



GUIDANT IRC

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# Getting started on Glassdoor

Developing your online reputation  
to attract top talent

**glassdoor**<sup>®</sup>

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# Introduction

In an age where the candidate has an increasing amount of leverage in the recruitment market, it's vital that your business is deemed an employer of choice to top talent during the recruitment process.

Today's job seekers are increasingly turning to peer reviews in their career decision making and want to really understand what it's like to work at your organisation long before they're hired. Did you know that **candidates now actually trust peer reviews more than traditional employer brand communications** such as your career site? So if it's informed, engaged candidates you're after, Glassdoor needs to be firmly on your radar and working in your favour to influence your current and prospective employees.

## What is Glassdoor?

Let's start with the basics. Glassdoor is the world's **fastest growing jobs and recruiting platform**, but it's not a standard job board; it gives your current and former employees a portal in which to share their honest opinions on what it's really like to work for you.

The easiest way of explaining it is like a TripAdvisor for employers. So if your employer brand of wonderful glossy brochures is a world away from the reality of working at your organisation, Glassdoor now means there's nowhere to hide.



## Your internal culture is your employer brand, whether you like it or not.

Your employees are going to be on the platform, sharing opinions and influencing others, whether you're aware of it or not. So in our opinion, you may as well be on there too, helping to counter any negativity and driving positive engagement.



In terms of building an excellent reputation as an employer, we believe it's becoming ever more important to invest time in developing your businesses' credentials on Glassdoor. In doing so you will provide future employees with first-hand insight into your company culture and benefits.

This honest appraisal could be the deciding factor to whether candidates apply for vacancies within your organisation.

It's also worth mentioning that your Glassdoor profile is influencing and influenced by your entire workforce, not just permanent employees. If you are a big employer of temporary workers you may want to address them directly in your Glassdoor profile. Furthermore, clients and other external stakeholders increasingly reference Glassdoor in a bid to understand an organisation's internal culture.

In this guide we'll provide pointers on how to create and develop your Glassdoor profile to set your business apart from the competition and attract desirable candidates.

Glassdoor has **10 times more traffic than LinkedIn** with someone leaving a review every 7 seconds!



# Why set up a Glassdoor employer account?

There are two main types of employer account on Glassdoor: the Free Employer Account and the Advanced Employer Portal, which is a tailored, paid-for solution. The basic account gives you the functionality to update company information, respond to reviews and see who is viewing your company profile.

The advanced portal allows you to really develop your employer branding, post branded job vacancies, target competing talent pools and gain access to invaluable advanced analytics. You can also view reporting on candidate behaviour, your own brand reputation and how you compare against your competitors.

It's important to note that on top of offering useful tools and providing great exposure, Glassdoor is a highly reputable site that employees and job seekers trust, making it a fantastic employee advocacy tool to use to your advantage.

In a nutshell, by investing time and effort into really maximising your presence on Glassdoor you'll **raise awareness and candidate perception of your organisation**, leading to better quality CVs and ultimately hiring great employees in a shorter timeframe! And this process is ongoing – start now and you'll reap the benefits going forward.

**90% of job seekers** find the employer perspective given on Glassdoor useful when learning about jobs and companies.



## Why **employers** use Glassdoor

To create and promote their employer brand

To engage and attract employees and candidates

To showcase company culture

To measure candidate demographics

Glassdoor has **over 23 million** users worldwide.



## Why **candidates** use Glassdoor

To read honest, first-hand reviews on potential employers

To browse current job vacancies

To discover how current employees feel about benefit packages and salaries

To try and get a feel for what it's like to work for a certain employer

To research how others found the interview process and the questions asked

# 10 steps to Glassdoor success

Now that we've covered the importance of having and maintaining a reputable presence on Glassdoor, it's time to take a look at how to go about doing this. **Here's our 10-step guide** on how to set up your free Glassdoor page and utilise key areas to your advantage:

## 1. Claim your profile

Visit [www.glassdoor.com/employers](http://www.glassdoor.com/employers) and search for your organisation's profile. Companies are not asked to create a profile: this happens automatically and someone from the company with a company email address needs to claim it. This is usually done by someone from Marketing or HR. It's critical for you to not only take ownership of your organisation's Glassdoor profile, you then need to be proactive about sharing content.

## 2. Update your company profile

Your company profile helps job seekers better understand your brand, mission and culture at a glance to determine if you're the right match for them. Revise your logo, cover photo, company description, CEO listing, and "Why work for us" section, and post photos and company updates. When job seekers know what you're really about, they can be more thoughtful when they take the time to apply. They'll also be more prepared to ask fruitful questions during the interview process.

