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Special Edition

Glassdoor®

FOR DUMMIES®

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Learn to:

- **Post and advertise jobs to active job seekers**
- **Claim your Glassdoor Free Employer Account**
- **Leverage transparency to recruit more effectively**
- **Manage your employer brand and hire with confidence**

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glassdoor

Lawrence Miller, CISSP



About Glassdoor

With the latest jobs and millions of company reviews, salary reports, interview reviews and benefits reviews on more than 600,000 companies worldwide, Glassdoor is a trusted and transparent place for today's candidates to search for jobs and research companies. Glassdoor helps employers across all industries and sizes to advertise their jobs, recruit talent and promote their employer brands to a well-researched, highly selective candidate pool. By advertising jobs via mobile devices, via email alerts and throughout Glassdoor, employers influence candidates at the moment they're making decisions. Based on a study of more than 30 million applications in 2015, Glassdoor delivers twice the applicant quality at a fraction of the cost of other sites.

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by Lawrence Miller, CISSP

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Glassdoor For Dummies®, Special Edition

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Foreword

There is a major transformation happening in the workplace right now. It's a shift that benefits everyone — employees, employers and the economy overall. And it all comes down to transparency.

This transparency — which spans openness about salary, company values, workplace culture and opportunity for advancement — clearly affects employee satisfaction and productivity, which leads to quantifiably positive outcomes for individual businesses.

But it goes further than that. Transparency brings about large-scale labour efficiency, as people can manoeuvre jobs more easily and navigate their way to the right company and a job they love. All this transparency leads to a tremendous responsibility and opportunity for employers to both harness and leverage that information.

That's where Glassdoor comes in. At Glassdoor, we believe in transparency. And we know that by engaging with employees in an authentic way and building a strong employer brand, companies reap the rewards in hiring, retention and productivity — all great for the bottom line.

Our story started back in 2007 when we built Glassdoor to help people everywhere find jobs and companies they love. Today, millions of highly engaged candidates visit Glassdoor to find the latest jobs and take advantage of millions of company and interview reviews, salary reports, office photos and more.

We set out to address what was happening with the rise of the social age, which gave birth to the modern necessity for transparency in the workplace because of universal networking made easy and instantaneous. It became the reality very quickly that people talk about what it's like to work at your company, whether you like it or not. And the digital age gave birth to a new proliferation of data and information that can be mined to understand and influence the conversations taking place.

Candidates appreciate when an organisation is transparent, which is why it serves organisations to make transparency and openness a part of their recruiting strategy. In fact, 96 percent

of job seekers say it's important to work for a company that embraces transparency. Employees also want to understand what is happening within their organisations. A recent study using Glassdoor data from authors at the University of Kansas has shown that there is a causal link between employee satisfaction and company financial performance.

Although workplace transparency can be intimidating, it can play a crucial role in setting your organisation apart from your competitors. Transparency lies at the root of employer branding and helps to establish trust between candidates and employees that your organisation is aware of issues and willing to improve.

The social and digital age has also profoundly affected the job seeker journey. While people join the job search process for the same reasons (a financial need, a life event or out of the blue) and the structure of the job seeker path hasn't changed — there's always been networking, research, job listings, interviews and research — the difference is that it all happens blazingly fast.

Because the process of job seeking has become so much easier, people change jobs more. And as the labour economy adjusts, the labour market becomes more efficient. By strategically leading your organisation to embrace transparency, you'll get the right people for your company faster and more accurately than you ever could before. And if you master this, you will dominate your competitors in talent acquisition. Glassdoor feeds transparency at all stages of the job search, and we deliver the kind of candidates you want to hire and retain.

Glassdoor For Dummies is designed to give you a quick overview of how Glassdoor works — from how job seekers and employees use Glassdoor as an invaluable resource to how employers use Glassdoor to hire top talent and shape their brand reputation. This handbook also walks you through what the different kinds of employer accounts offer and how you can use them to your best advantage.

We at Glassdoor look forward to partnering with you to leverage the incredible power of transparency by helping you build an attractive employer brand and a highly effective recruitment strategy within your own organisation.

Robert Hohman
Co-Founder and CEO, Glassdoor

Introduction

Online reviews have forever changed the way we make everyday purchase decisions, such as picking a good book or restaurant. Choosing the right employer has far-reaching implications for one's life, so it's no surprise that employer reviews have become an integral part of career decisions for many job candidates.

With millions of company reviews, salary reports, interview feedback and information about more than a half million companies worldwide, Glassdoor is a trusted and transparent place for today's job candidates to search for jobs and research companies.

But there are two sides to every door.

Glassdoor helps employers across all industries and sizes to advertise their jobs and promote their employer brands to a well-researched, highly selective job candidate pool. By advertising their job opportunities and employer brands on Glassdoor, employers influence talented candidates to make perhaps the most important decision: to pursue a career within their organisation. The result is better applicant quality at a significantly lower cost-per-hire compared to traditional job recruiting methods.

Foolish Assumptions

It's been said that most assumptions have outlived their usefulness, but I assume a few things about you nonetheless:

- ✔ You're either a job seeker or an employee who is familiar with Glassdoor and you'd like to know more about how Glassdoor can help you navigate your job search or career.

- ✓ You're an employer who would like to learn more about how Glassdoor can help you manage your employer brand, attract and retain top talent, and maximise the value of your Glassdoor profile.

If either of these assumptions describes you, then this book is for you!

Icons Used in This Book

Throughout this book, we occasionally use icons to call attention to important information. Here's what to expect:



This icon points out information that you should commit to your noggin — along with anniversaries and birthdays!



This icon points out helpful suggestions and useful nuggets of information.



This icon points out the stuff your mum warned you about. Okay, probably not. But you should take heed nonetheless — you might just save yourself some time and frustration!

Beyond the Book

There's only so much I can cover in a limited number of pages, so if you find yourself at the end of this book, thinking, "Gosh, that was an amazing book! Where can I learn more?", just go to www.glassdoor.co.uk. And if you're an employer, click the Employer tab to access all the employer resources.

Chapter 1

Getting to Know Glassdoor

In This Chapter

- ▶ Learning about Glassdoor's beginnings
- ▶ Recognising how job seekers, employees and employers use Glassdoor
- ▶ Looking ahead to the future of Glassdoor

In this chapter, you learn how Glassdoor got started; how Glassdoor fulfils different needs for job seekers, employees and employers; and what the future holds for Glassdoor.

How It All Started

Ever been intrigued by unusual stories about how iconic multi-billion-pound startups began?

- ✔ **Apple** famously started in Steve Jobs's parents' garage with money raised selling his Volkswagen microbus and Steve Wozniak's Hewlett-Packard calculator.
- ✔ **Facebook** started in Mark Zuckerberg's Harvard dorm room as Facemash — an online “hot or not” game to compare side-by-side photos of college students.
- ✔ **Airbnb** was started by three guys renting out air mattresses and selling bulk cereal in political-themed boxes like Obama O's and Cap'n McCain.

Now you can add Glassdoor to that list.

