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The Synergy of Cross-Platform Content Creation in Employer Brand Communication

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Abstract: With the proliferation of social media, recruitment platforms, and corporate websites, cross-platform content creation has emerged as a key strategy for enhancing employer brand promotion. This study investigates the synergistic effects of cross-platform content creation in employer brand communication, examining how collaboration across multiple platforms can expand brand awareness, strengthen brand value, and improve employee recognition. A synergy model of cross-platform communication is developed, elucidating the interaction mechanisms among diverse platforms, and its effectiveness is validated through case analyses. The findings indicate that cross-platform content creation not only optimizes brand communication strategies but also facilitates comprehensive diffusion of the employer brand image, offering both theoretical insights and practical guidance for enterprises seeking to enhance their employer branding initiatives.

Keywords: cross-platform content creation; employer brand communication; synergistic effect; brand awareness; brand appeal

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1. Introduction

With the continuous advancement of information technology, the communication of an enterprise's employer brand has evolved beyond the confines of a single platform. Today, multiple channels-including social media, recruitment websites, and corporate official websites-collaboratively engage in content creation and dissemination, gradually replacing the traditional single-channel brand promotion model. By facilitating the mutual transmission, feedback, and interaction of information across these platforms, enterprises can significantly enhance the visibility, recognition, and reputation of their employer brand. As a critical component of an organization's core competitiveness, the effectiveness of employer brand communication directly influences its ability to attract, retain, and develop high-quality talent, thereby shaping the overall human resource strategy and long-term organizational growth [1]. Despite its strategic importance, research examining the synergistic effects of multi-platform communication on employer brand performance remains limited and underdeveloped. This study seeks to address this gap by exploring how cross-platform content creation can amplify communication outcomes, optimize brand perception, and ultimately achieve more efficient, holistic, and sustainable employer brand promotion.

2. The interactive relationship between cross-platform content creation and employer brand promotion

Cross-platform content creation and employer brand promotion exhibit a dynamic and mutually reinforcing relationship, which can be primarily analyzed from two perspectives: platform collaboration and content consistency. Social media platforms, with their emphasis on real-time interaction and user engagement, offer unique opportunities to showcase corporate culture, employee experiences, and behind-the-scenes narratives, thereby fostering a more personable and relatable brand image. In contrast, an enterprise's official website serves as a centralized, authoritative channel, conveying formal brand messaging and reinforcing the organization's credibility and professional identity.

The strategic delivery of consistent content across these diverse platforms allows enterprises to provide complementary information, ensuring that messages reach stakeholders through multiple touchpoints and channels [2]. This multi-channel approach not only enhances brand visibility but also enables enterprises to tailor content formats, styles, and messaging according to the specific characteristics and user behaviors of each platform. By leveraging this synergy, organizations can optimize content dissemination strategies, reinforce key brand attributes, and cultivate stronger brand recognition and loyalty among both potential and current employees. Moreover, such cross-platform coordination facilitates feedback collection and performance evaluation, enabling enterprises to iteratively refine their employer branding efforts for greater impact and sustainability.

3. Theoretical framework of cross-platform content creation

3.1. Synergy Model of Cross-platform dissemination

The synergy model of cross-platform communication conceptualizes how enterprises can maximize the utility of information transmission and enhance brand value dissemination through coordinated cooperation among multiple platforms [3]. This model emphasizes the complementarity, integration, and strategic alignment of content across platforms, ensuring that each channel consistently conveys a coherent brand image throughout the communication process. By maintaining a unified brand impression, enterprises can strengthen audience recognition, expand reach, and enhance overall brand awareness.

The synergy model is structured around three core criteria: information consistency, platform feature adaptation, and content complementarity. Firstly, information consistency requires that enterprises deliver a unified brand message across all platforms, minimizing discrepancies that could dilute brand identity. Secondly, platform feature adaptation involves tailoring content formats, styles, and messaging strategies to align with the specific characteristics, user behaviors, and engagement patterns of each platform, thereby preventing information fragmentation and optimizing audience engagement [4]. Thirdly, content complementarity ensures that different platforms provide mutually reinforcing content; by leveraging the unique strengths of each channel, enterprises can offer content forms that are most suitable for each platform, thus enhancing both the depth and breadth of information dissemination [5].

