



@gointegro #RRHH #EmployerBranding

# 3rd Latin American Employer Branding Study Results





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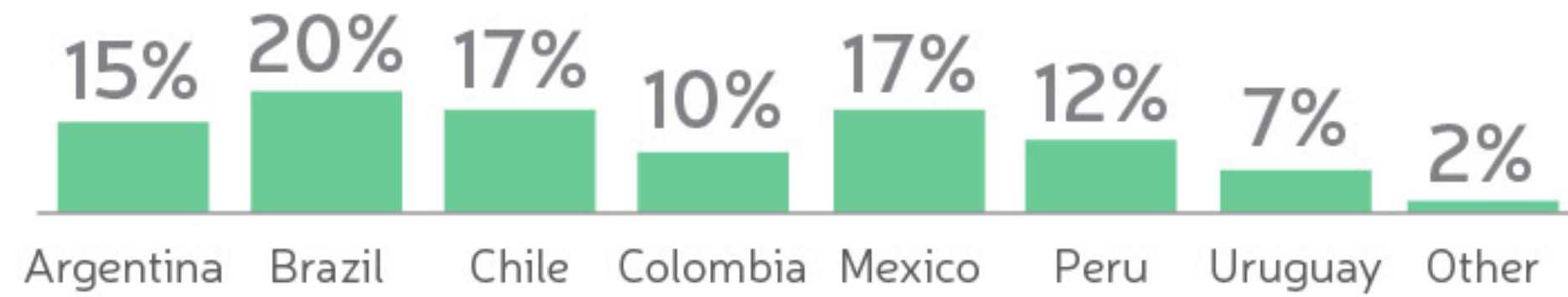
GOintegro, 2017



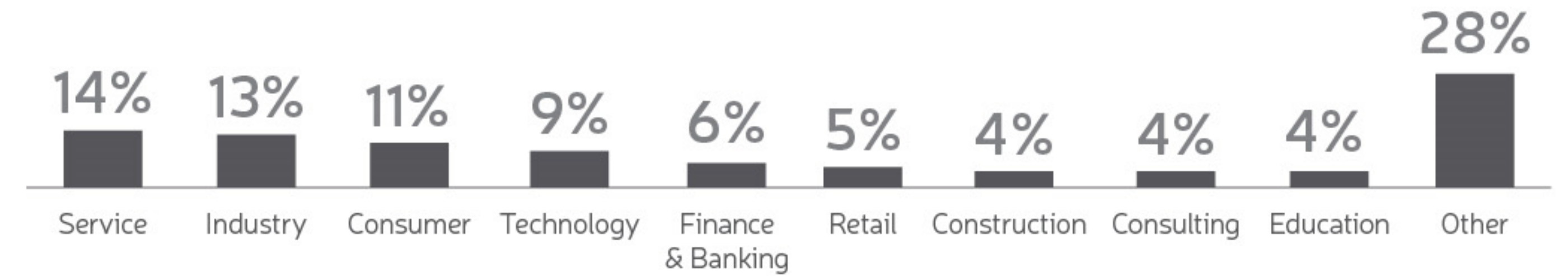
# About the Study

(+ 1,400 Human Resources professionals)