In 2007, Robert Hohman founded Glassdoor in an old guitar manufacturing warehouse, along with two of his former colleagues from Expedia, Tim Besse and Rich Barton.

They were on a mission to do away with the shroud of secrecy around salary information, which they believed would catalyse healthy movement between companies and promote employee satisfaction within organisations.

The Internet had already levelled the playing field with regard to *asymmetric information* (in which one party in a transaction has more information than the other) — for example, in travel reservations, home buying and automobile purchases. Why not company and job information? After all, choosing employers is arguably among the most important decisions that individuals make in their lives.

Before Glassdoor, if you were interested in working for a company, you'd typically start your quest by doing some online research about the place. You may have been able to find some information on the company's website and in a few press releases. If the company was public, you could read its annual financial reports to get an idea of its financial strength. If you were lucky, you might have known a few people who worked for the company who could give you their personal insights. But beyond that, learning what it was *really* like to work for the company — its culture, remuneration and perks, among others — was next to impossible.

Looking at Both Sides of Glassdoor

Glassdoor aggregates millions of job listings and is one of the fastest-growing jobs sites in the United States today, and is now aiming to do the same in the UK, in tandem with providing a platform for:

- ✓ **Employees** (current and former) to share a balanced perspective (and deeper insights) into the company, including reviews and ratings (pros and cons, as well as advice); salary information; management assessments; and details about the application, interview and negotiation process (including potential interview questions).
- ✓ **Employers** to host their jobs and tell prospective employees why they should work for their company by showcasing their mission, vision and values, and the people who make the company great.



Glassdoor has millions of reviews for more than a half-million companies and gets more than 32 million unique visitors each month.

The Future of Glassdoor

One of the founding principles of Glassdoor is offering transparency and getting an inside view of what it's like to work at a company. After all, the name of the company is Glassdoor — not “X-ray-resistant-lead-lined-solid-steel-door”!

Glassdoor is a champion of transparency in the workplace and firmly believes that transparency is the new normal. In an April 2015 report titled “Economic Research on the Impact of Greater Workplace Transparency”, Glassdoor highlights research that identifies the following three reasons why transparency is good for business — and great for employees:

- ✔ **Employers that switch from pay secrecy to a policy of open remuneration experience large and long-lasting boosts in productivity.** Studies also find that when pay is secret, employees commonly overestimate others' pay, hurting job satisfaction.
- ✔ **Workplace transparency can help boost the number of female applicants for jobs.** Studies find job transparency can help close the salary “negotiation gap” between men and women, leading women to be just as likely as men to negotiate their wages. Glassdoor is committed to helping close the gender gap in workplaces around the world.
- ✔ **Better information in labour markets improves job matching and shortens unemployment spells.** Some economists even argue that improved information can prevent workforce dropouts and “discouraged workers” in the same way as far more costly worker retraining programmes.



Glassdoor's OpenCompany programme recognises employers that have embraced transparency in their companies.

In addition to embracing and promoting transparency, Glassdoor is going transcontinental with expansion into

international markets and rapid growth. Here are the Q3 2016 traffic statistics:

- ✔ **United Kingdom:** More than 3.2 million visits
- ✔ **Canada:** More than 2 million visits
- ✔ **France:** More than 500,000 visits
- ✔ **Germany:** More than 700,000 visits
- ✔ **India:** More than 5 million visits
- ✔ **Australia:** More than 500,000 visits
- ✔ **Netherlands:** More than 200,000 visits
- ✔ **Brazil:** More than 2 million visits



Roughly 30 percent of Glassdoor traffic is from outside the United States. Top international sources of traffic include India, the UK, Canada, Germany, France and Australia.

Finally, Glassdoor provides employers and employees with deep insights that promote transparency and can genuinely transform the workplace and job market. Data research can help build better leaders and improve the overall candidate experience at every step of a career. Leveraging workplace transparency will continue to transform the job search experience, employment and the economy at large for the foreseeable future.

Chapter 2

How Job Seekers and Employees Use Glassdoor

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In This Chapter

- ▶ Getting started with your CV and a Glassdoor account
 - ▶ Doing your homework on places to work
 - ▶ Putting your best foot forward in the interview
 - ▶ Answering the dreaded “What are your salary requirements?” question
 - ▶ Managing your career with Glassdoor tools and resources
-

In this chapter, you get a look at what Glassdoor can do for you as a job seeker or an employee.

Building a CV and Applying for Jobs

As you might suspect, Glassdoor is a great place to get advice on writing your CV (check out Glassdoor’s blogs for helpful advice). When your CV is ready, create an account on Glassdoor and upload your masterpiece to apply for jobs quickly and easily.

Why should you post your CV on Glassdoor? Well, for starters, Glassdoor is one of the fastest-growing jobs and recruiting sites.

How to write a CV

CV writing is a double-edged sword. It's difficult to do, yet critical to do well. Articulating your work experience in a succinct manner can feel as daunting a task as writing a best-selling novel. It may not be your idea of fun, but if the end result is a well-executed CV that shows you at your best, well, that makes all those tedious bullet points very worthwhile.

Here's how to take CV writing from daunting to doable:

- ✔ Prepare before you start. Take some time to think through what exactly you want your CV to showcase. Before you start writing, you should answer three questions: (1) What do I want to highlight? (2) What is the company/hiring manager looking for in an applicant, based on the reviews of people who work there? (3) What experiences best display my ability to do the job well? Once you've gathered your thoughts, you'll be better equipped to narrow down the content of your CV to what matters most.
- ✔ Make it about you. Your CV is a tool for hiring managers and companies to quickly get a sense of who you are and what you bring to the table. Although you're working within certain constraints, you can (and should) infuse your CV with your voice and personality. An authentic voice will stand out in a sea of cookie-cutter CVs.
- ✔ Customise your CV. Some of your experiences may be relevant for one job, and irrelevant for others. That's fine. Your CV should be tailored for the specific job to which you're applying. Yes, that means you'll end up with multiple versions of your CV — but it'll be well worth the effort when you land your dream job!
- ✔ Pay attention to grammar and spelling. It's easy to mix verb tenses and misspell words. Make sure all past jobs and responsibilities are written in the past tense, and present jobs and responsibilities are written in the present tense. And know the difference between "there" and "their" and "lead" and "led"!
- ✔ Get feedback. Find someone to read your CV who has an eye for more than just typos. Ask a trusted reader to look through your CV with these questions in mind: (1) Is my writing clear and easy to understand? (2) Does my writing sound like my voice? (3) Is there anything confusing? (4) Is there anything you think I should (or shouldn't) include?

So, if you want access to more job opportunities and employer information, Glassdoor is your job site destination! But Glassdoor is so much more than a job site. Job seekers can get deep insights, unique to Glassdoor, into specific companies with:

- ✓ Open job listings
- ✓ Employer profiles, including photos and videos
- ✓ Employee (current and former) reviews and responses
- ✓ Actual salary and benefits information
- ✓ Interview information
- ✓ And much more

Researching Prospective Employers and Company Culture

Job candidates today have access to a wealth of information to help inform their decisions. In a candidate-driven market, there's no shortage of companies to work for and opportunities to go after.