Figure 1 illustrates the framework diagram of the synergy effect of cross-platform dissemination, highlighting the interactions between consistency, adaptation, and complementarity, and demonstrating how these elements collectively contribute to more effective employer brand communication. Through this model, enterprises can systematically orchestrate multi-platform strategies, improve the efficiency of brand message delivery, and cultivate a more holistic and resilient brand presence in a competitive information environment.

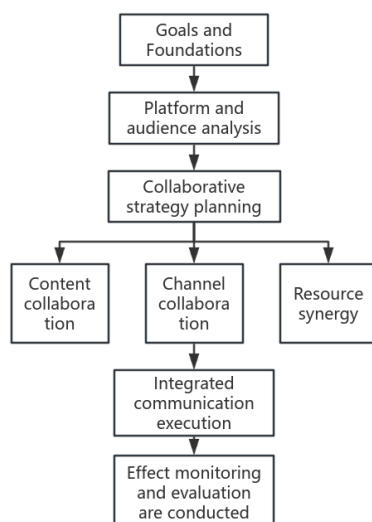


Figure 1. Framework diagram of the synergy effect of cross-platform dissemination.

3.2. Analysis of Cross-Platform Dissemination Mode

With the increasingly diversified development of digital platforms, enterprises must design tailored content strategies that align with the unique characteristics of each platform and address the specific needs and preferences of their target audiences. Such strategic differentiation ensures that information is not only accurately and effectively conveyed but also resonates with stakeholders on a deeper level. Social media platforms, characterized by their high interactivity and immediacy, are particularly well-suited for presenting corporate culture, organizational values, and employee experiences through engaging multimedia formats such as videos, images, and interactive stories. In contrast, official corporate websites and specialized recruitment platforms emphasize credibility, authority, and comprehensive information delivery, making them ideal channels for communicating the company's strategic vision, long-term goals, and overarching employer brand concepts.

Effective cross-platform dissemination requires more than simple repetition of content; it demands careful coordination of communication methods to ensure both information consistency and strategic complementarity among platforms. By leveraging the strengths of each channel, enterprises can create a synergistic communication ecosystem in which content across platforms complements and reinforces one another. For example, interactive content on social media can capture audience attention and generate engagement, encouraging users to explore more formal and detailed information on the official website or recruitment portals, thereby completing a coherent and cyclical communication loop. This integrated approach not only amplifies brand visibility and recognition but also enhances audience trust, strengthens employer brand appeal, and fosters a more seamless and immersive user experience across multiple touchpoints.

4. The synergy of cross-platform content creation in employer brand communication

4.1. Enhance brand awareness

The synergy of cross-platform content creation plays a pivotal role in enhancing employer brand awareness. In today's multifaceted media landscape, enterprises strategically disseminate consistent brand content across diverse channels, including social media, official websites, and recruitment platforms, thereby substantially increasing brand visibility among target audiences and reinforcing the brand's imprint in their minds. By delivering uniform messaging across multiple platforms, enterprises construct a coherent

series of brand images and repeatedly convey key brand information at various touch-points, which enhances both brand perception and retention. Moreover, cross-platform communication broadens the avenues of interaction between brands and potential employees. Given that different platforms cater to distinct audiences and support varying content formats, enterprises can develop platform-specific strategies, optimizing engagement and further expanding brand coverage. The cumulative effect of such a coordinated approach is a more robust and pervasive brand presence that resonates with diverse stakeholder groups.

4.2. Enhance brand appeal

Beyond visibility, cross-platform content creation significantly strengthens employer brand appeal by fostering a collaborative and interactive communication effect. In the context of increasingly competitive talent markets, enterprises must attract high-quality candidates through multi-platform engagement. By leveraging different channels to convey corporate culture, values, and workplace experiences, cross-platform strategies accentuate unique brand attributes, making the enterprise not only more recognizable but also more attractive to potential talent. Each platform possesses distinctive features, which can inform tailored content strategies: for instance, social media often conveys employee stories, workplace scenarios, and organizational activities via short videos or images, thereby cultivating emotional engagement; in contrast, official corporate websites focus on formal communications such as organizational vision, career opportunities, and employee benefits, emphasizing professionalism and credibility. This integrated content approach enables enterprises to present a multidimensional corporate image across platforms, enhancing brand appeal and attracting candidates whose personal values and career goals align with the company's mission.

