



BRANDING YOUR WIN

QUICK GUIDE

Before the Public Announcement on September 1st:

- Review Your Company Results Report
- Announce Your Win to Your Staff
- Draft Your News Release
- Plan a Staff Luncheon or Party to Celebrate Your Win
- Inform/Train Your Recruiters on the Significance of the NorthCoast 99 Award

On and After September 1st:

- Upload the 2022 NorthCoast 99 Logo & NorthCoast99.org URL to Your Website Footer or About Us page
- Include the NorthCoast 99 Win in Your Job Descriptions, About Us page, etc.
- Publish the News Release to Your Website/Blog
- Send the News Release to Media Outlets, PR Newswire, etc.
- Announce Your Win on Social Media
- Encourage Your Staff to Share Your Social Media Posts
- Use the PowerPoint to Present Data From Your Company Results Report to Your Board, Leadership Team, etc.
- Include the NorthCoast 99 Logo in Your Print and Digital Ads
- If Applicable, Pick up Your Lithograph on September 8th at ERC

On and After Wednesday, September 14th:

- Share Photos of Your Staff at the NorthCoast 99 Awards Event on Social Media
 - Tag ERC/NorthCoast 99 at @ConnectwithERC and @NorthCoast99 in All Posts
- Share ERC's and NorthCoast 99's Social Media Posts
- Promote Your Win on All Marketing Channels Throughout the Year

Additional Content Available:

- [Purchase Your NorthCoast 99 Reports & Consultation](#) to Continue to Grow as a Great Workplace for Top Talent!

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