

# WE MOVE IDEAS.™

Creative Storytelling. Connected Content. Results that Matter.



It's all about the teamwork



## ALL HANDS ON DECK

Learn how to drop the silos and join forces on employee engagement.

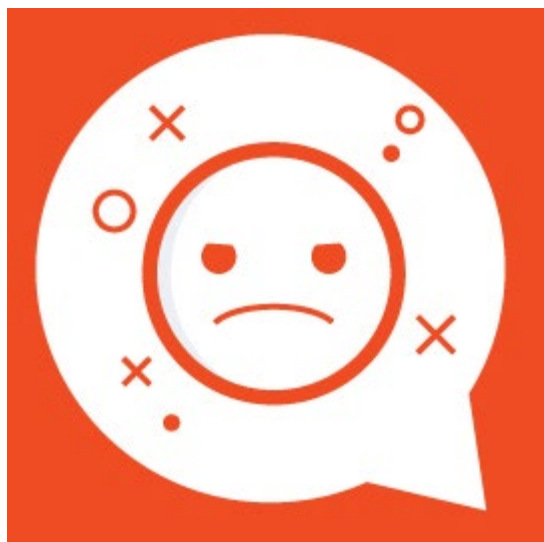
### 74% of people find personal posts more persuasive than brand posts.

Enlisting your employees to help tell a compelling brand story on social will help you engage the right audiences and positively impact your sales and recruitment efforts. Today's remote environment demands that your digital presence is captivating and relatable, making it critical that your marketing and HR departments team up to engage with your workforce. Plus, 79% of brands reported more online visibility after implementing a formal employee advocacy program. What are you waiting for?

[Align HR + Marketing Teams for Brand Success](#)

Our [#WeMoveCareers Spotlight](#) engages our employees and supports HR's recruitment efforts.

ICYMI: [Ray Waldron](#) shares new skills & passion projects he's explored since joining PAN.



### Issues Response: Mitigating a Sticky Social Situation

Has a customer or employee ever made a disparaging remark about your brand on social? This blog ensures that you have the right process in place to prepare for those difficult moments.

[Develop Your Issues Response Plan](#)



### How Social Helps Executives Tell Brand Stories

60% of people research a CEO's social media accounts when considering employment. Guide your execs to support brand visibility and empower employees to advocate for their brand.

[Next Steps for an Authentic Brand Story](#)



### New Storytelling Strategies to Help Pharma Messages Stick

Goodbye impersonal pharma ads, hello to emotional storytelling. Pharma brands are using multimedia content to foster connections internally and externally.

[Learn more](#)



### Without Long-Form Storytelling, You Will Never Be a Thought Leader

Long-form storytelling, meet thought leadership. These two are necessary to establish credibility and engage your audience.

[Learn more](#)



### What is EX? Your Ultimate Guide to Employee Experience

Get your notepad ready, this complete guide to the employee experience has tips and tricks for HR & marketing pros of all skill levels.

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