4.3. Strengthen employees' brand identity

Cross-platform content creation is equally vital for fostering brand identification among existing employees, who serve as the primary ambassadors of the employer brand. Employees' recognition and alignment with corporate values directly influence internal cohesion, organizational reputation, work motivation, and overall operational efficiency. By consistently delivering coherent and emotionally resonant brand messages across platforms such as social media, official websites, and internal communication tools, enterprises can deepen employees' understanding and acceptance of corporate culture. For example, content featuring employee interviews, career development experiences, and individual achievements not only highlights employees' contributions but also reinforces their sense of belonging and pride within the organization. Furthermore, cross-platform strategies encourage employees to transition from passive recipients of brand messaging to active participants in its creation and dissemination. Interactive mechanisms such as internal forums, social media engagement, and consultation initiatives enable employees to contribute ideas, generate content, and participate in brand promotion, thereby strengthening emotional connections with the brand and fostering a more committed and engaged workforce.

5. Evaluation of the Effect of Cross-platform content creation in Employer Brand Communication

5.1. Case Analysis

Google and Unilever provide illustrative examples of how the synergy of cross-platform content creation can enhance employer brand communication through positive audience engagement and consistent messaging. In the Asia-Pacific region, Google integrates its globally unified employer value proposition, "Googliness", with locally tailored content, disseminating employee interviews, workplace videos, and other materials across multiple platforms, including LinkedIn, YouTube, Twitter, and its official website.

This coordinated cross-platform strategy ensures the consistency of brand messaging while simultaneously enhancing audience understanding and identification by incorporating local contexts and cultural nuances, thereby deepening overall brand recognition.

Similarly, Unilever leverages cross-platform content creation through initiatives such as the "Take Action" project targeting teenagers. The campaign disseminates short videos and images via Instagram, Weibo, and Bilibili, while maintaining a strong connection to the official website, thereby linking social media engagement with formal corporate information. This approach expands the brand's reach and reinforces the coherence of the employer brand message.

These cases demonstrate that effective cross-platform content creation achieves a balance between content consistency and platform-specific diversity. By strategically leveraging the unique features of each platform, enterprises can enrich brand expression, foster emotional resonance with audiences, and strengthen overall favorability toward the employer brand. Consequently, cross-platform communication emerges as a critical mechanism for modern employer branding, enabling companies to cultivate both widespread visibility and meaningful engagement across diverse digital channels.

5.2. Evaluation Indicators

To systematically evaluate the synergy of cross-platform content creation in employer brand communication, this study develops a comprehensive evaluation framework encompassing two key dimensions: communication performance and platform synergy effectiveness. Furthermore, mathematical formulations are introduced to facilitate quantitative analysis and provide an objective basis for assessment.

With regard to communication performance, the Brand Awareness Growth Rate (BAGR) is employed to measure the variation in total page views across multiple platforms before and after content dissemination. This metric provides a quantifiable indicator of the impact of cross-platform content strategies on audience reach and brand visibility. The calculation is expressed by the following formula:

$$BAGR = \frac{V_{after} - V_{before}}{V_{before}} \times 100\% \quad (1)$$

Among them, V_{after} and V_{before} represent the total exposure following and preceding cross-platform dissemination, respectively, serving as indicators of the extent to which brand awareness has increased. In addition to measuring brand visibility, the Content Conversion Rate (CCR) is employed to evaluate the effectiveness of disseminated content in guiding audiences to perform target actions, such as clicking on job postings, visiting the official website, or engaging with other key touchpoints. The CCR provides a quantitative assessment of how efficiently content drives user behaviors and supports the overall objectives of employer brand communication. The calculation is expressed by the following formula:

$$CCR = \frac{N_{action}}{N_{view}} \times 100\% \quad (2)$$

In this formula, N_{action} represents the number of times the behavior is completed, and N_{view} represents the total number of content views. To further capture the attractiveness of the employer brand, the Brand Attraction Index (BAI) is introduced. This metric quantitatively reflects the degree to which the brand engages and appeals to the audience, providing insights into both the effectiveness of content dissemination and the overall perception of the employer brand. The calculation method is defined as follows:

$$BAI = \frac{R_{apply}}{R_{total}} \times S \quad (3)$$

In this formula, R_{apply} represents the number of applications submitted to the enterprise's job postings, R_{total} denotes the total number of submissions across the platform, and SSS corresponds to the subjective satisfaction score, which is derived from user ratings and ranges from 0 to 1. Together, these variables allow the Brand Attraction Index (BAI) to quantitatively capture both the objective engagement with employer brand content and

the audience's perceived satisfaction, providing a comprehensive measure of brand attractiveness and appeal.

