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Blog - questions for employee testimonials

Meta Elements	
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Meta Description	Get 50+ testimonial questions to spotlight your culture and EVP. Includes question templates and tips for capturing employee stories on video.
URL Structure	/blog/employee-testimonial-questions/

Internal Links FROM this piece to other pages	
offer letter template	https://www.icims.com/blog/offer-letter-template/
employee onboarding checklist	https://www.icims.com/blog/employee-onboarding-checklist-template/
employee video testimonial software	https://www.icims.com/products/recruitment-marketing-softwar

Internal Links FROM this piece to other pages	
	e/employee-testimonial-videos/
onboarding and retention	https://www.icims.com/blog/effective-onboarding-and-retention/

Questions from People Also Ask

- What does AI screening mean in hiring?
- Which AI tools are best for resume screening?
- How do AI resume screeners work?
- How accurate is AI for candidate screening?
- Can AI reduce bias in resume screening?
- Is AI candidate screening compliant with EEOC/OFCCP?
- How do you integrate AI screening with an ATS?
- What data signals do AI screeners evaluate?

Content Outline

H1: 50+ valuable questions for employee testimonials [free template download]

H2: Key takeaways

- Employee testimonials help candidates understand what it's really like to work at your company.
- The right questions can uncover authentic stories that highlight culture, growth, and belonging.
- Video testimonials are especially powerful for employer branding and career site engagement.
- Consistency, consent, and clear framing are key to gathering impactful testimonials.
- iCIMS Video Studio makes it easy to capture, edit, and share employee stories at scale.

Introduction

- Introduce the purpose of the guide as a tool for collecting more impactful employee testimonials.

- Emphasize that the questions are categorized to help uncover specific aspects of culture, growth, and values.
- Highlight that the guide supports use cases across video interviews, written content, and recruitment marketing.
- Mention the inclusion of a free downloadable template and tips for collecting and publishing testimonials at scale.

H2: Why employee testimonials matter for employer branding

- Explain how social proof — especially from employees — builds trust with candidates.
- Describe the role testimonials play in shaping employer brand and influencing job seekers.
- Share data points (if available) or anecdotal insights about how testimonials improve engagement and apply rates.
- Highlight how testimonials support DEI, internal mobility, and storytelling about values.

H2: How to structure a great employee testimonial

H3: What makes an effective testimonial?

- Clear, specific, emotionally resonant, and relevant to candidate questions or concerns.
- Focus on the employee experience — not generic praise.
- Keep it under 2 minutes for video or 200 words for written.

H3: Ideal flow for video testimonials

- Provide an overview of the structure of general employee testimonials to guide readers:
    - Who are you and what do you do here?
    - What attracted you to the company?
    - What's your favorite part of the culture?
    - How has your role evolved or grown?
    - What would you tell a candidate thinking about applying?

H2: 50+ sample questions for employee testimonials

- For each of the following H3 sections, provide an overview first of why that theme is important to cover and/or which audience would be most impacted by these questions.
- Below are some example questions for different key testimonial themes, however, these will need to be expanded upon to reach the 50+ mark.

- While the questions should be present in the actual content, there should also be a downloadable file for readers looking to take this information with them.

H3: Role and career growth

- What was your first impression of the role?
- How has your career evolved since joining?
- What new skills have you developed here?
- Have you had any mentors or coaching experiences?
- What project or responsibility are you most proud of?
- How have your goals changed since joining?
- What opportunities have you had to lead or grow?
- What made you say yes to the offer?
- What's been your biggest learning curve?

H3: Culture and belonging

- What makes this team or culture unique?
- Can you describe a moment that made you feel included?
- How do people support each other here?
- What's something you've celebrated with your team?
- How does leadership demonstrate company values?
- What traditions or team rituals do you enjoy?
- How would you describe the people you work with?
- What do you look forward to most during your workday?

H3: Purpose and values

- What makes you proud to work here?
- How does the company support your goals or values?
- When did you feel like you were making an impact?
- What's one value you see lived out every day?
- How does your role contribute to the company mission?
- What inspires you about the work your team does?
- How has your work here aligned with your personal purpose?
- What motivates you to stay?

H3: Flexibility and benefits

- How does the company support work-life balance?
- What's your experience with flexibility or remote work?
- Which benefits do you appreciate the most?
- How has the company supported you through life changes?
- How do you feel supported as a working parent/caregiver (if applicable)?
- What's your favorite perk or unexpected benefit?
- How has flexibility helped you do your best work?

H3: DEI and community

- What makes this a welcoming place for all backgrounds?
- How is DEI reflected in leadership or team interactions?
- What employee resource groups or initiatives have you been part of?
- What makes you feel represented or included here?
- How has the company responded to DEI feedback?
- What progress have you seen in DEI since you joined?
- How do people advocate for each other here?