Consider writing in **first person** and referring to the reader as **'you'** to make them feel involved.



## 3. Encourage and respond to reviews

Third party advocacy is a powerful tool as candidates are more likely to believe the comments they read from your current and past employees. It's therefore

**important to promote Glassdoor to your employees** and ask them

to leave their own reviews about working for your organisation.

Once a review has been left,

click on respond at the bottom of the review and write a reply! You can either thank someone for leaving a positive review or follow up on any issues to show you take negative comments seriously and are actively trying to develop your employer brand and company culture.



## 4. Post relevant updates

Posting updates on newsworthy topics such as awards, initiatives and key events gives jobseekers a great impression of your business while **reminding current employees what a great company they work for!** Don't hunt for content or feel you have to post an update as often as you would on Twitter or Facebook, but definitely use this section when something significant happens within the organisation.

## 5. Add photos

Posting photos is a great way to **give potential candidates real insight into your company culture**. Refrain from using stock imagery as you want to encourage top talent to visualise themselves working for your organisation through seeing photos of existing team members. We'd recommend posting with a focus on employee events, staff members or even a sneaky snap of your boss wearing an outrageously patterned tie! Humour works if it's engaging and helps potential talent to imagine a positive company culture – but remember to get the balance right so you come across as professional too.

**62% of candidates** say their perception of a company improves after seeing an employer respond to a review.



## 6. Give insight into employee perks

One of the most important considerations to potential employees – particularly millennials or Generation Z workers – is the benefits they will have access to. Glassdoor gives you the chance to highlight the options your business offers through visual icons, as well as linking through to benefit-related reviews which have been left from current or past employees.

**57% of people** report benefits and perks are among their top considerations when looking for a new job.



## 7. Add a photo of your CEO

One of the main areas employees can review with regard to your business is their opinion of your company CEO. To accompany this, you can add a photo and write a short bio. Currently there is no way of uploading this photo yourself, but by contacting Glassdoor and sending an image over to them, they can upload it to your page for you. Ensure you send across a professional headshot but at the same time, that your CEO has a warm, friendly pose – you don't want to scare potential candidates away with a stern or unapproachable feel.

## 8. Become an Open Company

Once you've set up your account, your goal should be to achieve 'Open Company' status. This means that an 'open company' logo will appear on your profile to inform candidates **you have taken additional measures to be as transparent as possible in the information you provide**. To achieve this, you will need to:

- ▶ Complete your profile and update it at least once a year
- ▶ Add at least 10 photos per year
- ▶ Get at least 10 reviews from employees per year
- ▶ Respond to at least 3 reviews per year
- ▶ Place a link to your Glassdoor page on your company website

**96% of job seekers** say that it's important to work for a company that **embraces transparency**



## 9. Basic reporting functionality

With the free Glassdoor account, you'll have access to basic but extremely useful analytics, including who is visiting your profile as well as rating trends. You'll be able to see a breakdown of the key demographics of candidates who are interacting with your profile and understand transparent data on your company reviews via location as well as in total.

This tool is great for enabling you to amend your content in order to appeal to your ideal target candidates, not just on Glassdoor but across all employer branding activity.



## 10. Post a job advert

Once you've set up your profile, it's time to start posting adverts for your current job vacancies. Combining your company profile, reviews and job adverts on Glassdoor gives candidates heaps of information on what it'd be like to work for your company – all in one place. With the free employer account, you can sign up for a job advert package which allows you to post using your company logo. Your branded live jobs will appear on the Glassdoor jobs portal as well as your own company page, along with your featured review and company star rating.

With the free employer account you will also get competitor jobs showing on your page, along with your own adverts so it's vital that you utilise the branding and opening line of the job advert as much as you can, in order to grab the attention of top talent.

**75% of Google users** never scroll past the first page of results, so it's really important to ensure your candidate engagement content is visible.



# Developing your profile with Advanced Employer features

Once you've claimed your free Glassdoor account and completed all of the available fields, you may feel you need the additional benefits of the Advanced Employer Profile. The advanced profile gives you additional branding exposure and more detailed reporting functionalities – as well as ensuring no competitor's adverts are visible on your company page.