Reading reviews is now an essential part of the online shopping process, particularly for large purchases. A recent Synchrony Financial study found that 80 percent of shoppers in the US conduct research online before making a purchase over \$500.

Looking for a job can be compared to a major purchase: where to spend most of your day is arguably a much more important decision than which electronic device, sports equipment, home appliance or week's holiday to purchase.

Employees continually share their perspective on Glassdoor about what it's like to work where they work. You can read about the pros, cons and everything in between. Plus, you can find out how employees rate a company overall, the Managing Director, and unique workplace factors like remuneration, perks, management and employee morale.



Comparison shopping and reading reviews is just as much a part of the job search process as the shopping process. Job seekers use, on average, 18 sources while looking for a job and look at seven to eight reviews per company (based on research by Inavero).

A note on credibility

With so much information about companies readily available, it's absolutely crucial that you trust your source. That's why Glassdoor keeps to strict guidelines for all content — reviews, interviews, photos, awards, benefits, and salaries — to ensure authenticity and accuracy:

- ✔ Glassdoor users are only permitted to submit one review per employer, per year, per review type.
- ✔ Community guidelines (http://help.glassdoor.com/article/Community-Guidelines/en_US) help

members understand what they can and cannot include in employee and interview reviews, and users are asked to verify the truth and accuracy of posts.

- ✔ To protect against abuse, moderators — both human and automated — read Glassdoor content to identify violations or fraud.

Because of Glassdoor's rigorous and effective approach to credibility, it is a highly trusted source of employer insight, useful for interview preparation, salary negotiation and career planning.

Preparing for Interviews

After you've applied for your dream job, researched the company and been invited in for an interview, it's time to get prepared. Chance may favour a prepared mind, but job interviews favour a well-prepared candidate! Here's some advice on preparing for an interview:

- ✔ Arrive early and dress appropriately.
- ✔ Don't wear aftershave or perfume — or if you wear it, use as little as possible.
- ✔ Smile and be courteous to *everyone* you meet.
- ✔ Bring extra copies of your CV.
- ✔ Bring complete contact information for your references and previous employers.
- ✔ Be ready for common questions like, "What are your strengths and weaknesses?"

- ✔ Answer questions honestly, concisely and with relevant stories or examples (when appropriate).
- ✔ Ask questions that demonstrate your knowledge and interest in the company, and your understanding of the role and the responsibilities of the job.
- ✔ Promptly send customised thank-you notes that emphasise highlights from your interview and re-affirm your interest in the company and the position.

Also prepare for the unexpected. Be prepared to answer weird or unusual questions that demonstrate your ability to think on your feet.



Check out Glassdoor's annual list of tough interview questions (https://www.glassdoor.co.uk/List/Tough-Interview-Questions-UK-LST_KQ0,28.htm), and find some of the toughest brainteaser questions candidates are being asked.

Read actual reviews about company interviews on Glassdoor to get information about the interview process at the specific company with which you have an interview. Don't sweat the unknown. Glassdoor interview reviews provide behind-the-scenes details for thousands of companies about their entire interview process, including topics such as:

- ✔ How the candidate landed an interview
- ✔ Ratings on how difficult the interview was and what the experience was like on a positive to negative scale
- ✔ How many interviewers the candidate met
- ✔ What the outcome was for each interview

Finally, check out workplace photos to see what the company looks like, inside and out. If you're headed for your first in-person interview, avoid any last-minute stress by knowing what the building and lobby look like. Also, see what you think about the work environment: is it open and collaborative, or more private? Is this an office environment where you feel you can excel?

Exploring Salaries and Perks

Providing accurate salary information for actual roles in specific companies is one of the founding tenets of Glassdoor. Unlike salary surveys and other websites that provide broad salary ranges for generic job titles in large cities or regions, Glassdoor provides salary information about specific roles in companies, submitted by actual employees who work there.

Accurate salary information empowers job candidates — and current employees — to negotiate a fair remuneration package, by levelling the field.

Navigating Your Career Successfully

Glassdoor blogs, tools and other resources provide valuable information about a variety of topics to help you navigate your career successfully. These include, for example:

- ✔ Companies that are hiring right now
- ✔ Finding a mentor
- ✔ Getting along with your coworkers
- ✔ Negotiating a salary increase
- ✔ Clearing a career plateau
- ✔ Navigating office politics
- ✔ Requesting holidays
- ✔ Dealing with stress
- ✔ Getting through a difficult week



All of this rich information helps people find jobs and companies they love, where they can thrive both professionally and personally, making them more likely to be invested in the overall success of the company.

Chapter 3

Getting Started on Glassdoor as an Employer — For Free!

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In This Chapter

- ▶ Getting started with your Glassdoor profile
 - ▶ Focusing on your employer brand reputation
 - ▶ Understanding the importance of reviews
 - ▶ Winning a Glassdoor Employees' Choice Award
-

Making the most of your company's online presence in today's crowded social media realm can be overwhelming. In this chapter, I help you get started so you can begin taking advantage of all the valuable tools that are available on Glassdoor.

Claiming Your Free Employer Account

To get started on Glassdoor, you first need to claim your profile with a Free Employer Account. To do so, simply go to www.glassdoor.co.uk, click For Employers on the menu bar, enter your company name and work email in the box, and select Unlock Free Employer Account; if a profile doesn't already exist, you'll be asked to fill in a few details about your company, including website and town/city. Click Claim Free Employer Account, and you're done. That's all there is to it!



To claim your Free Employer Account, you must be an authorised representative of your company's human resources (HR), marketing or public relations department — or a company executive.

When you've unlocked your Free Employer Account, here are a few things you can do right away:

- ✔ **Update your company profile.** Have you ever seen a virtually blank Glassdoor profile? It's like an online dating profile with no picture and a two-word description that says "bor-ing". So, if you don't want top talent to "swipe left" on your company, fill out your company profile! Add important details like the number of employees, your industry and a company description, and make sure Glassdoor has included the most current version of that fancy corporate logo your marketing people are so proud of! Verify the top dog's name and title — for example, Managing Director (MD) or president — and add a few provocative (okay, maybe not so provocative) company photos. Your company profile helps singles — uh, job seekers — better understand your brand, mission and culture at a glance to determine if you're the right match for them.
- ✔ **Review your reviews.** Managing your Glassdoor reviews is a great way to absorb feedback from both current and former employees. Consider it free, actionable advice to optimise your interview or hiring process, improve your company culture or possibly upgrade the benefits your organisation offers. As you can imagine, job seekers love reading reviews about what it's like to work in a company, but they also appreciate seeing the employer's perspective in the form of official company responses to both positive and negative comments on Glassdoor. This engagement pays dividends with job seekers, who see that, as an employer, you value feedback and transparency.
- ✔ **Get smart about competitive intelligence.** What do you know about your competitors? What's drawing talented job candidates away from your Glassdoor profile and attracting them to your competitors' profiles? Guess no longer. A Free Employer Account offers an accurate picture of which companies you compete against for talent and how you stack up against them.