H3: Advice to future candidates

- What do you wish you'd known before starting?
- What kind of person thrives here?
- What advice would you give to someone considering applying?
- What surprised you about working here?
- What's your favorite part of onboarding?
- How would you describe the interview process?
- What's one tip for making the most of this workplace?
- What would you tell someone who's on the fence about applying?

H2: Legal and consent considerations for employee testimonials

- Make sure employees know their participation is voluntary and non-retaliatory.
- Get written consent for video and quote usage across platforms.
- Consider accessibility (e.g., captions, transcripts).
- Respect privacy by letting employees review/edit content before publishing.

H2: How to collect and repurpose testimonials at scale

- Use a platform (like iCIMS Video Studio) to streamline collection, editing, and publishing.
- Encourage regular collection across teams, roles, and locations.
- Repurpose testimonial content for:
    - Career site
    - Job descriptions
    - Email campaigns
    - Social media
    - Recruitment events
- Keep a shared testimonial library by theme (e.g., DEI, growth, leadership, day-in-the-life).

H2: Showcase your team's stories with iCIMS Video Studio

- Explain how iCIMS Video Studio helps talent teams collect authentic video content from employees.
- Highlight capabilities like mobile-friendly recording, editing templates, and approval workflows.
- Emphasize the impact of using real employee voices to boost engagement and conversion.
- End with CTA: [Start capturing authentic employee stories with iCIMS Video Studio. Request a demo today.]

Draft

50+ valuable questions for employee testimonials [free template download]

Key takeaways

- Employee testimonials are authentic stories from consenting current staff about what it's like to work at your company.
- Beyond building a positive employer brand, employee testimonials attract talent and improve retention by highlighting your values, DEI efforts, and growth opportunities.
- Tools like iCIMS Video Studio make it easy to consistently create and repurpose testimonials for various communications.

Candidates trust your employees three times more than your company to provide credible information about working there.

That's why employee testimonials are essential for strengthening your employer brand and improving application rates. These are authentic stories from your current staff about working at your company.

Your employees are in the trenches. They know your culture, values, daily expectations, career development opportunities, benefits, and employment practices. And, candidates trust that firsthand perspective more than any recruitment marketing message.

Here, we'll provide you with more than 50 questions for employee testimonials, tips for making them impactful, and a free downloadable template to start collecting at scale.

Just looking for the free template? Click here to jump to the download!

Why employee testimonials matter for employer branding

Employee testimonials prove a strong employer value proposition (EVP). They build trust with prospects, making them more likely to apply, engage with your content, and accept employment offers.

Uber, for example, saw a 22% increase in page views after creating employee testimonial videos with iCIMS Video Studio.

Most leaders (56%) find that employer branding enhances their company's image and leads to more positive perceptions. Employee testimonials play a big part by giving candidates, customers, and current employees a genuine look into your work culture.

You can also use employee testimonials in things like blogs, social media posts, or company podcasts. This versatility allows you to scale your employer branding efforts more effectively without overloading your recruiters.

Employee testimonials during onboarding are one way to get new hires excited about their new positions, so they stay longer. Learn more with Does better employee onboarding equal better retention?

How to structure a great employee testimonial

To structure a great employee testimonial, follow these steps:

1. **Identify your goal:** Determine what you hope to achieve, whether that's improving application rates, attracting higher-quality candidates, or strengthening internal culture. Write your goal down with a target and deadline.
2. **Decide on your audience:** Determine whether you're speaking to active or passive candidates or current employees. This influences who you ask, what format works best, and where you'll showcase it.
3. **Consider your platform:** Choose written, audio, or video testimonials, and decide where to publish them, such as social media, blogs, emails, or career sites.
4. **Choose questions:** Select questions that elicit responses demonstrating your commitment to work-life balance; diversity, equity, and inclusion (DEI) efforts; internal mobility; or career growth.
5. **Ask employees to volunteer:** Pick volunteers to create the testimonials. Volunteers provide more authentic testimonials.
6. **Receive consent:** Ensure employees provide written permission to use their testimonials across platforms.
7. **Gather responses:** Collect testimonials from diverse employees to paint a clear picture of what it's like to work for you, from senior leadership to recent hires.
8. **Share and refine:** Publish testimonials, and monitor performance against your goal, continuously adjusting as needed.

What makes an effective testimonial?

Effective testimonials are specific, authentic, relevant, fair, and short.

- **Specific:** Focus on employee experiences, not generic praise.
- **Authentic:** Employees should share genuine responses, not read from scripts.
- **Relevant:** Match testimonials to your audience; if hiring project managers, highlight stories from current project managers.
- **Fair:** Let employees discuss struggles alongside the positive ways your company helped them succeed.
- **Short:** Keep testimonials under two minutes for video or audio and under 200 words for written posts to maintain attention and encourage engagement.