**Here's what we feel are the main benefits of the advanced profile:**

## 1. Sign up!

Visit [resources.glassdoor.com/contact-uk.html](https://resources.glassdoor.com/contact-uk.html) and register for the Advanced Employer Portal by completing the contact form. Glassdoor will then get in touch and arrange for your account to be transitioned. One of the main benefits of an advanced profile is that you 'own' your entire page and prevent others advertising their products and roles on your profile.

## 2. Complete up to five tabs on the 'why work for us' section

This is the section where you can tell candidates and job seekers what your company is all about and what makes it such a great organisation to be a part of - in more detail than the overview section. Each tab can be renamed to cover topics of your choice such as 'About us', 'Our Team' and 'Our Approach'. When writing these sections, consider giving an insight into what employees can expect day-to-day, why candidates should apply for your vacancies and how they can develop and grow within your business.

**You could even make it more personal by introducing specific team members**

so that potential candidates can really imagine being a part of your organisation.

Consider writing in **first person** and referring to the reader as **'you'** to make them feel involved.



## 3. Update your cover photo/video

As is the case with social sites such as LinkedIn or Facebook, Glassdoor gives you the option to add a cover image to your page, but with an upgraded profile, you don't just have the option of uploading a photo, you can also choose a video!

This is a fantastic tool to utilise in order to grab candidates' attention when they land on your page. Have a think about what you're hoping to achieve; if it's to attract top candidates and develop your employer brand then why not focus on your team members rather than using a standard branded image or video? We guarantee potential candidates will be drawn to real people and genuine insight to working at your company.

**As an active user of the Advanced Employer Portal, at Guidant IRC we filmed our own video for this section to introduce potential candidates to some of our existing team members. To watch our video, visit [bit.ly/2n350YP](https://bit.ly/2n350YP)**

Video content is far more memorable than text or image-based content. **80% of people** are still able to recall a video they watched **30 days later**.



#### 4. Select a featured review

Once you've built up a portfolio of fantastic reviews, you can choose to feature one of them on your profile. To select the best, most relevant one, you can filter by a variety of areas including highest star rating or reviews from employees within a certain job role.

As your company Glassdoor page can often show in Google results, potential candidates could land on your Glassdoor page who don't necessarily have an account on the platform yet. Your one featured review will still be visible to these candidates too, though they will need a login to view others.

#### 5. Highlight your awards

With a Featured Employer account, you can highlight any awards or accolades your business has achieved. They'll appear at the bottom of your overview tab and are visible to all candidates who land on your page – whether they have an active Glassdoor account or not. This will again help to develop your employer reputation to all candidates.

**84% would consider leaving their current jobs** if offered another role with a company that had an excellent corporate reputation.



#### 6. Work out which companies you compete against for talent

In the Glassdoor analytics section for advanced account users, you can view the main competitors who are attracting the same potential candidates as you. **Remember that competing companies aren't always in the same industry – they could just be advertising for similar roles.** Also, simply finding out who these competing organisations are isn't enough – take the time to research their Glassdoor pages, career sites and social pages to really discover how you could develop the upper hand with your candidate engagement and stop your competition from poaching your top talent of the future.

#### 7. Exporting your reporting

Advanced Employer Portal users will have the functionality to export reporting and reviews via excel in order to easily access data for your own company requirements. You can also flag key reports you'd like regular access to.

#### 8. Utilise advanced job posting functions

If you post jobs and have access to the advanced portal then no competitor adverts will appear on your company page, only your own branded vacancies – both under the jobs tab and down the right and side of every page. Furthermore, you will also have **access to advertise your job adverts on competitor Glassdoor pages** that haven't yet utilised the advanced portal functionality. This is a great way of securing the interest of additional candidates through targeting them based on searches they make, which are similar to your organisation or current vacancies.

## 9. Add social media and website links to your profile

Our final top tip is to link your website and social media accounts to your Glassdoor page and share updates which link back these pages too. Aside from giving candidates even more awareness of your organisation and increasing your social followers, you'll be helping to increase the effectiveness of keywords used across your online profiles and websites. It will also help to increase your position on Google search results and make it easier for candidates to find you.



**59% of job seekers** use social media to research the company culture of an organisation



# Managing reviews

Even the best organisations receive negative reviews on Glassdoor, perhaps from someone who's upset they weren't offered a job or an employee who didn't make the cut once hired. Either way, it's important to have a clear plan in place that deals with both negative and positive reviews efficiently and with professionalism. Here's some of the main points we think you should consider when putting your plan together:

▶ **Decide a timeframe in which you will respond**

This applies to both positive and negative reviews. We'd suggest no more than 24 hours – but if you can respond within the hour, even better!