- ✔ **Learn more about your candidates.** Unlock access to free analytics and view candidate demographics and engagement metrics for all the people who visit your profile to help you refine your recruiting efforts.
- ✔ **Dig deeper into job titles and descriptions.** Do you know which job titles are most appealing to job seekers visiting your Glassdoor profile? Glassdoor does. Use your Free Employer Account to see which jobs are being clicked on most and which job descriptions perform best (and worst).



A Free Employer Account can help you:

- ✔ **Focus on candidates.** Filter through candidates declining job offers and actively update your company's message to reach top talent.
- ✔ **Improve your recruiting.** Understand where candidates are clicking, who is visiting your profile and whether they are the talent that you want to be reaching.
- ✔ **Improve your culture.** Share findings with upper management and create a strategy to address issues.
- ✔ **Engage with employees.** Respond to reviews straight from your Employer Centre and invite others to monitor your reputation.



For job seekers, Glassdoor's job search experience is unlike any other. Glassdoor allows job seekers to view company profiles as they click on specific jobs, which adds enormous value and context to their employment search. It's not just your job description they're seeing — they're also getting a view into your entire employer brand and employee experience.

Managing Your Employer Brand on Glassdoor

An employer brand is an organisation's reputation as an employer, and it's the foundation of an effective recruitment strategy. The term was first used in the early 1990s and has since widely become adopted by the global recruitment and talent management communities. Chances are, if you aren't investing in your brand, you're quickly falling behind the competition.



Employer branding isn't just for big brands! Smaller companies without a recognised brand need to focus on their reputations even more.

Employers who manage their brand see a significant increase in applicant quality and retention. A recent CEB report found that companies that invest in employer branding report a 54 percent increase in the quality of the candidate pool.

Smart organisations are joining the conversation on social media sites, including Glassdoor. Social media levels the playing field because you don't need a huge budget to engage with your target audience.



Many job seekers search job postings for specific job roles or titles that are relevant to their experience, education, interests or career objectives — instead of searching for job opportunities within a specific company, particularly in the case of smaller or less well-known companies. For these companies, your job posting is an excellent way to give job seekers an introduction to your employer brand and employee profiles.

With social media, job candidates have access to more information about potential employers than ever before. After becoming aware of an opportunity, the first thing a job candidate does before applying for a position is research what it's like to work for a company (see Figure 3-1). Job candidates can now thoroughly prepare for an interview, weigh their options, compare salaries and perks and decide which opportunities and employers are right for them.



An Allegis Group Services Study found that 69 percent of candidates would not take a job with a company that had a bad reputation, even if they were unemployed!

A good employee engagement strategy can also help improve your employer brand. Benefits of engaging employees for Glassdoor reviews include:

- ✓ Employees know your company best. You can't brand without them! They can reaffirm positive attributes while expressing thoughtful concerns (reviews require both pros and cons).
- ✓ Employer branding builds employee loyalty.

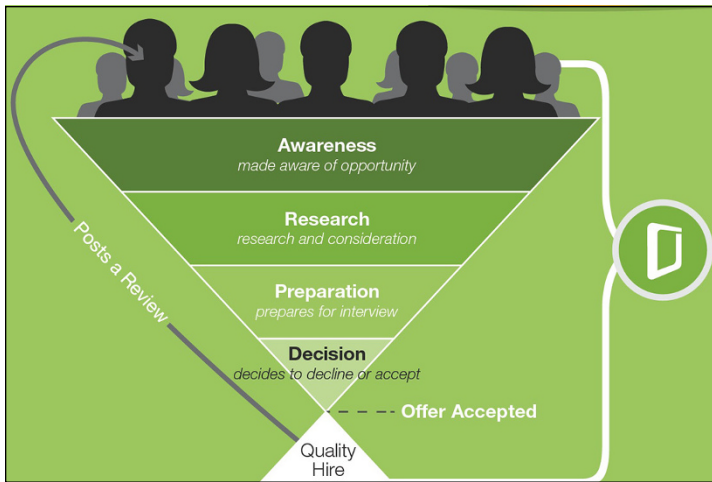


Figure 3-1: The recruiting funnel.

- ✔ Recent reviews improve search relevance and ensure that your company page remains high in Glassdoor's search results.
- ✔ Thoughtful interview experiences motivate candidates to apply and come more prepared for an interview.
- ✔ Invitations to submit company reviews show employees that they have the company's trust and appreciation.

But it's hard to know how to reach out when every employee and department works differently. For instance, how do you communicate with managers as well as senior executives, or new hires as well as established employees? Here are a few ideas to help guide your employee engagement strategy:

- ✔ **New hires** are ideal reviewers because they're fresh to the organisation and bring a lot of enthusiasm. Invite new hires to share their interview experience on Glassdoor during their induction process.

After their first 90 days, invite new hires to reflect on their employment experience to date. By then, they should be finished with their initial training and will be settled into their role within your company.

- ✓ **Managers** are a key resource to help encourage team members to write reviews. If a team has a vacancy, invite the team's manager to reach out to existing team members to write reviews describing the position.

As an example, if the engineering department has a desperate need to fill a quality assurance (QA) engineer position, the head of engineering should invite existing QA engineers to submit reviews on Glassdoor. Potential QA engineer applicants will thus have an up-to-date explanation of what the job entails, which in turn will:

- Encourage the right candidates to apply
- Prepare applicants for the interview



Managers often have close relationships with their team members and can prompt them to respond to an invitation more readily than they would to a generic email from HR.

- ✓ **Companywide** communications should be sent by HR to invite the whole company to check out its Glassdoor page and submit reviews. Reviews and feedback from employees should be updated on Glassdoor at least once a year to maintain an authentic and current view of what it's like to work at your company and to attract great talent!



Add a 12-month recurring event to employees' email calendars to prompt them to check out your company's updated Glassdoor page and submit a thoughtful review.

- ✓ **Executives** and other top-level leaders have a unique perspective on the organisation's vision. Their reviews are helpful (and can be left anonymously).

Responding to Glassdoor Reviews

First impressions are everything. Responses to a review may be the first thing a candidate sees before the recruitment process even starts.

Promptly responding to reviews adds your perspective to the original review and demonstrates that you're interested in feedback and are serious about employee satisfaction.



Responding to Glassdoor reviews from the employer perspective is free, simple and valuable to your employer brand.

Intuition may tell you that a bad review tarnishes your company's image. But job candidates are more likely to convert to hires after having read reviews that outline both the good and the bad about working for your company.

It's true: bad reviews give a company credibility! They also give employers the opportunity to engage with employees, show they care and implement changes that improve their employer brand and reputation.



According to Revoov Insight Research, 95 percent of job candidates suspect reviews have been censored or faked when they don't see bad scores.

Consider the following reasons bad reviews are actually good for business:

✔ **Bad reviews can help you improve your culture.** View bad reviews as free and actionable feedback you can leverage to make positive changes that will help you both attract and retain talent. Employees, especially, want to feel they are being heard and that their opinions count.

