

EBOOK

Create engaging HR content.

Adobe

The image features a woman with short dark hair, wearing a white blouse and yellow pants, standing with her arms crossed. Behind her is a digital interface for creating HR content. The interface includes a 'Now Hiring' card with a photo of people in a meeting, a 'Generative fill' tool, and a 'Palm trees' search input. The card also lists 'Open positions: Sr. Marketing Manager, HR Associate' and has an 'Apply Today.' button. The background is a light blue gradient.

Now Hiring
Come join our incredible, fast-growing team with a great company culture.

Apply Today.

Open positions:
Sr. Marketing Manager
HR Associate

Generative fill

Palm trees

Brands AG Ag

Let's add this.

The challenge: Creating engaging employee-related content.

Human resource leaders face budget, resource, and time limitations that make it hard to produce consistent, attractive content that is always on brand. And because of increased demand for creativity, HR teams find themselves managing content creation while under pressure to work more efficiently.

Visually compelling content is crucial to capture employee attention. While PDFs and other collateral are valuable resources, HR professionals must consistently develop engaging assets that promote employee interest and attract new talent.

Content demand is growing.

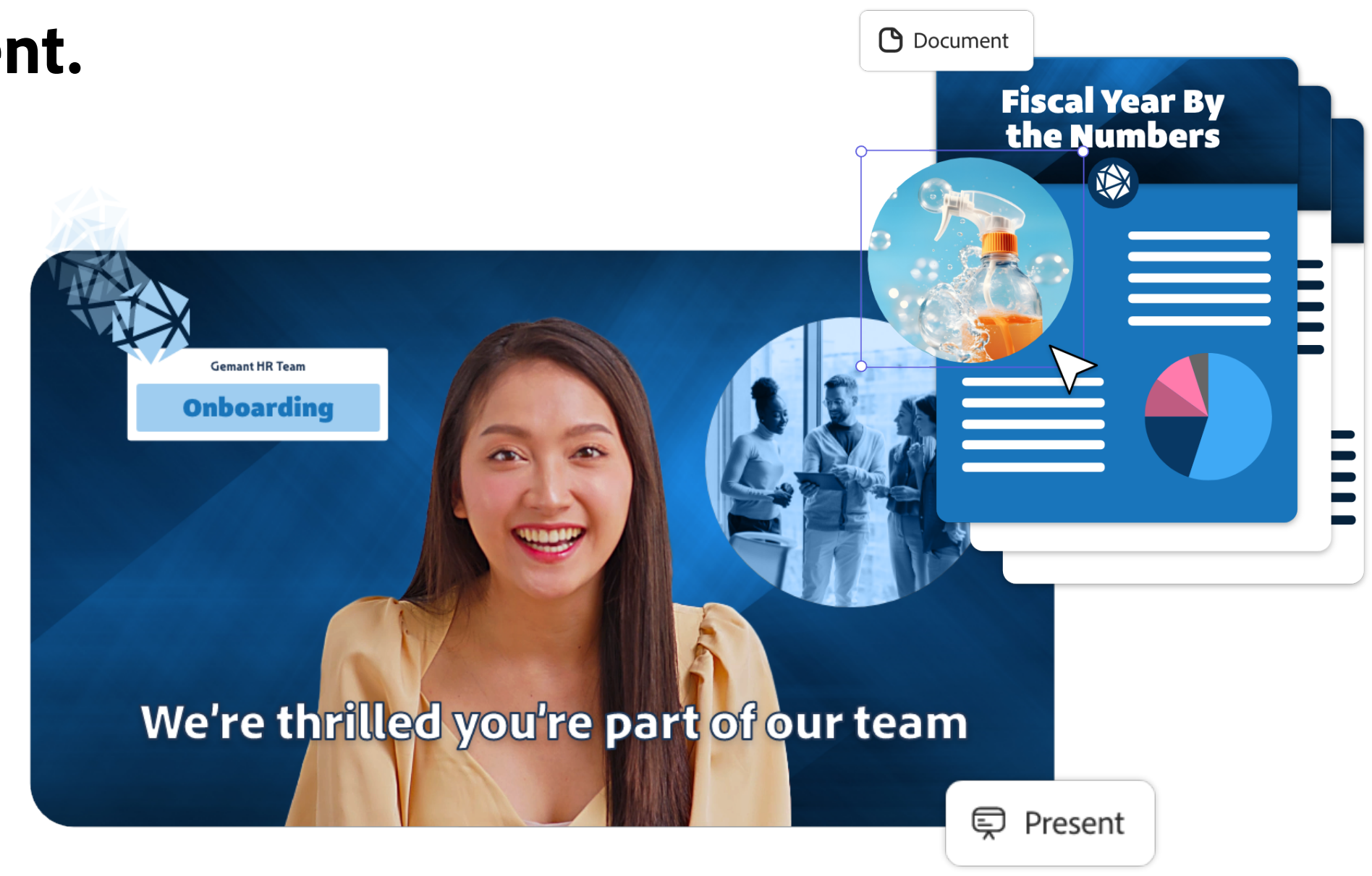


Demand for content will grow by 2x to 5x in the next two years.

Source: Adobe

Introducing Adobe Express: Your solution for impactful HR content.

Meet Adobe Express, the all-in-one content creation app designed to help HR teams produce persuasive, on-brand communications. Powered by Adobe Firefly generative AI, Adobe Express allows teams to quickly assemble creative and customized presentations, documents, and onboarding materials—all while maintaining brand standards.



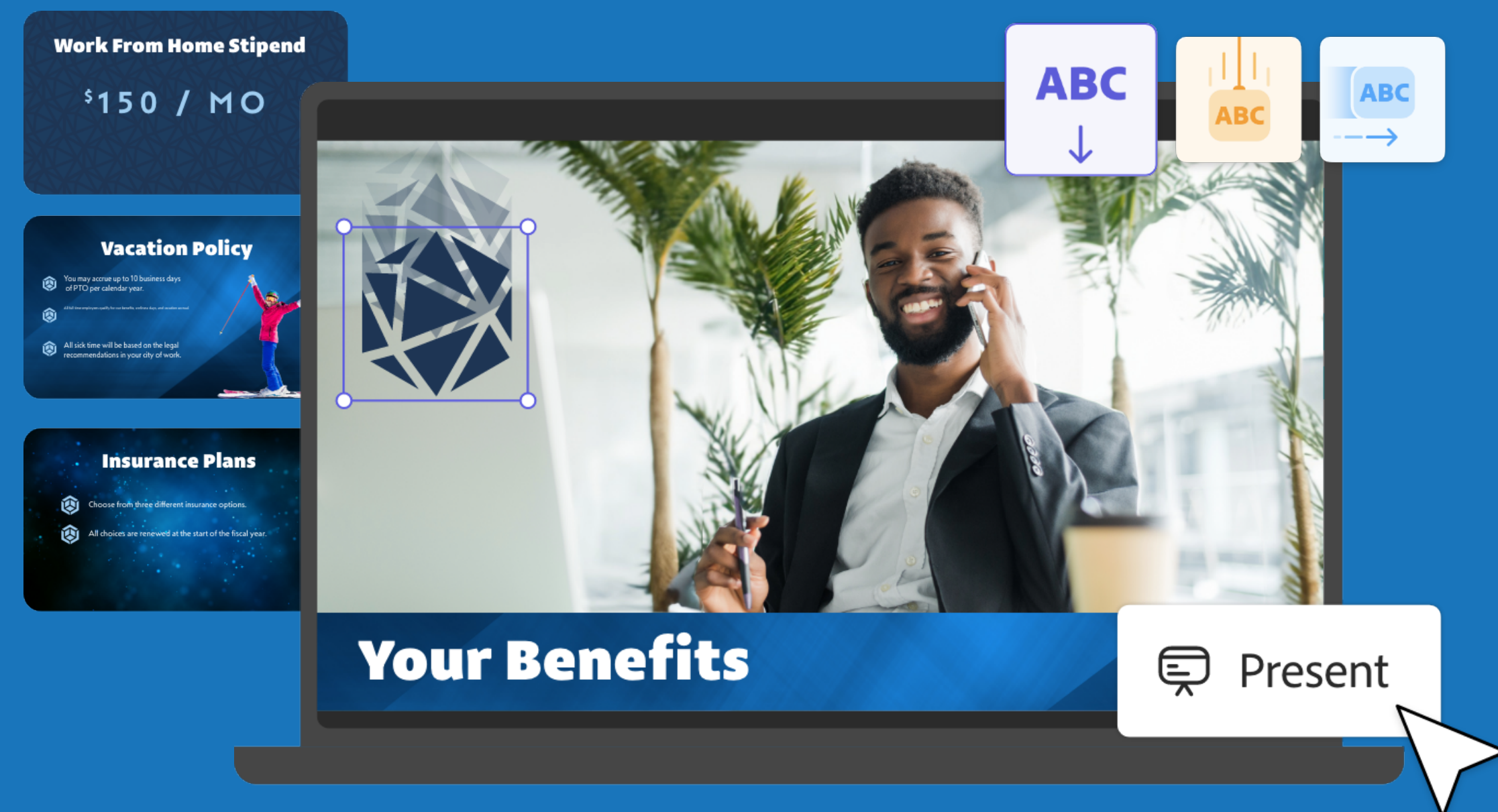
In this eBook, explore how you can empower HR teams to make standout content with four key use cases:

- Level up presentations for internal updates and employee onboarding
- Make engaging branded content for internal communications
- Create trainings, videos, flyers, and documents
- Produce print assets for office and events

Level up presentations for internal updates and employee onboarding.

Design authentic, on-brand employee experiences.

First impressions matter, and so does each following interaction your employees have with your organization and brand. With Adobe Express, HR teams can quickly personalize their presentations to become more than words on a screen and update a template with customized messaging and industry-specific visuals.



Features and benefits:

- **Asset management.** Find company assets from Google Drive, Dropbox, or Adobe Experience Manager Assets.
- **Generative AI.** Remove backgrounds with a click or use Generative Fill to expand images.
- **Adobe Stock.** Select from royalty-free, high-quality images, videos, and audio tracks to create captivating communications.
- **Edit PDF.** Drag and drop PDFs right into Adobe Express and add eye-catching text, backgrounds, design elements, images, and logos.

Outcome

HR teams can access branded assets to create thoughtfully designed communications curated for any audience.

HR USE CASE

Make engaging branded content for internal communications.

Inspire employee interest across all channels.

Make an impact with every email, blog, or job posting. With Adobe Express, teams can develop brand-consistent content to improve employee outreach. Sharing assets with the larger team to collaborate on the final touches in real time has never been easier—or faster.



Features and benefits:

- **Brand Kits.** Keep communications on brand with standardized fonts, colors, and logos.
- **Collaboration.** With live commenting and version history, share projects with the larger team and collaborate in real time.
- **Templates.** Tap into professional templates and assets. Lock elements in place for on-brand consistency.
- **Quick Actions.** Work fast by updating copy or images with one click.

Outcome

HR teams can promote high-quality content for positive outreach and make an impact with every interaction.

Create trainings, videos, flyers, and documents.

Generate engaging content that drives team performance.

Practical and effective training is essential for keeping employees updated with the knowledge and tools they need. Making training content couldn't be easier in Adobe Express. Drag and drop clips. Perform tasks in a click. Animate images. All in one app.



Features and benefits:

- **Documents.** Edit linked text boxes that flow text seamlessly across flyers, newsletters, and more. Add images, hyperlinks, tables, and charts without breaking the template layout.
- **Generative AI.** Use generative AI to boost creativity in graphics, backgrounds, style, and more, all while staying on brand.
- **Presentation templates.** Easily create presentations from branded, professional templates.
- **Quick Actions.** Perform edits like background removal, content updates, and video cropping in a single click.

Outcome

HR teams can deliver training materials with personalized content for higher engagement and knowledge retention.

Produce print assets for the office and events.

Design memorable messaging for maximum impact.

Company events are only as good as their purpose and attendance. Adobe Express helps HR teams design compelling, unmissable signs for the office and any other print assets needed in minutes. From thousands of professionally made templates, teams can produce visually appealing resources with attention-grabbing headlines and images.