**96% of job seekers** say they're influenced by employee reviews.



▶ **Decide who will own the task of responding**

Have one or two dedicated team members to respond to Glassdoor comments. This will ensure no reviews will be missed and if a team member is out of the business they can arrange for someone else to be a point of contact. On top of this, members of the team can start to develop a consistent tone of voice in their replies.

▶ **Be caring and considerate**

When someone leaves a negative review, ensure you address the issue in a polite and professional manner and never respond defensively. It's important to reassure the reviewer that you take their comments seriously, are apologetic that they feel the way they do and are looking to put steps in place so that the issue doesn't arise again in the future. This also shows future employees that you are actively developing your company culture and employee experience. Take any serious issues offline.

**88% of consumers** trust online reviews as much as personal recommendations.



## Be sincere

The worst thing you can do when replying to a negative review is respond with a prewritten, automatic reply. This will imply that your organisation isn't bothered about the issues raised. It doesn't take long to formulate an individual, sincere reply.

It takes **12 positive experiences** to make up for **one unresolved** negative experience.



## Promote positives

If someone leaves you a positive review on Glassdoor you're bound to be pleased – so why not show it? Thank the reviewer and explain why you're happy with the feedback they've given. This shows your organisation is down to earth and engaging.

## Finally, check your spelling and grammar before hitting reply!



## How to maximise the potential of your Glassdoor profile

In the final chapter of this ebook we'll show you how to really maximise your potential on Glassdoor using visuals from our Guidant IRC account which has been actively developed and enhanced on a regular basis. Hopefully this will give you some food for thought so you can get the most from your own employer account to attract the top talent of the future.

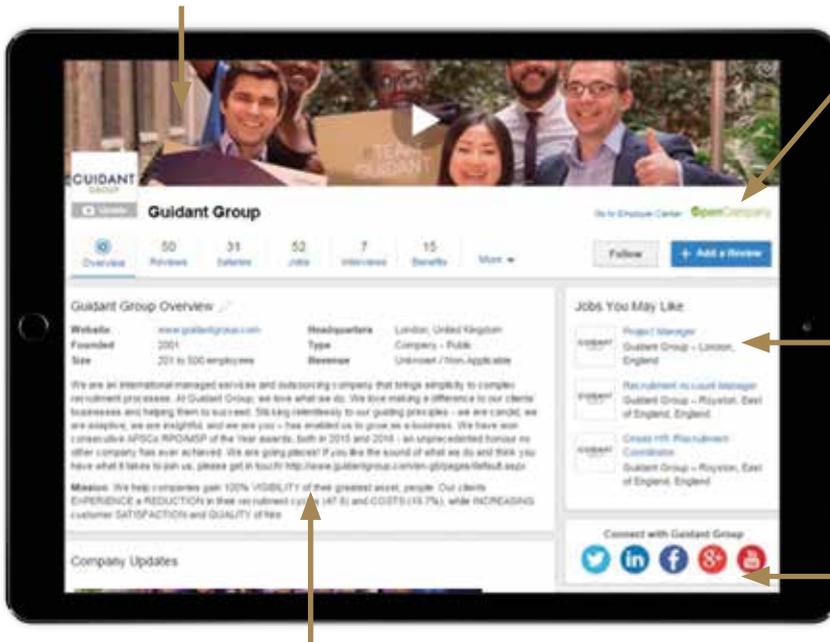
**61% of people** read company reviews and ratings before making a decision to apply for a job. **52% of these** read reviews prior to even speaking with a hiring manager.



### Main overview page

Culture-focussed video content showing current Guidant IRC employees is instantly visible to anyone landing on the Guidant IRC page.

Open Company status has been achieved and the logo is visible for future candidates to see.