Respond to bad reviews! No good company would ignore constructive reviews from their customers — and they shouldn't ignore advice from employees or former employees either. In fact, those replies will positively affect how job candidates see your company and help them decide if you're a "good fit". Answering bad reviews can help improve attraction, retention and productivity.



A Glassdoor survey found that the biggest factors that influence candidates are remuneration (75 percent), career growth opportunities (54 percent) and location/commute (49 percent). If bad reviews refer to these topics, it's imperative that employers address them head on, in an honest and transparent way.



- ✔ **Bad reviews can help you focus on “best fit” candidates.** When candidates can clearly weigh options and evaluate why they should work at your company, they’re more likely to convert into full-time employees — rather than decline job offers.

Do your research. Understand why candidates decline your job offers and be transparent during your interview and induction processes to set candidates up for success!

With a Glassdoor Free Employer Account, you can easily sift through candidate data to understand what is turning candidates away — and what is helping them say “yes” to job offers.

- ✔ **Bad reviews give you the opportunity to engage with employees.** By taking a deep breath and collecting your thoughts before you respond to bad reviews, you’ll relay a positive company message to both current employees and potential candidates. This approach not only improves company morale but also leads to more engaged applicants.

Actively manage your employer brand. You might be thinking, “Why, as an employer, would I want to engage with an employee who has written a bad review? And wouldn’t it draw more attention to the bad press about my brand?” On the contrary, responding is your chance to change potential candidates’ perceptions about your brand. In fact, candidates want to hear about what makes your company a great place to work.



The end goal of managing your reputation is to attract and retain top talent.



No company is perfect! Glassdoor research shows that candidates overwhelmingly want to see both the good and the “needs to be improved” sides of a potential place to work.

Case study: 1-800 CONTACTS

US company 1-800 CONTACTS previously used a “Let Our Light Shine!” strategy when replying to Glassdoor reviews — focusing on the positive while ignoring the negative.

After a major rethink, 1-800 CONTACTS launched a new strategy based on these pillars:

- ✔ **Communication and teamwork:** 1-800 spends time studying every Glassdoor review, recognising that valuable feedback can be gathered and learned from. Rather than focus solely on positive or negative comments, leaders have adopted a strategy of thanking reviewers for all feedback.
- ✔ **Customer focus and satisfaction:** Although 1-800 has a history of effectively building strong

relationships with its customers, information on the company’s culture and opportunities has historically come second to customer-facing resources. Investing in Glassdoor was a key part of the company’s strategy to improve its employer branding to increase candidate awareness of 1-800’s award-winning culture, flexibility and opportunities.

The results: candidate awareness and traffic increased tenfold for one position after the company implemented this strategy. The benefits and culture of 1-800 are much more transparent to future 1-800 employees due to these changes. In addition, current employees feel empowered to share thoughts, ideas and suggestions to better the business.

Recognising Glassdoor Awards and How They Work

Glassdoor’s annual Employees’ Choice Awards honour the Best Places to Work and Highest Rated CEOs across North America and parts of Europe. Winners are determined by the people who know these companies best: their employees.

Award winners are determined using feedback that employees have shared on Glassdoor throughout the past year. Employees complete an anonymous company review that captures their overall job and company satisfaction, as well as qualitative insights into the best reasons to work at their company, along with what needs improvement.

The Best Places to Work award consists of six categories:

- ✔ **Best Places to Work — US large companies:** Companies with at least 1,000 employees and a minimum of 75 Glassdoor-approved company reviews from current and former employees based in the United States.
- ✔ **Best Places to Work — US small and medium companies:** Companies with fewer than 1,000 employees and a minimum of 25 Glassdoor-approved company reviews from current and former employees based in the United States.
- ✔ **Best Places to Work — Canada:** Companies with at least 1,000 employees and a minimum of 25 Glassdoor-approved company reviews from current and former employees based in Canada.
- ✔ **Best Places to Work — UK:** Companies with at least 1,000 employees and a minimum of 25 Glassdoor-approved company reviews from current and former employees based in the UK.
- ✔ **Best Places to Work — France:** Companies with at least 1,000 employees and a minimum of 20 Glassdoor-approved company reviews from current and former employees based in France.
- ✔ **Best Places to Work — Germany:** Companies with at least 1,000 employees and a minimum of 20 Glassdoor-approved company reviews from current and former employees based in Germany.

The Highest Rated CEOs award consists of the same six categories as the Best Places to Work award (as well as the Highest Rated CEOs — The Netherlands), and uses similar eligibility criteria.

Each list is compiled using Glassdoor's proprietary algorithm, and the overall ratings and rankings are determined based on the quantity, quality and consistency of reviews during the year of eligibility.

Glassdoor also regularly honours companies for standing out in a particular aspect of the workplace, such as work-life balance, career opportunities, or remuneration and benefits. Winners of various categories are announced throughout the year.

Chapter 4

Using Your Glassdoor Employer Profile as Part of Your Hiring Strategy

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In This Chapter

- ▶ Improving your job descriptions to drive interest
 - ▶ Creating your best profile to increase hiring effectiveness
 - ▶ Using targeted campaigns to reach top candidates
 - ▶ Measuring your recruiting success
 - ▶ Getting better results from recruiting and interviewing
-

In this chapter, I tell you all about how you can use Glassdoor to reach the right candidates and measure your recruiting success, as well as the steps for choosing and building the best Glassdoor Enhanced Profile.

Posting Your Jobs and Hiring with Confidence

When you have jobs to fill, you have options. One option is to use external recruiters; however, that can be costly and time consuming. Another option is job boards. There are loads of options so choosing the right one is essential.

Compared to the cost of paying external recruiter fees — which typically average 20 percent or more of a new placement's first year of salary — spending a few hundred pounds to post a job online may seem like a no-brainer.



There are now more than 40,000 online job boards, so it's important that you're as selective about where and how you post your vacancies as you are in your hiring decisions.

Here are some problems that could arise with your postings and how to solve them:

- ✔ **No one is interested.** When no one is clicking your job postings, review the first thing that candidates see when they find your job listing: the job title. Many candidates may be researching their current position's salary or preparing for interviews, so it's important to incorporate search engine logic in your job title. If it's a tech job, avoid a title like "Coding Superstar". Instead, use what search engines (and most people) will look for — job titles like "Software Engineer" or "Web Developer" are more likely to get results.
- ✔ **There's a lot of interest, but no one's applying.** When you see lots of clicks but no applications, make sure your job description has all the right ingredients. Make sure you haven't missed one of the basics:
 - Job title
 - Location
 - Details of role
 - Responsibilities
 - Minimum requirements
 - How to apply
- ✔ **You're getting plenty of applications, but no one is qualified.** No one wants to spend countless hours wading through CVs. Quality matters more than quantity when it comes to job applicants. An effective job description and inside look at the company can help you weed out talent that's not a good fit. To create an effective job description, consider the following tips:
 - Tailor the mission to the job.
 - Avoid lengthy paragraphs.
 - Include bullet points.
 - Illustrate your company's unique perks.
 - Provide minimum requirements or preferences.