Ideal flow for video testimonials

Video testimonials typically follow this flow:

1. Employee introduction.
2. Testimonial question answers.
3. Advice and insight to the target audience.

This structure helps employees produce testimonials efficiently. All they have to do is pick up a camera and follow this loose format to capture valuable stories.

A testimonial video example might look like:

Hi, my name is Jane Doe, and I'm a marketing specialist. I've been at ABC Corp. for almost five years.

My favorite part of this job is working side by side with my peers. Besides weekly brainstorming sessions, ABC Corp sponsors monthly creative workshops where we leave the office and work in coworking spaces — libraries, coffee shops, even a decked-out barn! Leaving the office gives us a break from the day-to-day, lets our creative juices flow, and encourages collaboration.

If you like change and the chance to build strong relationships in a fast-paced environment, ABC is the right place for you. Through them, I've learned to be more adaptable and open to new ideas I never had the chance to explore before.

50+ sample questions for employee testimonials

The right questions uncover unique, meaningful stories about your company's culture, values, growth opportunities, and belonging initiatives. Below are 50+ questions across various categories to spark the best responses from your employees.

About the employee

These questions provide basic information about the employee, such as their name, job title, and daily work life. All employees should answer these to provide context for the audience.

Sample questions:

- Who are you, and what do you do here?
- How long have you worked here?
- What are your responsibilities?
- What is a typical day like for you in this role?
- What attracted you to the company?

Role and career growth

Role and career growth questions focus on day-to-day work specifics and professional development opportunities your company provides. Most candidates want answers to these questions.

Active candidates want to understand whether responsibilities and expectations align with their skills and interests. Passive candidates want to see how this role compares to their current position and what support you provide on their career journeys.

Sample questions:

- What was your first impression of the role?
- What's your favorite part of your job?
- What is the most memorable experience you've had in this position?
- How has your career or role evolved since joining?
- What new skills have you developed here?
- Have you had any mentors or coaching experiences?
- What project or responsibility are you most proud of?
- How have your goals changed since joining?
- What opportunities have you had to lead or grow?
- What made you say yes to the offer?
- What's been your biggest learning curve?

Culture and belonging

Culture and belonging questions uncover the interpersonal environment — how supported employees feel to do their best work and collaborate with coworkers.

These questions also reveal the psychological safety employees feel when showing up as their authentic selves, like knowing you'll take action when they raise concerns.

All candidates are curious about these answers, but you can also use these testimonials to promote a positive culture among existing staff. They're valuable customer marketing tools, too.

Customers who see proof of a positive work culture are more likely to think highly of brands that support their employees.

Sample questions:

- What's your favorite part of the culture?
- What makes this team or culture unique?
- Can you describe a moment that made you feel included?
- How do people support each other here?
- What's something you've celebrated with your team?
- How does leadership demonstrate company values?
- What traditions or team rituals do you enjoy?

- How would you describe the people you work with?
- What do you look forward to most during your workday?

Purpose and values

Purpose and values questions assess how engaged employees are in their roles and whether the company's values and mission align with their own.

These testimonials help sway highly qualified passive candidates to apply. Prospects who see a company that supports career advancement, gives back to the community, responds to feedback, or provides opportunities for meaningful work often feel motivated to apply.

Sample questions:

- What makes you proud to work here?
- How does the company support your goals or values?
- When did you feel like you were making an impact?
- What's one value you see lived out every day?
- How does your role contribute to the company's mission?
- What inspires you about the work your team does?
- How has your work here aligned with your personal purpose?
- What motivates you to stay?

Flexibility and benefits

Flexibility and benefits questions explore how the benefits and perks you offer help employees show up at their best professionally and personally.

A 2025 Gallup study notes that the top two reasons employees take new jobs are work-life balance/personal well-being and pay/benefits. Most candidates want this information to ensure your benefits match their needs.

Testimonials answering these questions also help existing employees learn about and take advantage of your total rewards packages, especially lesser-known benefits.

Sample questions:

- How does the company support work-life balance?
- What's your experience with flexibility or remote work?
- Which benefits do you appreciate the most?
- How has the company supported you through life changes?
- How do you feel supported as a working parent/caregiver (if applicable)?
- What's your favorite perk or unexpected benefit?
- How has flexibility helped you do your best work?

DEI and community

Diversity, equity, and inclusion and community questions examine how supported and represented employees feel, regardless of their backgrounds.

These questions also provide insight into your progress toward fostering a more diverse culture. This can include DEI initiatives, cultural competency training, and employee resource groups (ERGs).

Candidates with protected statuses or in minority groups find these answers the most valuable. Testimonials focusing on these questions demonstrate your commitment to diversity and support for unique perspectives.