Regarding the evaluation of Platform Synergy Effectiveness, the Platform Synergy Gain (PSG) metric is introduced to quantify the additional impact achieved through coordinated communication across multiple platforms compared with communication conducted individually on each platform. This indicator enables a systematic assessment of the benefits derived from platform collaboration, highlighting the extent to which cross-platform strategies amplify brand communication outcomes. The calculation is expressed as follows:

$$PSG = \frac{E_{multi} - \sum E_{single}}{\sum E_{single}} \times 100\% \quad (4)$$

In this formula, E_{multi} denotes the overall performance of multi-platform collaborative dissemination, such as the total click-through rate or conversion rate achieved through coordinated content delivery, while $\sum E_{single}$ represents the cumulative performance of content disseminated independently on each platform. To further capture the actual interactivity and user movement across platforms, the Cross-Platform Jump Rate (CPJR) is introduced. This metric quantifies the degree to which users navigate between different platforms, providing an empirical measure of the effectiveness of communication collaboration pathways and reflecting the real-world dynamics of cross-platform engagement. The calculation is expressed as follows:

$$CPJR = \frac{N_{jump}}{N_{total}} \times 100\% \quad (5)$$

In this formula, N_{jump} represents the number of users who navigate to another platform through content links, while N_{total} denotes the total number of visitors. By comprehensively applying this series of indicators-including BAGR, CCR, BAI, PSG, and CPJR-enterprises can systematically and quantitatively assess the effectiveness of cross-platform content collaboration. This approach allows organizations to identify the most impactful platform combinations and content strategies, providing actionable insights for optimizing communication pathways, enhancing audience engagement, and continuously improving the efficiency and effectiveness of employer brand promotion.

5.3. Data Collection Methods

To accurately and comprehensively evaluate the synergy of cross-platform content creation in employer brand communication, this study employs a combined quantitative and qualitative data collection approach, incorporating multiple sources to capture both measurable outcomes and experiential insights.

Quantitative data are primarily obtained from social media analytics tools, such as LinkedIn Analytics and Twitter Analytics, recruitment platform metrics from Indeed and Glassdoor, as well as traffic and engagement records from corporate official websites. Key performance indicators include content views, user interactions, click-through rates, application submissions, and job-seeking conversion rates. These metrics provide a quantifiable assessment of communication effectiveness, audience engagement, and the overall impact of content across different platforms.

Qualitative data are collected through structured questionnaires and in-depth interviews. Survey respondents include both prospective job seekers and current employees, with questions designed to capture perceptions of brand awareness, preferred content themes, attitudes toward information consistency, and recognition of corporate culture and values. Interviews are conducted primarily with heads of brand promotion and human resources departments, focusing on their perspectives regarding collaborative content production, promotional strategies, and responsiveness to audience feedback.

All data are collected simultaneously for two weeks before and after content dissemination, and subsequently categorized by platform and content type to ensure temporal

relevance and comparability. This multi-channel, multi-dimensional data collection strategy provides a robust empirical foundation for subsequent evaluation of key indicators and supports rigorous analysis within the proposed synergy model of cross-platform employer brand communication.

5.4. Verification of the Synergy Effect of Cross-platform content creation

To empirically verify the synergy effect of cross-platform content creation in employer brand communication, this study examines a case involving a technology enterprise that simultaneously released unified employer brand content across three major platforms: LinkedIn, Glassdoor, and the enterprise's official website. Over a one-month tracking period, the study monitored the dissemination, audience engagement, and response patterns of the brand content. This approach enabled a comparative analysis of the effectiveness of single-platform dissemination versus multi-platform collaborative dissemination, highlighting the specific advantages and added value of coordinated cross-platform strategies. The collected data and observed results are summarized in Table 1, providing a quantitative foundation for evaluating the synergy effects and informing best practices for employer brand communication.

Table 1. Comparison of Communication Effects on Different Platforms (Unit: Times/Person).