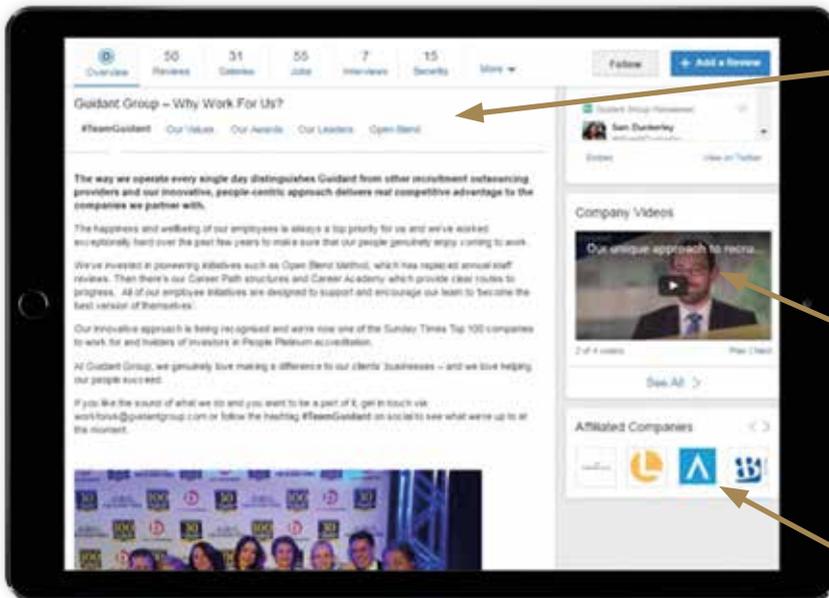


The latest job vacancies are posted on Glassdoor with our company logo and are clearly visible to candidates. In utilising the advanced employer account, we ensure only our job adverts show here and not those of competitors.

Linking social pages to Glassdoor and sharing content between platforms helps candidates to find out more about us as well as helping our content to appear higher in Google results.

Key company information is clearly visible. By using phrases such as 'award-winning' and 'we love what we do' we are sending a positive message to candidates.

## Main overview page - 'Why work for us' section



Use this section to give candidates a great reason to want to work for your organisation. We've given readers information on who we are, what we do, our goals, priorities, awards and also a bit about our history.

Links to video content are visible on most Glassdoor subpages and are a great way to engage potential talent.

Adding affiliated companies that also have great Glassdoor presence and reviews will help to develop your own company page too.



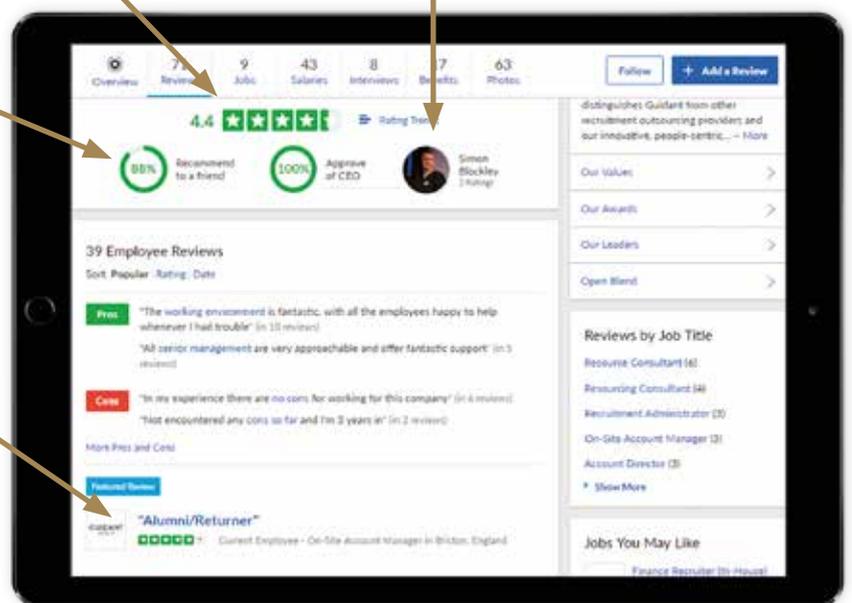
## Reviews page

Star ratings are one of the key areas to focus on within the review tab. The majority of people are drawn to ratings of 3 stars or higher – so it's really important to develop this section.

Where possible, include a photograph of your CEO. Through allowing future talent to see a friendly, content and professional leader, you'll be adding authenticity to your employer brand.

With recommendations from a friend being the most powerful influencer, it's vital that organisations actively look to develop this statistic on Glassdoor.

It's possible to pin a review of your choice to the top of your Glassdoor reviews page. This will most likely be the review which will be read first, so make sure it has a high star rating and no/few cons.