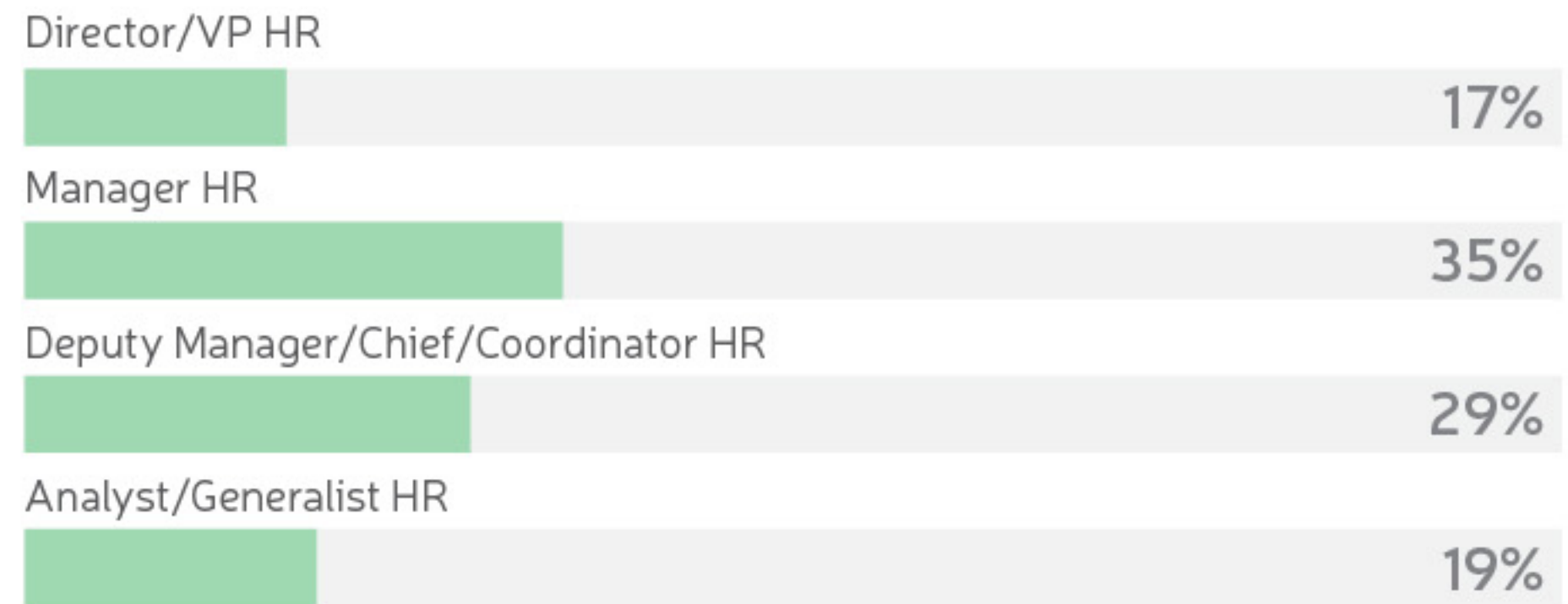
## Country



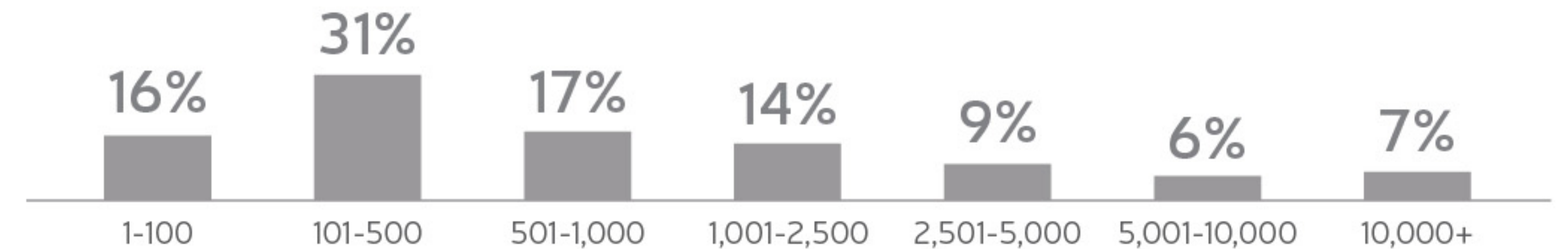
## Sector



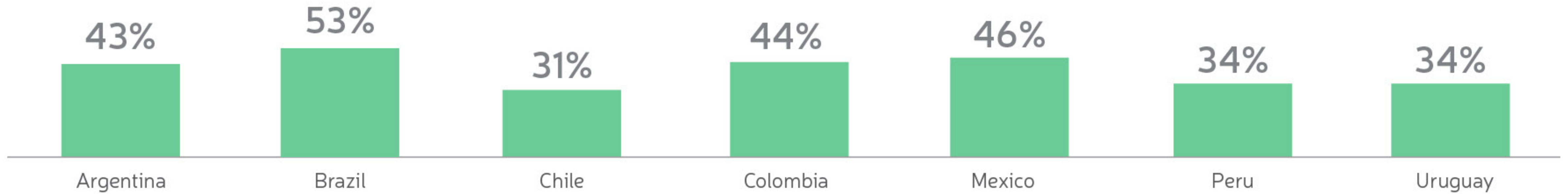