Indicator category	LinkedInGlassdoor		Official website	Synergy of the three platforms
Content views	9500	13500	7500	36000
Average stay time (seconds)	45	40	60	55
The volume of resume submissions	700	950	250	2100
Conversion rate (Delivery/Browse)	7.4%	7.0%	3.3%	5.8%
The search volume for brand key-words has increased	+16%	+11%	+7%	+25%

As shown in Table 1, the comprehensive page views achieved through cross-platform collaborative communication increased substantially compared with single-platform dissemination, with an approximate growth of 60%, accompanied by longer user dwell times. In the process of driving user actions, such as job applications, multi-platform collaborative promotion outperformed single-platform strategies. While the conversion rate per platform was slightly lower in the cross-platform approach, the overall application volume and brand visibility demonstrated a marked increase, indicating that coordinated multi-platform efforts significantly enhance corporate image and influence.

The empirical results highlight the practical effectiveness of cross-platform content collaboration. Key factors contributing to these outcomes include information consistency across platforms and content complementarity, which together ensure efficient message dissemination, reinforce brand recognition, and strengthen audience engagement. These findings underscore the strategic value of multi-platform collaboration in employer brand promotion, demonstrating that coordinated content strategies can simultaneously optimize reach, engagement, and brand impact in a competitive digital environment.

5.5. Audience Feedback and Platform Synergy Effect

To conduct a more comprehensive investigation into the effects of cross-platform content creation on employer brand communication, this study employs a mixed-methods approach that combines questionnaire surveys with platform behavior data analysis. The research specifically targets users interacting with the enterprise's social media platforms and official website over a short-term period, examining how they browse corporate information and respond to content across LinkedIn, Glassdoor, and the company's official website.

By systematically tracking and recording user behavior and information dissemination pathways across these three platforms, a total of 486 valid samples meeting the study criteria were collected. The survey results, alongside the statistical analysis of platform behavior, are summarized in Table 2, providing empirical evidence of user engagement patterns, response tendencies, and the effectiveness of cross-platform content dissemination in enhancing employer brand communication.

Table 2. Audience Feedback and Platform Collaborative Behavior Statistics (Unit: People/times/minute).

Indicator item	LinkedInGlassdoor		Official website	Three-platform interactive users
Content Satisfaction Score (out of 10 points)	8.2	8.5	7.8	9.2
Perception of brand awareness enhancement (Proportion)	65%	62%	44%	80%
Active content sharing behavior (frequency of occurrence)	115	98	28	210
The incidence rate of inter-platform jump behavior	--	--	--	51.5%
The ratio of information consistency perceived by the audience	74%	71%	68%	88%

The results indicate that users who interact with enterprise brand content across three platforms—that is, those who have engaged with content on at least two different platforms—assign a higher overall brand content score, averaging 9.2 points, compared with single-platform users. Notably, 80% of these multi-platform users reported an improved understanding of the enterprise, substantially exceeding the 44% of users who only accessed the website and the 62% who engaged with content on a single platform. These users are more likely to actively share opinions and demonstrate heightened perceptions of information accuracy and completeness, with a perceived information consistency score of 88%. This underscores the critical importance of cross-platform content consistency in fostering public trust and enhancing brand perception.

The study also found that over 51% of users navigated between platforms after engaging with content—for example, moving from social media to a recruitment website, or vice versa—illustrating how interactions among platforms can influence audience behavioral pathways. Overall, audience evaluation results suggest that cross-platform content design effectively stimulates user discussion and sharing, strengthens brand awareness, and encourages multi-platform engagement. Consequently, coordinated cross-platform strategies significantly enhance both the efficiency and quality of employer brand promotion, reinforcing the strategic value of multi-channel content dissemination in contemporary digital environments.

6. Conclusion

Cross-platform content creation has emerged as a critical strategy for enhancing the effectiveness of employer brand communication. Through a combination of theoretical analysis and empirical case studies, this study has examined the specific contributions of multi-platform collaboration to brand awareness, brand attractiveness, and employee brand identification. The findings indicate that content consistency, platform-specific adaptation, and inter-platform interaction collectively play a decisive role in expanding enterprise brand recognition, deepening audience engagement, and strengthening emotional connections with both potential and existing employees.

Looking forward, enterprises are expected to further refine their cross-platform content strategies by optimizing message coherence, leveraging the unique characteristics of

each platform, and enhancing coordination mechanisms across channels. Such efforts will enable more sustainable, influential, and holistic employer brand communication, ensuring that organizations not only capture audience attention but also cultivate enduring brand loyalty and a positive corporate image in an increasingly competitive digital environment.

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