

Social media job ambassadors

Insights from employees for candidates

Career pages shine. Image films sparkle. Benefits glitter. All well and good, but what do candidates really want to know? How do they form their opinion?

We are convinced that, in the end, people decide based on other people. Who is my manager? And who are my colleagues? Social media job ambassadors provide exactly this information. They speak their minds – from their own perspective on the company and its culture.

Why train social media job ambassadors?

Recruiting is becoming more expensive. Culture is often still difficult to grasp. Visibility depends on campaign budgets.

At the same time, talented individuals spend hours every day on Instagram, TikTok, or LinkedIn—and trust real voices more than any advertisement.

Social media job ambassadors solve four key challenges:

- **Recruiting:** visibility where talent really is
- **Employer branding:** authentic insights instead of claim communication
- **Cultural transparency:** tangible togetherness instead of PDF values
- **Reach:** organic presence across many personal accounts

Ten ambassadors mean ten networks. That's about 20 posts per week, which provides continuous visibility.

And yes: in an initial pilot project, one person applied after only a short time, with a clear indication that they had become aware of the company through Instagram Reels.

What is the framework?

- At least 12-18 job ambassadors
- Implementation without approval process
- Clear guidelines and predefined rules
- Good equipment as a bonus
- Time allocation during working hours
- Orchestration via HR

24x more sharing happens
when digital content is written
by employees.

Source: Sodexo Global Workplace Trends

6 modules – 3 days – 2 blocks – 1 goal: independence

Block 1 – Building foundations and confidence

We clarify roles and responsibilities, teach storytelling, reel dramaturgy, and dos and don'ts in a corporate context. There is also a compact marketing training session: How does the algorithm work? What is effective? How do you post professionally?

Goal: Gain confidence and get started

Practical phase – 2 months

The job ambassadors post according to a jointly created content plan. Every 2 weeks, there is online coaching on the job. Feedback on the posted contributions and stories sharpens the communicated content.

Goal: Become better and more confident

Block 2 – Deepening & refining

We deepen the storytelling and develop stronger narratives from real work situations. The content is individually adapted to what the job ambassadors still lack – from dramaturgy to presence to community interaction – so that individual posts become a clear, recognizable voice.

Goal: The finishing touches – for even more enjoyment and reach.



What do social media job ambassadors do?

- They show their “normal” everyday working life.
 - They talk about projects, team culture, and real challenges.
 - They combine humor with depth, making culture visible.
 - Why? So that applicants can get an idea of their future employer.
- ➔ They post on their personal accounts. Not as an extension of the marketing department, but as credible voices.

What does it take?

- Managers who trust and let go.
- Marketing and HR who think and march in lockstep.
- Employees who are enthusiastic.

In short: trust in the sense of “These are brand ambassadors; they have always made a positive impression so far. They know what they're doing!”

What are the first steps?

1. **Analysis & target vision** – What are the goals of your job ambassador program? Which platforms are suitable?
2. **Selection of job ambassadors** – Voluntary participation, diversity, and enthusiasm are important
3. **Start of training** – A sense of community and responsibility develops. This forms an emotional basis for the joint project.
4. **“Deployment” by management or at least large platforms in internal media provide tailwind**

Who is this suitable for?

- Companies with at least 100 employees
- Organizations with a clear HR structure
- Companies that prioritize trust over control
- Employers who don't just want to advertise their culture

Interested?

Then let's talk about how employees can become visible cultural ambassadors.

Questions? Ask away!

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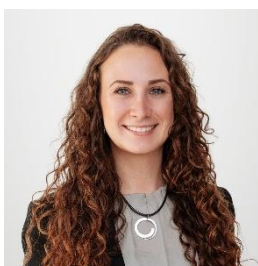
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Your cultural partners



Dr. Karin Krobath

She co-founded identifire® 20 years ago. Since then, she has tirelessly combined purpose projects with employee experience and cultural work with employer branding. Her innovative strength has taken her clients to Silicon Savannah and Proof-of-Concept Country Rwanda. With her wit, implementation skills, and eye for the essentials, she has worked on 150 projects in recent years and ensured good WHYbrations.



Hannah Kern

A dedicated all-rounder in employer branding and corporate culture. At identifire®, she supports client projects, events, and marketing activities. After working in HR consulting and recruiting, she combines her understanding of HR with marketing and event expertise. As a digital native, she is socially media savvy and uses AI as a natural tool for modern communication. With her certificate in New Work & Personal Development, she brings fresh ideas to cultural projects.