- Avoid too many requirements that might scare away talent.
- Include links to reviews (the more candidates know about your company the better).
- Be consistent! Standardise the process when you have your template.



A survey of nearly 1,200 employed and recently employed adults, conducted online in March 2013 by Harris Poll on behalf of Glassdoor, found that 61 percent say new job realities differ from expectations set during the interview process.

Building the Best Profile

If you're seeing a lot of people turning down your job offers, or leaving shortly after being hired, you may have problems with your candidate experience. For example:

- ✓ **No one is accepting your job offers.** Even worse than sorting through CVs is to bring candidates in for interviews only to have them reject your job offers. When that happens, you need to ask yourself:
 - What are our competitors doing to make themselves more attractive than us?
 - Have we defined our employer brand?
 - Do we need to make changes to our interview process?
- ✓ **New hires have “buyer’s remorse”.** This is a classic symptom of an interview process that fails to give a realistic preview of what the job entails and what it’s like inside your organisation. Avoid this by ensuring that your job descriptions set the right expectations before candidates even set foot inside your organisation. Then make sure that the candidate experience matches the promises you have made.

A Glassdoor Enhanced Profile gives employers more control to manage their reputation and promote their employer brand. Key features of an Enhanced Profile include:

- ✓ No competitor job advertising (in certain packages)
- ✓ Branded content

- ✔ Company photos and videos
- ✔ Customised “Why Work for Us” messaging
- ✔ Job openings direct from your applicant tracking system (ATS)
- ✔ Social media integration
- ✔ Employer brand analytics

Glassdoor offers three Enhanced Profile packages designed to let you fine-tune the way you present your company to job seekers while targeting the right candidates for your business culture and staying ahead of your competition. Each level increases your ability to attract the best and brightest candidates over other companies:

✔ **Starter.** Increase your influence and build awareness:

- Tap into advanced employer branding tools and candidate activity metrics to get an edge in recruiting.
- Use videos and photos to better convey your company’s story.
- Review candidate activity reports to strengthen your recruiting strategy.

✔ **Standard.** Build a strong employer brand:

- Target up to five companies (that aren’t Glassdoor clients) competing for the same talent to tip the scales in your favour.
- Prevent other employers from being able to advertise to visitors to your profile.
- Benchmark yourself against competitors to assess ratings gaps and respond accordingly.

✔ **Select.** Recruit better candidates:

- Get 300,000 impressions from Jobs Spotlight display advertising.
- Target up to ten companies (that aren’t Glassdoor clients) competing for the same talent, and add auto-targeting.
- Target users based on occupation.
- Access advanced analytics tools that provide your performance trends and candidate demographics.

Case Study: HomeServe UK

HomeServe is a national home assistance company with over 2,900 employees and thousands of contractors across the UK, and aims to deliver effortless service to its customers to make their lives easier. However, the road to achieving this goal has not always been smooth.

When current CEO, Martin Bennett, joined in 2014, HomeServe had experienced several years of bad press and declining employee morale. At the time, only 32% of employees felt that senior leaders took the time to understand their needs and challenges.

What Bennett brought to the role was the understanding that, to survive, HomeServe needed to engage and inspire its people and empower them to bring the company's mission to life. He implemented a new strategy focused on enabling employees to own their individual roles, and encouraged transparency and open communication.

A key pillar of this new approach is inviting employees to leave feedback on Glassdoor. Greg Reed, HomeServe

CMO, says: 'It is absolutely true that feedback is a gift. If you encourage it from your Customers and your People, they will trust you more.'

As a result, HomeServe's fortunes have turned around dramatically. The company's engagement rate has risen from 52% in 2014 to 82%, and in 2017 it was rated the #3 company in the UK on Glassdoor's Best Places to Work list.

By providing a forum in which they can express themselves honestly, Glassdoor empowers HomeServe to engage with its people. 'Glassdoor is at the heart of this for us,' Reed says. 'We actively encourage all our People to tell us what they think through Glassdoor and we use the reviews actively to guide our progress.'

The bottom line, according to Reed, is transparency. 'If you engage, empower and actively communicate with your People and allow them to reciprocate,' he says, 'they will bring your brand to life through their words and deeds. They are your brand.'

Reaching Top Talent with Targeted Campaigns

With all the job options out there today, job candidates are harder than ever to source. Glassdoor Job Ads enable employers to get in front of candidates when they are searching for jobs and researching companies (see Figure 4-1).



Figure 4-1: Comparing traditional job boards and targeted campaigns.

With Job Ads, you can advertise your jobs to the most informed candidates. You can:

- ✔ **Make candidates aware** of vacancies at your company across multiple channels — on Glassdoor mobile apps, in job seeker email alerts and on competitor profiles (that aren't Glassdoor clients).
- ✔ **Target the right candidates** based on demographic data, search behaviour and interests, for maximum relevance from Glassdoor's community of 32 million informed potential candidates. Avoid the headache of sifting through CVs from unqualified applicants.
- ✔ **Save money per hire** by having your jobs appear only to the talent you're trying to reach.

Glassdoor Job Ads address the reasons (discussed in the previous section) that many traditional job postings are often ineffective (see Figure 4-2).

Display Ads are another Glassdoor solution that drives targeted awareness around diversity and other initiatives. Companies can use Display Ads to:

- ✔ Segment ads by location, industry and competitor profiles.

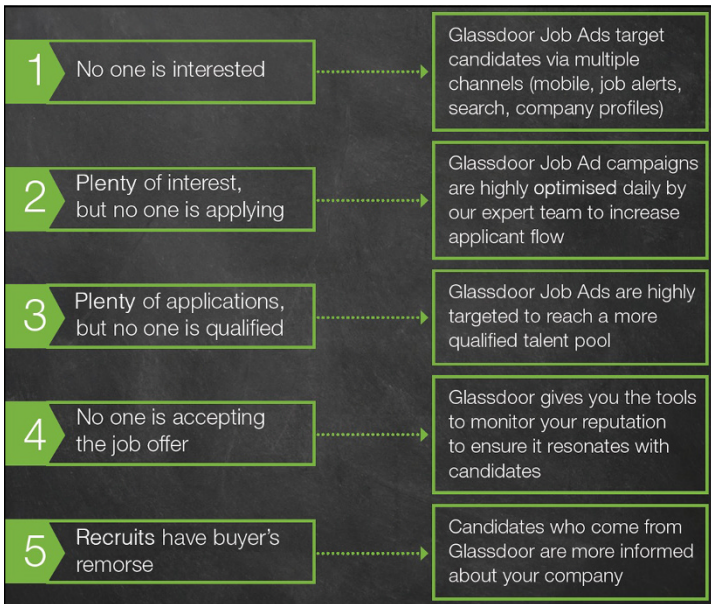


Figure 4-2: Why Glassdoor Job Ads work.

- ✔ Follow users off-site, using industry-leading technology for competitor re-targeting (non-Glassdoor clients only).
- ✔ Customise any legitimate targeting criteria to meet specific needs.

