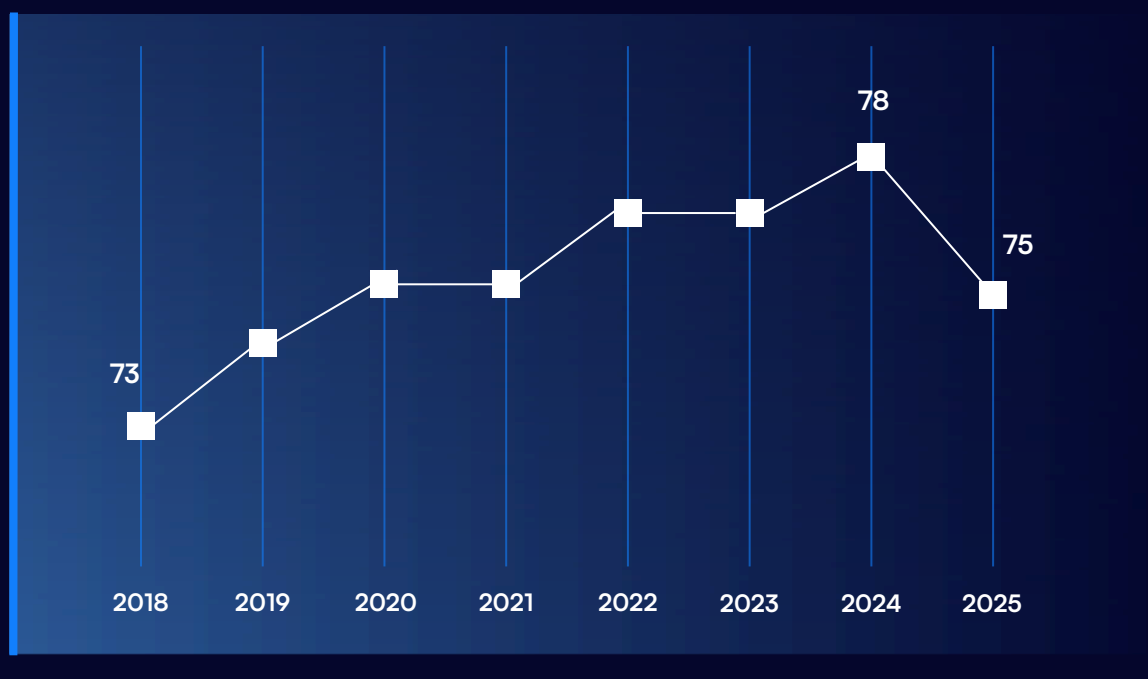
appcast

The New Employer Brand: Trust, Transparency, and Verification

A decrease in trust combined with access to groundbreaking new technology has brought us to what can be described as the **verified era.**

Unprecedented Global Decline for Employer Trust



Source: Edelman Trust Barometer

The work hard, play hard era
Perks & Ping Pong
2010

The storytelling era
Culture Videos & Career Sites
2015

The conscious era
DEI Statements & EVP
2020

The verified era
Proof, Personalization & Purpose
2025

Job Seeker's Journey

- **Passive Exploration:** Using AI tools to ask broad questions, like "Where is the best place to work in (this industry)?"
- **Interested and Evaluating:** Leveraging AI for deeper questions about specific employers, such as, "What is it like to work at Company X?"
- **Comparing Options:** With multiple options, the job seeker may ask AI to compare employers directly by asking, "Which company is better, Company X or Company Y?"
- **Making a Decision:** At the final stages, job seekers might rely on AI to help them decide on the best fit based on their personal needs.

Best companies to work for in X industry

What is it like to work at Company X?

Which company is better, Company X or Company Y?

What Employers Need To Do to Build Credibility And Trust Today

- Be clear and specific
- Own your source of truth
- Stay consistent across channels
- Build credibility beyond owned content
- Think in questions, not just messaging

To learn more, download the whitepaper:
Employer Branding in the Age of AI

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