## Job Title



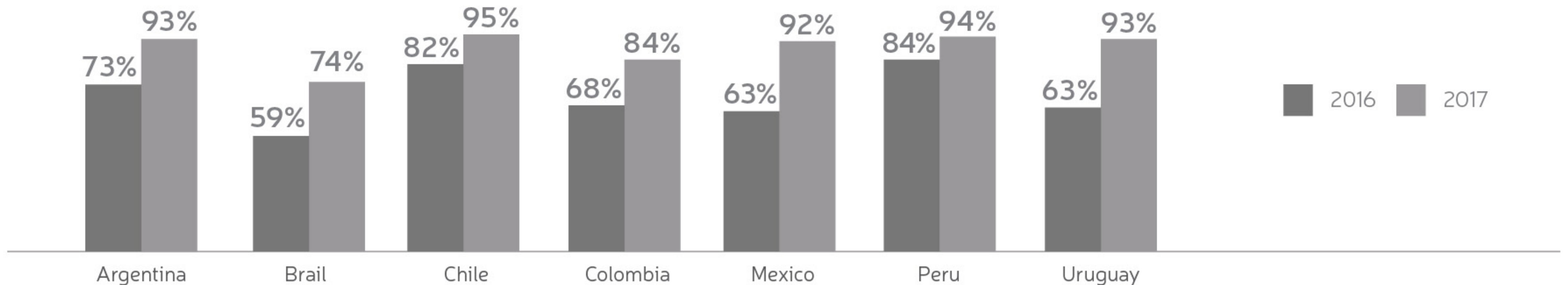
## Size



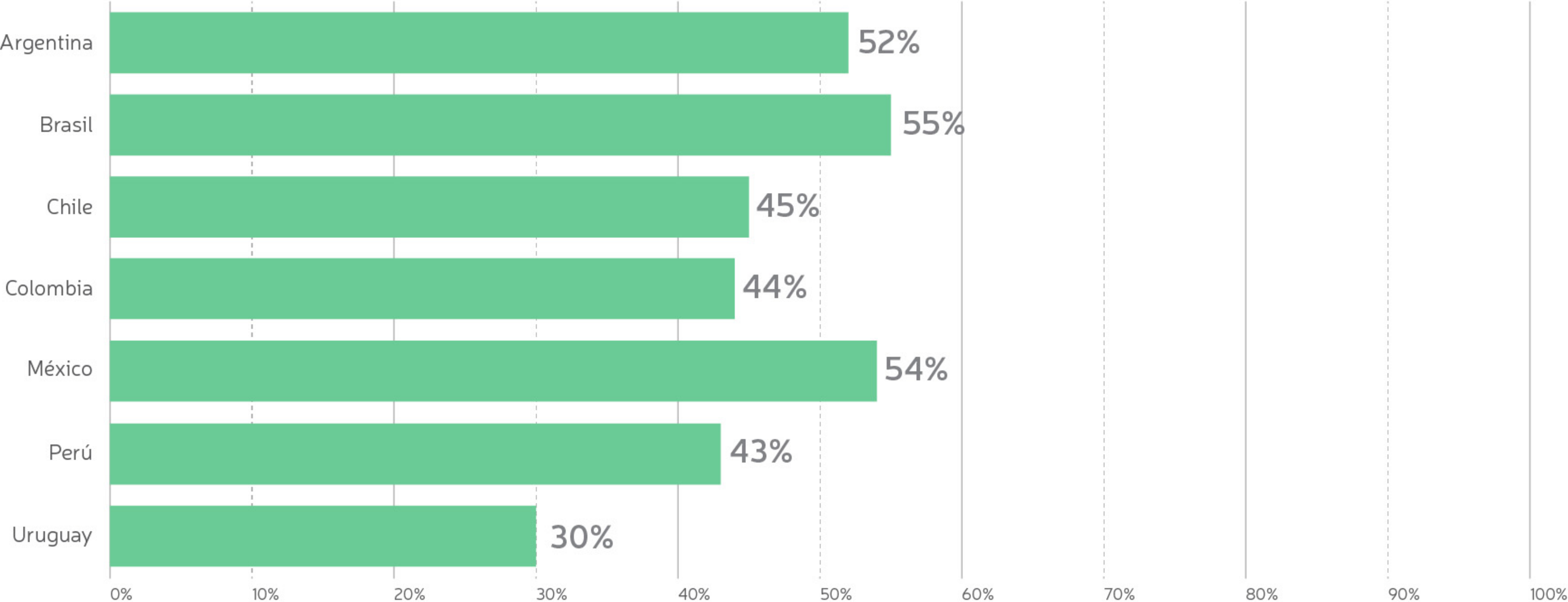
# Does your organization have an Employer Branding strategy?



