

Employee Spotlights	Employee Testimonials	Employee Stories
Quick snapshot of individual with single or multiple Q&As.	A quote and endorsement about what it's like to work for you.	Real examples of actual work done by people and teams.
AUDIENCE		
Coworkers	Job Seekers	Coworkers, Job Seekers, Customers, Prospects
PROS		
Perfect to focus on one individual.	Easy to collect and update with little back and forth.	Very broad audience.
A nice single post for social media.	Easily shared on social media.	Allows for focus on teams vs. individuals.
Easy to collect with a basic form.	Believable (if you use real names)	Content structured as a story is more memorable.
Best for point in time events, i.e. anniversaries, new hires.	A nice single post for social media.	Validates culture and value props with real examples.
Great way to introduce remote employees.	Good interchangeable career page content.	Content for social, website, internal comms, etc.
Great to highlight unique things about an individual.	Easy way to reinforce EVP for different roles.	Organic, trusted peer-generated.
Show company commitment to employee authenticity.		Benefits the company AND employee.
		Not limited to a number (more stories, more proof).
		Multiple uses across EX, TA, and Marcom.
		Can spotlight more people over time.
		A source of lessons learned and knowledge sharing.
		A great tool for leadership, engagement, mentoring, etc.
		Highly personalized content for recruiting.
CONS		
Limited audience: Coworkers	Limited audience: Job Seekers	Requires leaders open to hearing from all employees.
Posting typically only once or twice a month.	Not remembered by target audience.	Requires someone excited to own collecting stories.
Eventually run dry and unlikely to recycle.	Posting frequency is low. Usually quarterly at most.	Employees may lack motivation if culture is not positive.
Can get repetitive and less engaging.	Can come across as staged or company filtered.	Employees may be nervous to speak up for values.
Showcases one person; not great for team visibility.	Viewed by candidates as "hand-picked" for favorability.	Employees unsure what to write about without direction.
Comments limited to the social network it is shared on.	Primarily benefits company reputation, not employee brand.	Requires you to know what kind of stories you need.
Rarely shared by employees who are spotlighted.	Exclusive; only includes "invited" employees.	Can be time consuming with a lot of back and forth
Lower share rates from non-employees.	Not organic content since the employee is asked.	Email and forms not exciting for employee.
	Not long enough to convey details of work experience.	Hard to centralize and make accessible for all.