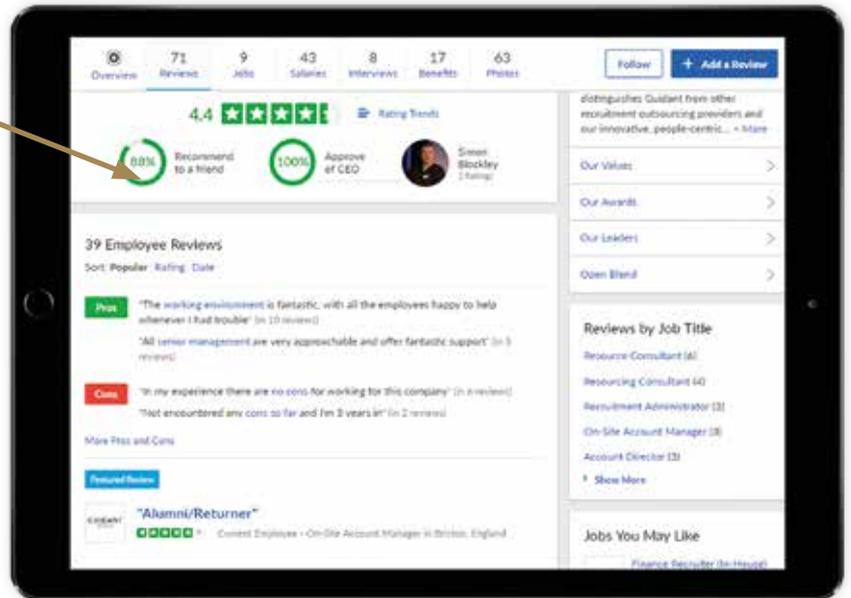
**57% of people** are drawn to a service or product with a 3 star review and 94% are only interested in those with 4 stars or higher!

**84% of people** either completely or partially trust recommendations from people they know, meaning word of mouth is the most trusted referral method.



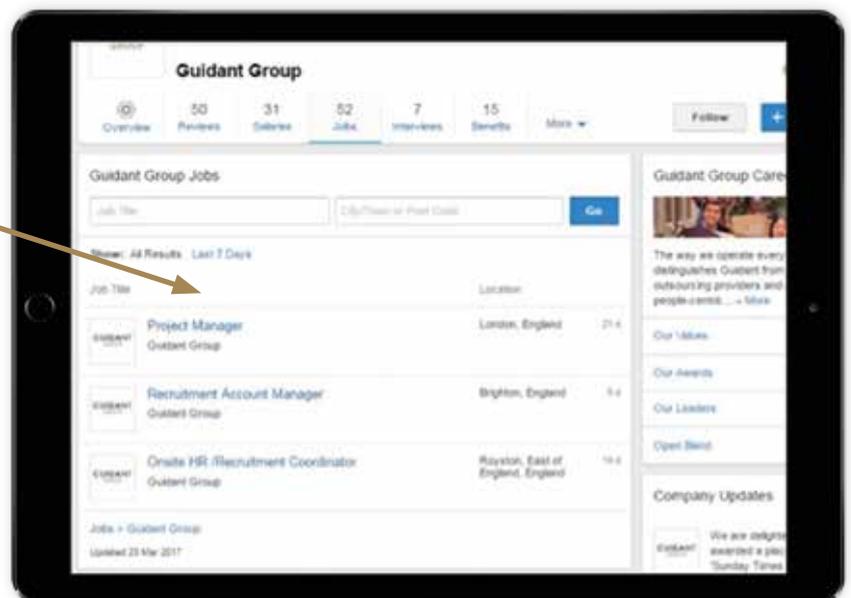
## Photos page

As with posting a photo of your CEO, adding photos of your team members under the photo tab will add a sense of authenticity to your employer brand. Future candidates will not only see happy team members but will also get an idea of the kind of events or initiatives they could potentially be a part of.



## Jobs page

Don't forget Glassdoor is a fantastic way of advertising jobs as they are backed by the content and reviews on your company page. Your jobs will also appear on the dedicated Job Search section of the Glassdoor website.



# Conclusion

In a recruitment market where candidates increasingly have the upper hand when it comes to choosing their next career move, it really is important for businesses to be seen as employers of choice that not only offer good pay rates but also value their employees and work/life happiness.

In order to help your business achieve or develop this and further increase your employer reputation, Glassdoor really is a vital tool. Giving candidates first-hand feedback on what it's like to be part of your organisation – both from your own point of view and that of your employees – and linking this to your current job adverts, will ultimately help to uplift your job application rates and also the quality of applications you receive.

Spending a little bit of time to set up and maintain such a useful tool really will help you to reap the rewards in the long-term, both with regard to the quality of candidate you hire and the engagement of your existing team members. Based on the information you've read in this ebook, **why wouldn't you give it a try?**



Interested in finding out the specific  
benefits your organisation could enjoy?

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