# Does your company have a budget assigned for initiatives aimed towards improving your Employer Brand or Employer Branding in 2017 or 2018?

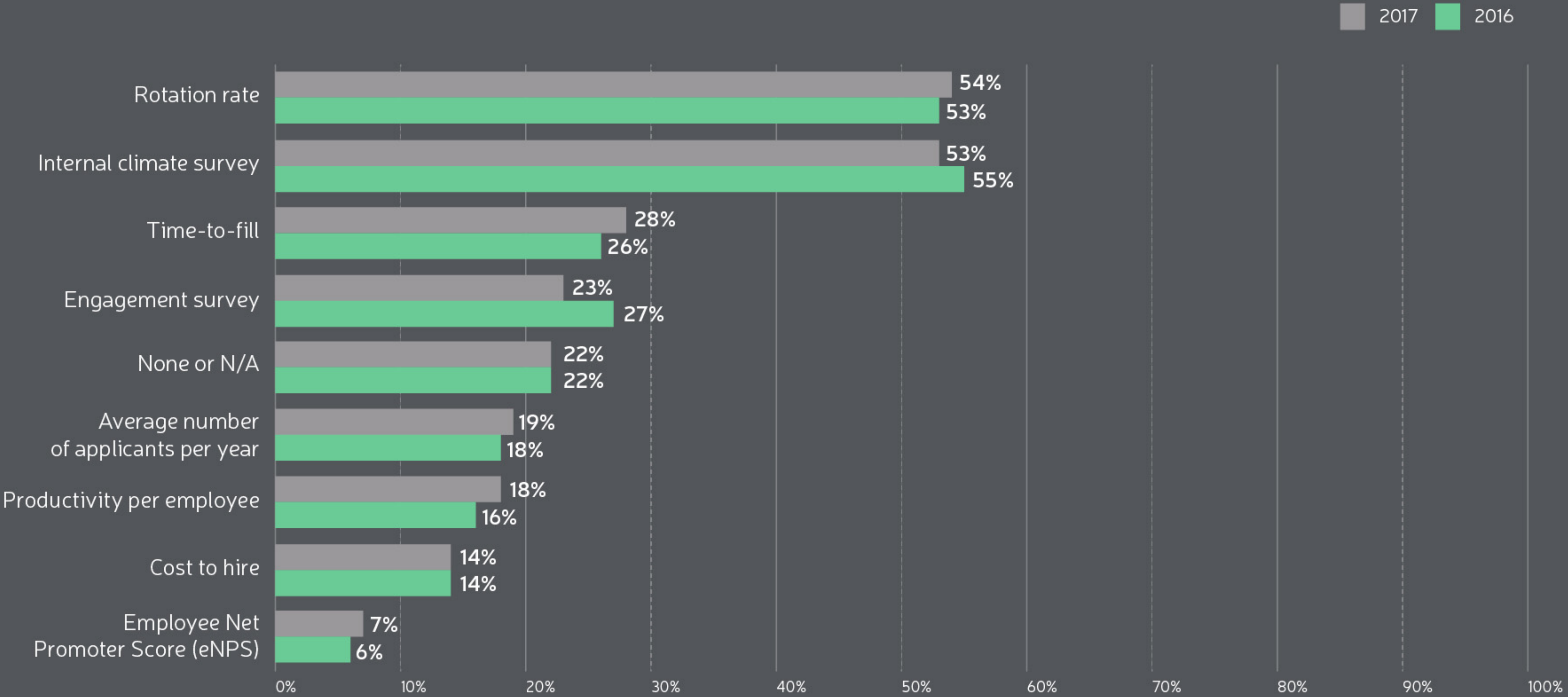


# Does your company plan to increase resources (financial or human) for initiatives aimed at improving the "Employee Brand" in 2017 or 2018?