Available Display Ad campaigns include:

- ✔ Diversity and inclusion
- ✔ Recent graduates and millennials
- ✔ Competitor re-targeting
- ✔ Awards announcements
- ✔ Event promotion
- ✔ Seasonal hiring
- ✔ Custom targeting

Calculating Return on Investment and Monitoring Results

Developing an effective employer brand is the foundation of an effective recruitment strategy. Your employer brand is your reputation, and if you don't define it, someone else will! But how do you measure your success and monitor results to know if you're resonating with the talent you're trying to reach?

Reporting and analytics can help you monitor your reputation, show how you measure up to your competition, and determine if your employer brand resonates with your target audience.

Areas to analyse include:

✔ **Who am I attracting with my brand message, and is it the right audience?** To evaluate the effectiveness of your employer brand, look at these key areas:

- **Candidate awareness:** Measure your influence over candidates by analysing visits to your company page. Are they increasing or remaining flat?
- **Quality of hire:** Determine this by looking at how many job applications it takes to source a qualified candidate worthy of interviewing.
- **Cost per hire:** Note how much you've spent and the number of hires per channel to learn if your strategy is working.
- **Time to hire:** Log how long it takes to fill roles across the company to see if your strategy is leading to more efficiency.

✔ **What is our brand awareness with job seekers? Is it growing?** To measure and track how your employer brand is resonating with job seekers and how you compare with competitors over time, it's essential to establish benchmarks of key metrics, including:

- Glassdoor ratings averages
- Awareness and influence



- Feedback directly from candidates
- Audience demographics of candidates you want to attract

Over the past few years, the average CEO approval rating on Glassdoor has been around 69 percent, and the average company rating has been around 3.2 (based on a 5-point scale).

✔ **What is our brand reputation?** It's important to analyse several key areas and monitor changes over time (year-on-year). This allows you to prioritise your focus and show upper management progress over time. Overall company ratings on Glassdoor, for example, are drawn from employee ratings in five areas:

- Culture and values
- Work/life balance
- Senior management (what employees think of the leadership in place)
- Remuneration
- Career growth opportunities



Monitoring ratings over time for remuneration and career growth — the top employee motivators (according to Glassdoor research) — helps you determine if your efforts in these key areas are working or need extra focus.

✔ **How does our awareness compare with that of our competition?** Analysing how your traffic compares with your competitors can spotlight areas for improvement and tactics you might want to adopt. Seeing which candidates are coming to your page versus which candidates are going to your competitors' pages can help you refine your recruitment strategy to reach your target candidates. To effectively track your competition:

- **Compare site visits monthly.** Find out how many job seekers are visiting competitors' pages compared with yours.
- **Identify visitor demographics.** Find out gender, current job titles and locations of the candidates visiting your competition.

- **Compare ratings.** See how other companies rate in key areas.
- **Identify channels for recruiting talent.** Ensure that your employer brand is featured wherever candidates are making career decisions.



Bersin by Deloitte reports that the average US employer spends about \$4,000 (£3200) and 52 days to hire a new worker.

Before your organisation can realistically develop or optimise its talent acquisition strategy, human resources, recruiters, hiring managers, public relations professionals, executive leadership and marketers need a solid set of baseline metrics to reference.



For more best practices on talent analytics, download *Talent Analytics For Dummies* at <http://resources.glassdoor.com/talent-analytics-for-dummies-uk.html>.

Improving Your Recruiting and Interview Processes

The Center for American Progress estimates that, on average, a bad hire can cost your company 20 percent of a yearly salary, so there's no room for mistakes during the recruiting and interview process.

The mood, attitude and perspective of unhappy or disgruntled employees can rub off on others, negatively affecting the company culture for the entire team or office. A thriving culture depends on hiring employees who can not only do a job well but also align with company values.

Your employer brand also depends on a good hiring process. Happy employees write better reviews about their companies on Glassdoor. Likewise, candidate interview reviews on Glassdoor influence and inform the perceptions of your company for other job seekers.

Requirements differ across positions and teams, so it's important to have a structured interview plan before posting each job to help ensure that the highest-quality candidate eventually receives and accepts an offer. Begin by organising the process:

- ✓ **Create an evaluation flow map for each position.** Steps might include:
 - Initial phone/video screen
 - Phone/video screen
 - Test or assessment
 - First round of interviews
 - Second round of interviews
 - Team presentation
- ✓ **Identify interviewers upfront.** Assign topics based on interviewer role or evaluative strength.
- ✓ **Implement standardised feedback mechanisms through scorecards or questionnaires.**
- ✓ **Schedule post-interview debriefs (if appropriate).**



Prompt and clear communication with all involved parties is critical throughout the interview process:

- ✓ Communicate next steps to candidates as they progress through each stage.
- ✓ Follow up with interviewers when large discrepancies in candidate evaluation occur.
- ✓ Stress the importance of feedback deadlines and on-time arrival for interviewers.



You don't want candidates sensing that your team is unprepared. A day or two before in-person interviews, review the following pre-interview checklist with the interview team to prevent last-minute mishaps:

- ✓ Reread the job description and candidate's CV.
- ✓ Write down questions to ask the candidate.
- ✓ Double-check room availability and technical support.

- ✔ Check Glassdoor for any recent reviews of your company, particularly in the department or role for which the candidate is interviewing.
- ✔ Make sure every interviewer has the following:
 - A copy of the job description and candidate's CV
 - The correct interview time and location
 - Information about the people the candidate will report to and work with most frequently
 - Instructions on interview direction or topic (if decided upon in advance)
 - Basic company information
 - Information on next steps
- ✔ Follow up by soliciting feedback and/or attending the post-interview debrief.

Make sure your interviewers tell a consistent story about your company and are well informed about both the candidate and the position. Use the following checklist to ensure that all interviewers are prepared with key facts about the organization and position:

- ✔ Company:
 - Mission statement
 - Key dates and metrics (such as year founded and total number of employees)
 - Recent acquisitions or major partnerships (if applicable)
 - Benefits (including holidays and other perks)
- ✔ Position:
 - Mission and function of department or team
 - Title and responsibilities (including job description)
 - Reporting structure
 - Cross-functional team members
 - Future initiatives of the department or team
 - Career growth opportunities

- Potential start date of the position
- Salary range (if appropriate for the interviewer)

✔ Glassdoor

- Glassdoor rating
- CEO approval rating
- Red or green flags about Glassdoor reviews

How to interview for culture fit

Company culture is one of the most important factors job seekers consider before accepting a new job. Here are a few tips on interviewing candidates for a culture fit:

- ✔ To elicit a candidate's values and work behaviours, ask questions about work habits, ideal role, problem solving and how to handle challenges.
- ✔ List your company's values, then craft an associated question designed to illuminate how a candidate might react or behave in that environment or circumstance.
- ✔ Get outside the office for coffee or a walk, and observe how they treat people and challenges they encounter.

✔ To ensure diversity on your teams, beware of bias and make sure all candidates are evaluated on the same objective criteria.

✔ Use Job Ads on Glassdoor to intelligently target candidates with jobs that are relevant to them. Potential candidates can then research the company and get a richer view of whether it's the right job and company for them.