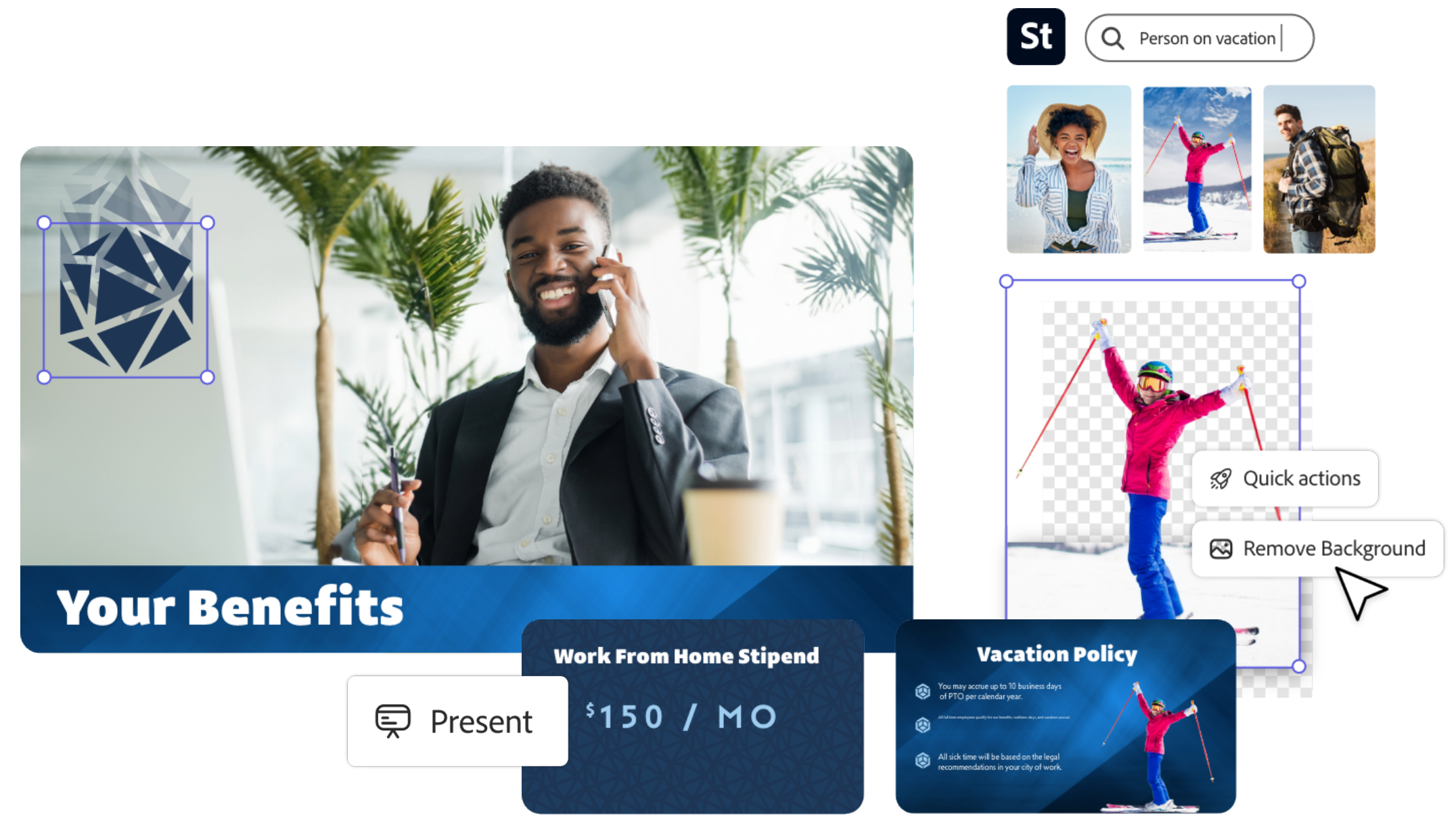
Features and benefits:

- **Branded templates and Brand Kits.** Access branded social templates and Brand Kits for consistent messaging.
- **Collaboration.** Collaborate with your team in real time with quick and seamless editing, live commenting, and version history.
- **Quick Actions.** Update copy, replace promo images, and remove image backgrounds.
- **Template locking.** Set color and font usage permissions for templates and allow replacement of images and text without changing position, style, or size.

Outcome

HR personnel can generate content for company events and customize timely assets to increase employee engagement.

With self-serve capabilities for personalizing presentations, enabling employee messaging, and developing comprehensive training materials, Adobe Express empowers your HR team to build persuasive, personalized, on-brand communications. Learn more and take the next step today.



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SOURCES

"[State of Digital Customer Experience](#)," Adobe, 2023.