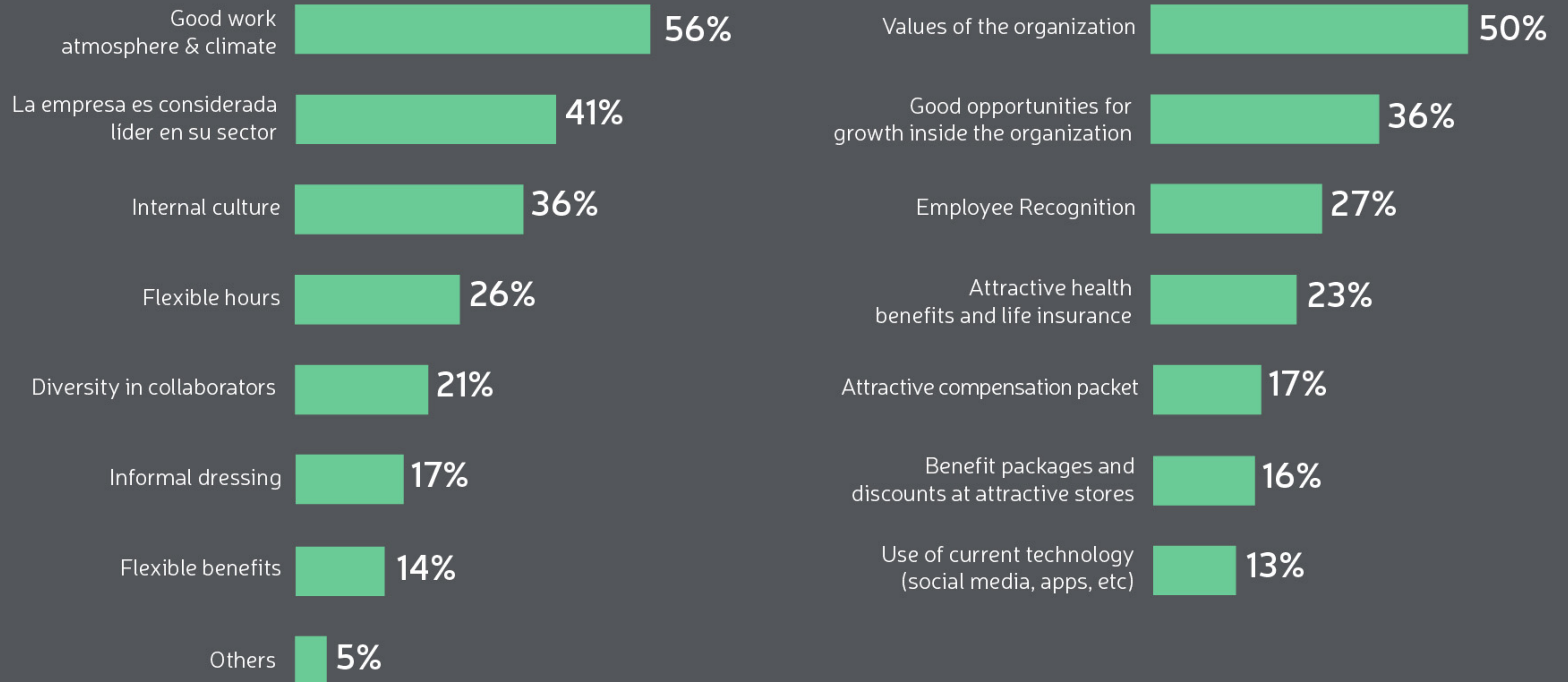




# What indicators are used in your company to measure the Employer Brand or Employer Branding?

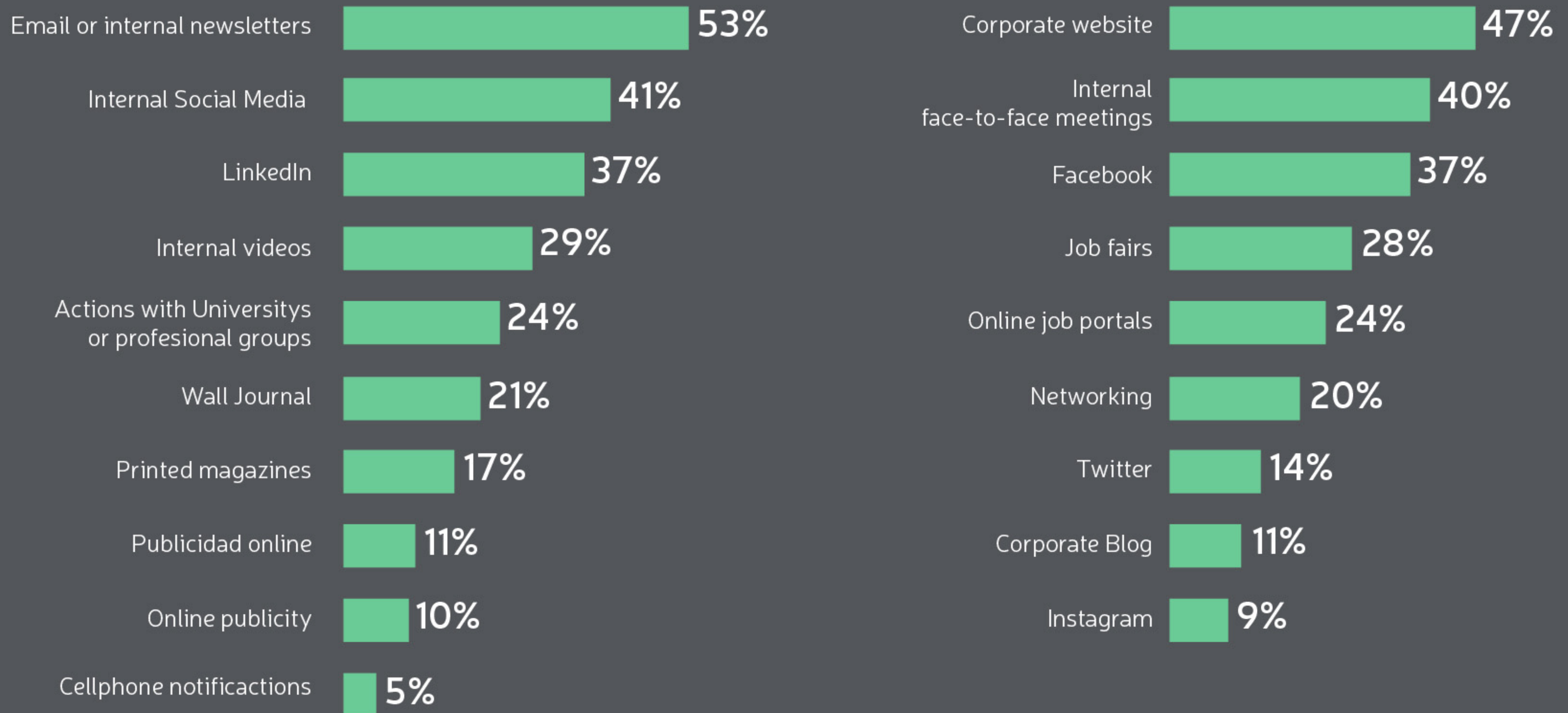


# What are the main attributes your company promotes as part of the Employer Brand or Employer Branding?





# What channels do you use in your company to promote the Employee Brand or Employer Branding internally and / or externally?





# Has your company implemented or plans to implement this year any of the following initiatives aimed at improving the Employer Brand or Employer Branding