By pairing job advertising with branding, you hit the recruiting sweet spot that helps bring the right candidates — with the right cultural fit — to your door. For daily updates on pressing topics related to recruiting and employer branding, visit www.glassdoor.co.uk/employers/blog.

Chapter 5

Ten Tips for Getting the Most out of Glassdoor as a Recruiting Site

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In This Chapter

- ▶ Staying active in the Employer Centre
 - ▶ Enhancing your profile with photos, videos, job postings and more
 - ▶ Getting everyone in your organisation involved
 - ▶ Being proactive about reviews, and improving transparency
 - ▶ Touting your successes and leveraging the latest information and tools
-

In this chapter, I provide insight from ten tips designed to help you maximise the value of your Glassdoor Employer Profile and attract top talent to your organisation.

Post Your Vacancies

With all Glassdoor job postings, you get advanced candidate reporting and premium placement in search results and in daily alerts. You should also consider using an applicant tracking system (ATS) from a Glassdoor Preferred ATS Partner. An ATS will help you maximise the value of your Glassdoor investment through consistent and reliable exposure for your jobs, more granular data, and a seamless application process on Glassdoor.



Include links to your Glassdoor profile in your job descriptions.

Actively Log into the Employer Centre

The Employer Centre has free tools and templates to help you manage your employer brand, keep an eye on the competition and shape your reputation.

Glassdoor is constantly adding new tools and features, so be sure to make logging into the Employer Centre a regular part of your routine.

Complete All Five Tabs of the “Why Work for Us” Section

The “Why Work for Us” section on Glassdoor is a dynamic tool for any employer with an Enhanced Profile. This blank slate is your opportunity to show job seekers, investors and competitors what your company is all about. You can create up to five sections with images and videos to showcase what makes your company a great place to work.

Be sure to complete all five tabs to get the most out of your Enhanced Profile and attract top candidates. These tabs should represent your recruiting initiatives as well as highlight your company culture. Here are some examples of tabs you might create:

- ✓ At a Glance or About Us
- ✓ Values and Culture
- ✓ Diversity
- ✓ Community Involvement
- ✓ Testimonials
- ✓ Sales or Engineering (or other departments you’re hiring for)
- ✓ Internships



It's tempting to simply copy and paste content from your company website or Facebook page into your "Why Work for Us" section, but it's important to create content that is tailor-made for your target audience on Glassdoor: potential employees. Tell them (and show them, with photos and videos) what your company is all about and what makes it different. Use *you* statements that communicate how job seekers stand to benefit. Job seekers want to know how they'll fit in and grow with your company.

Update Your Cover Photo and Add More Photos

A picture truly is worth a thousand words. And most people won't bother to read a thousand words anyway, so don't just tell job seekers why your company is a great place to work — show them!

Be sure to include a cover photo and additional images in your company profile to tell your company's story. Photos are a great way to give job seekers a glimpse into your company and help candidates form a more complete mental picture of your organisation.

The best photos spotlight your employees, show off your office space and showcase day-to-day activities, as well as special occasions like off-site events, team-building activities and office celebrations.

Add Recruiting-Centric Videos

Showcase your employer brand with dynamic content and videos about culture, values and benefits. You can link to your YouTube channel from Glassdoor, or add the embed link for specific videos from YouTube or Vimeo to your company profile.



Add videos that speak to job seekers and focus on culture, values, day-to-day activities and benefits, for example.

Make Engagement a Team Effort

The recruitment department and HR may typically be the first to claim an Employer Account on Glassdoor, but engagement with Glassdoor can touch many areas throughout your organisation (see Figure 5-1).



Figure 5-1: Engagement on Glassdoor is a team effort.

Beyond marketing, public relations and the executive team, managers from different departments should respond to reviews, as appropriate.

Additionally, employees throughout the company should be actively encouraged to engage on Glassdoor and submit reviews.



Develop a sensible social media policy that doesn't restrict or prohibit employees from accessing, sharing or responding to reviews on social networks.

Respond to Reviews

A review on a job site may be the first thing a candidate sees before deciding whether to apply to work at your company, so be sure to respond to both good and bad reviews to share your employer perspective. Read Chapter 3 to learn more about responding to reviews.



According to a Glassdoor survey, 69 percent of job seekers agree that their perception of a company improves after seeing an employer respond to a review.

Become an OpenCompany

Today's job candidates seek transparency, and Glassdoor provides a way for companies to show that they've got it. OpenCompany is a free badge programme launched by Glassdoor in 2014. Employers can follow an easy, five-step process to show job seekers that they take transparency seriously at their organisation:

1. Update your company profile.

Login and verify that your company details are accurate.

2. Add photos.

Add five to ten new photos (dependent on company size) every 12 months.

3. Get reviews.

Acquire 5 to 60 new reviews from employees (dependent on company size) every 12 months.

4. Respond to reviews.

Respond to two to ten reviews (dependent on company size) every 12 months.

5. Promote your profile.

Add a badge or link from your career site to your Glassdoor company profile.



Log into the Employer Centre on Glassdoor to see the progress that you've made in each step. Getting company reviews from current employees is a critical step.

Publicise Third-Party Endorsements

Third-party recognition helps build your employer brand. Awards and other honours from outside organisations give job seekers a good impression of your company. They also energise your current employees by reminding them that they work for a great organisation!

When you win an award, it's important to celebrate that success with your company and encourage employees to submit reviews reflecting why your company was worthy of the milestone or success.



When your company wins an award, be sure to toot your own horn!

Watch Webinars and Stay in the Know

Glassdoor is constantly updating dynamic content and resources, including tools, analytics, e-books, case studies, blog articles, webinars and more. Stay connected and engaged to ensure you get the most out of Glassdoor.

Find Well-Researched and Highly Engaged Candidates

Make sure they want to be a part of your organisation.
Unlock your FREE Employer Profile today.



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Attract and retain top talent with an employee engagement strategy!

Glassdoor empowers job seekers to find jobs they love, while giving prospective and current employees robust knowledge about a company's culture, management, salaries and perks. Likewise, Glassdoor empowers companies to post and advertise jobs while managing their employer brands, responding to reviews, engaging with employees and demonstrating unprecedented transparency to attract top talent to their organisations.

- **Navigate your career** — Use Glassdoor to apply for jobs, research companies, prepare for interviews, and negotiate salaries and perks
- **Respond to reviews** — Learn how reviews, both good and bad, help you build and manage your employer brand
- **Improve your recruiting and interview process** — Leverage targeted campaigns, better interview techniques, and transparent processes

Lawrence Miller has worked in information technology in various industries for more than 25 years. He is the co-author of *CISSP For Dummies* and has written more than 90 other *For Dummies* books on numerous technology and security topics.



Open the book and find:

- How Glassdoor promotes transparency in the workplace and job market
- Why employers should appreciate and respond to reviews — good and bad
- What you can do with a Glassdoor Free Employer Account
- How you can manage your employer brand to attract and retain top talent
- How to make engagement a team effort in your company

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