Sample questions:

- What makes this a welcoming place for all backgrounds?
- How is DEI reflected in leadership or team interactions?
- What employee resource groups or initiatives have you been part of?
- What makes you feel represented or included here?
- How has the company responded to DEI feedback?
- What progress have you seen in DEI since you joined?
- How do people advocate for each other here?

Advice to future candidates

These questions draw thoughtful insights from current employees to help candidates determine whether your company is right for them.

These testimonials work best for interested prospects. They provide information candidates need to prepare and succeed in your hiring and onboarding processes.

Sample questions:

- What do you wish you'd known before starting?
- What kind of person thrives here?
- What advice would you give to someone considering applying?
- What surprised you about working here?
- What's your favorite part of onboarding?
- How would you describe the interview process?
- What's one tip for making the most of this workplace?
- What would you tell someone who's on the fence about applying?

Free employee testimonial questions downloadable

Need questions for employee testimonials in a separate document? Looking for employee testimonial examples and tips to create them in multiple formats?

Our free download gives you questions and guidance for creating the best employee testimonials in one place.

Download the employee testimonial questions template here!

Legal and consent considerations for employee testimonials

Be aware of legal pitfalls when using employee testimonials for marketing.

Avoid potentially discriminatory messaging

Never use employee testimonials in ways that violate anti-discrimination laws like Title VII of the Civil Rights Act, the Americans with Disabilities Act (ADA), and the Age Discrimination in Employment Act (ADEA).

Testimonials shouldn't endorse discriminatory beliefs or behaviors, like discouraging individuals with protected statuses from applying.

Consider employees' privacy rights and protections

To protect both you and the employee, obtain the following from them in writing before they create their testimonial:

- **Consent agreement:** Explains that participation is voluntary without expectation of compensation.
- **Employment protection:** Ensures the employee won't face retaliation for honest statements.
- **Usage details:** Outlines how long and where the testimonial will be used across platforms (e.g., career site, newsletter, social media).
- **Right to review and withdraw:** Respects employees' privacy by allowing them to review and edit content before publishing and to request removal at any time.
- **Signature section:** Provides a place for you and the employee to sign confirming consent.

Be sure to collect these consent forms for every testimonial, even if employees provide more than one.

It's also your duty to keep employees' private information safe to comply with laws like the General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), and Health Insurance Portability and Accountability Act (HIPAA).

Make employee testimonials accessible for all audiences

Accessibility is especially important for video testimonials. Providing transcripts or captions for videos makes it easier for people with disabilities or international applicants to engage with your content.

Note: Always run your employee testimonial consent agreements by your legal team before using them. They'll provide insight into language and provisions that best fit your company's circumstances.

How to collect and repurpose testimonials at scale

Employee testimonials are easy to make, store, and use at scale. You just need to get into the habit of asking and collecting them across teams, roles, departments, and locations.

One way to build this habit is to set reminders to ask employees after certain events, like successful project completions. Employees are more inclined to provide feedback when positive events are fresh in their minds.

Another way is to make it easy for you and your employees to request and create testimonials. iCIMS Video Studio, for example, lets you nominate employees to provide testimonials within the app. Employees can then record and edit their testimonials using a Chrome browser extension or mobile app that provides notes and talking points.

Once you receive employee testimonials and their consent, you can use the content for various purposes. For example, with a two-minute video from an employee discussing their favorite part of their job, you can:

- Use the entire video for your career site, job descriptions, offer letter templates, recruitment events, or onboarding checklists.
- Highlight a memorable quote in your company newsletter.
- Post a shortened clip as an Instagram Reel to spread awareness of career opportunities.
- Allow the employee to share a video screenshot and a short post on their LinkedIn.
- Publish a video transcript on your company blog to improve search engine optimization (SEO).

One employee-made video provides countless ways to advertise your company's careers and boost your employer brand.

A shared library of all your employee testimonials, organized by themes like day-in-the-life, growth, or leadership, also helps you store and leverage testimonials. The aim is to reach the right audience as your hiring needs evolve.

Showcase your team’s stories with iCIMS Video Studio

Creating, storing, and publishing your team's testimonials doesn't have to be a full-time job for your recruiters. With the right tools, you can highlight employee stories to increase candidate engagement and conversions without extra work for your team or costs from outsourced marketing agencies.

Platforms like iCIMS Video Studio allow your team to:

- **Invite** employees to answer questions for employee testimonial videos.
- **Record** videos from their mobile phones.
- **Edit** videos with easy video editing tools and templates.
- **Approve** or review testimonials with customizable approval workflows.
- **Post** and **share** videos on your career site or email campaigns with an iCIMS CRM connection.
- **Analyze** content performance with real-time analytics dashboards.

Start capturing authentic employee stories with iCIMS Video Studio. Request a demo today.