

# BUILDING EMPLOYER BRAND AWARENESS ON INSTAGRAM:

YOUR CHEAT SHEET TO OUR NEW @LIFEATSAGE ACCOUNT

## @LIFEATSAGE

@LifeatSage is Sage careers' Instagram account which tells the story about what it's like to work here. As Sage colleagues, you have a crucial part to play – it's your story, it's your time to influence talent to join us. It's time to be creative, have fun, be innovative and publish your content to the world.

## WHY DOES SAGE CAREERS NEED AN INSTAGRAM ACCOUNT?

Instagram is a rapidly growing social media platform, with over 400M active accounts and a highly engaged community (over 80M posts a day). No wonder companies are moving to Instagram as part of their brand awareness strategy!

For us here at Sage, Instagram will allow us to grow and humanize our brand, showcase our culture and give everyone a glimpse of what it's like to work here. It's a very personal approach, and our aim is to use our own images and pictures – crucially, created by the very people who work here; to engage potential colleagues without going too "corporate".

## CONTENT AND GENERAL STRATEGY

Setting up a strategy to share content will help us define what type of content we want to go live, and will help us build a consistent and relevant Instagram feed.

Our content will always aim to showcase Sage from a very personal perspective – a storytelling approach. Posts will vary and may range from pieces on your colleagues and their stories, on how your work day looks like, on the office and general site, on fun charity events, on fun bits or outs with your team.

No job adverts should be posted, product related content or any professional photo shoots/ videos. We want to make Instagram our own!

*Series:*

- a. *Week in the Life series:* Having a team member taking over our Instagram account for a week/ few days and share pictures from where they are or what they are doing (show case their holidays, hobbies, their pets, etc). See buffer's Instagram as an example:

<https://www.instagram.com/p/BCa4mTHG6Ou/?taken-by=buffer>

<https://www.instagram.com/p/BDQ8KLbG6DQ/?taken-by=buffer>

- b. *Humans of Sage series:* Approaching a colleague at your office and asking them to share a Sage related story, may it be their first day, their biggest accomplishment, their favourite thing about the office, the most fun day at the company, an embarrassing story, etc.

We'll use your story in the caption and post a picture to go along with it. See Humans of Dublin as an example:

[https://www.instagram.com/p/BC\\_GpKij0FP/?taken-by=humansofdub](https://www.instagram.com/p/BC_GpKij0FP/?taken-by=humansofdub)

We would be absolutely delighted if you'd join us on this one! So if you want to take over our Instagram for a few days, or even share your story with us and be featured in our feed, please come to us!

## HOW CAN I GET INVOLVED?

Everyone can help getting our Instagram going by:

- Comment and like our content
- Volunteer to be part of our *Week in the Life* or *Humans of Sage* series
- Set up your own account and share your Sage experience
- Use our hashtags (our main brand hashtag being #lifeatsage) on your own content and @mention us on your posts
- Keep an eye on what your competitors are doing
- Promote your Instagram account across your other social channels
- *Give us your suggestions!*

## OTHER ACCOUNTS TO FOLLOW

A few of the recruiters here at Sage are setting up their own Instagram accounts to complement and support the @LifeatSage main one, and hopefully drive some followers to it. If you want to set up your own account as well and need help, don't hesitate in asking one of us! If you do have one already, feel free to share all your tips and tricks and follow us:

@rafaelaatsage  
@markpatrecruits  
@davidjones\_rec3  
@paulinemccullagh  
@rachelthompsonsage  
@markscorecruit  
@lucycharletonsage  
@lynne\_sagecareers

**If you have any questions about Instagram or a more general question on careers at Sage, please contact Lynne Ellis-Parker, Employer Brand Manager.**