



Checklist

Content Employer Storyboard

The solution to boost your employer brand: the Employer Storyboard. Tell your authentic story in an attractive way with visuals and grab the attention of candidates. In this checklist you can find all the content details we need to create an Employer Storyboard for you. Please send the information to service@academictransfer.nl and we will start right away!

Always provide us with:

- Banner image
Min. 2880x1470 pixels
- Organisation logo
Best results with SVG, otherwise min. 380x150 pixels
- Organisation contact details
Website, email, phone, social media
- Image(s): location, office, colleagues, team, workplace
In .png/.jpg/.jpeg, min. 300x360 pixels

Organisational Employer Storyboard:

- Paragraph with mission, vision, values
± 120 words
- Paragraph with Unique Selling Points
± 120 words
- Employee experiences, quotes, testimonials
± 50 words each, video url
- (Corporate) Video url
Youtube/Vimeo

Project-based Employer Storyboard:

- Paragraph with project info, research ideas, main goals
± 120 words
- Optional: logos of partner organisations
Best results with SVG, otherwise min. 380x150 pixels
- Optional: funding information
- Bullet list with profile of candidates
- Open positions
Link, Word or PDF
- Optional: video url
Youtube/Vimeo

Job-based Employer Storyboard:

- Paragraph with mission, vision, values
- Team/colleagues introduction with image(s)
± 120 words, images min. 300x360 pixels
- Introduction of location, office, workplace with image(s)
± 120 words, images min. 300x360 pixels
- Employee experiences, quotes, testimonials
± 50 words each, video url
- Paragraph with secondary benefits
± 120 words

Personal Employer Storyboard:

- Pass photo
In .png/.jpg/.jpeg, min. 300x360 pixels
- Personal contact details
Email, phone, social media, website
- Paragraph with personal/research background
± 120 words
- Bullet list with publications
- Paragraph with potential research topics
± 120 words
- Bullet list with profile of candidates

Don't forget:

- Visuals are an important part of your Employer Storyboard!
- You decide which content we use, the above options are just our ideas to fill your page.
- All content and visuals need to be approved for public use by your own communication department. It's your responsibility to provide us with images/videos that third parties can use. Any unlawful use of images and the financial consequences thereof will be transferred to your organisation.

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For questions about an Employer Storyboard or the checklist, please call us at +31 (0)880 28 28 00 or mail to service@academictransfer.nl.