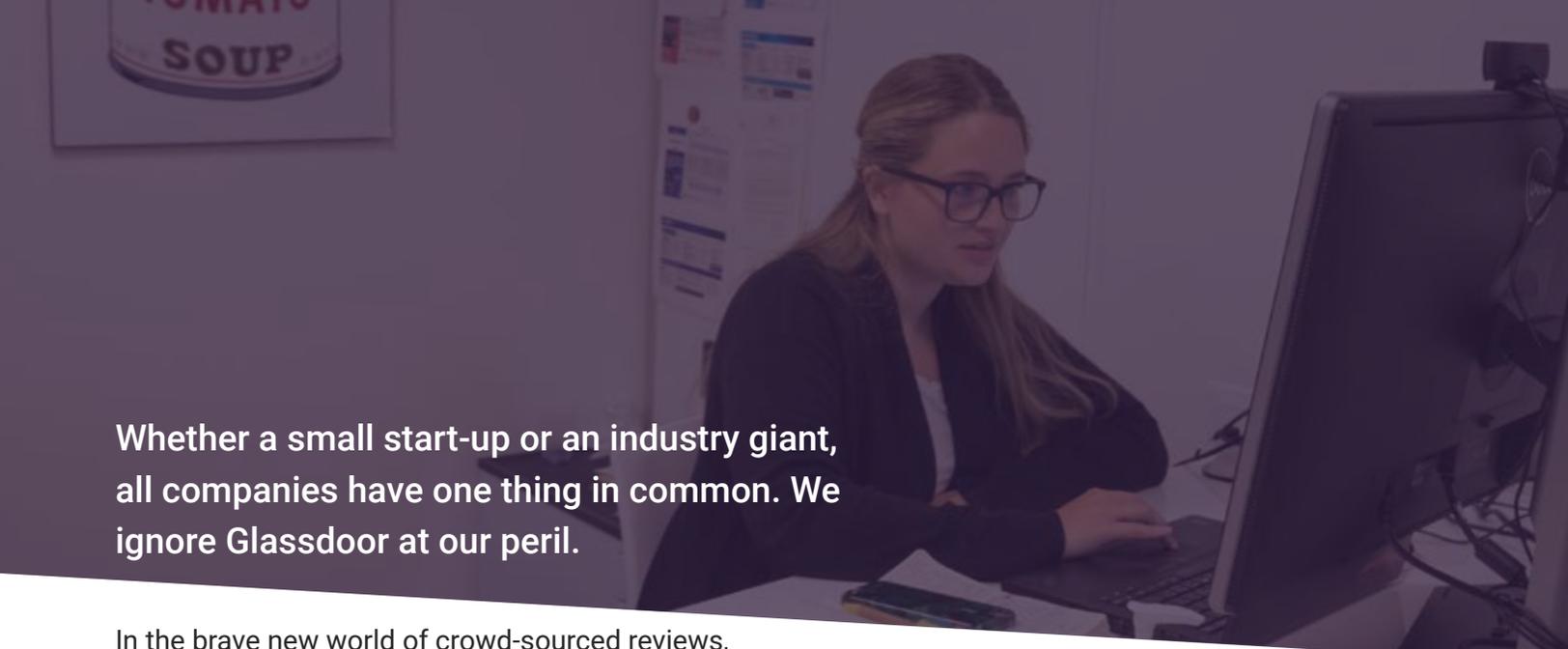




EBOOK

THE
**GLASSDOOR
SURVIVAL
GUIDE**

The 7 step roadmap for boosting
your employer brand



Whether a small start-up or an industry giant, all companies have one thing in common. We ignore Glassdoor at our peril.

In the brave new world of crowd-sourced reviews, Glassdoor.com is usually the first stop for candidates who want to learn more about your company.

In fact, Glassdoor has over [48 million users and 32 million published reviews](#), and most users learn more from this site that you don't control than they do from any of your own materials or websites. (After all, when you want to know if a hotel is good, do you check their website, or do you consult the reviews on TripAdvisor?)

Glassdoor is also currently the #2 site for job searches in the U.S. But your rating there matters for more than attracting the best candidates. The *Journal of Corporate Finance* finds that [boosting employee satisfaction by even one Glassdoor rating point also raises the market value of a company by 7.9%](#). Investors take note!

Because it is a direct reflection of candid and anonymous opinions, Glassdoor is an excellent place to start a health check for your employer brand. If you're brave enough to take a hard look at yourself through the eyes of current and former employees, that is! It can also be your first step for improving that brand.

To learn how, check out this seven step roadmap for how you can use Glassdoor to measure and manage your employer brand, boost your reputation, and drive a better quality of job candidate.



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1

“Build an employer brand strategy”

You may be anxious to get started on Glassdoor, but it's important to understand that Glassdoor is only a part of an employer brand strategy.

According to a [2015 survey by recruitment firm CareerArc](#), 62% of job seekers visit social media sites to evaluate an employer's brand, yet only 57% of companies say they even have an employer brand [strategy](#). Sites like Glassdoor can only provide a window into what is already there. If you have issues to address in your company, you need to start by resolving them.

What is an employer brand? Simply, it's how the world perceives your company as a place to work. And unfortunately, you don't own it. It belongs to your employees. It represents how they talk about you when they are outside your walls, and how candidates think of your workplace.

The good news is, you can influence it—by everything you do to drive employee engagement, ensure employee fit, and create a great place to work. That means it's important for HR to have a solid employer brand strategy—but everyone in the company must also feel invested in, and contribute to that strategy, so be sure you communicate yours widely.

Here are a few things you should be considering for your employer brand strategy:

-  Define your audiences: current employees, future employees, customers, investors, etc.
-  Listen to your employees and conduct a survey to benchmark your brand
-  Align your brand with organizational needs, goals, and values
-  Define relevant key performance indicators (KPIs)
-  Decide how you will measure those KPIs, and how often, and then do it!



2

“Measure and manage your culture”

Culture can be a fairly squishy concept that dissolves into anecdote and gut feelings, so it is important to decide how you will quantify your employer brand. Glassdoor can be an invaluable source for this—it is definitely one way others are measuring you—so those ratings should be a key arrow in your quiver.

Other culture management tools include: pulse surveys, employee net promoter surveys, exit interviews, recognition tools, and third party “best place to work” surveys. In general, the more anonymous the better.

So how can you take that data and manage with it?

If you are using anonymous pulse or employee surveys you should be sure to include a chance for open feedback. Read the comments carefully on Glassdoor, they can give you actionable clues about what might be broken—even though they are often filtered through the lens of unhappy employees.

The important thing about gathering employee feedback—and one that is often missed by even the best companies—is that you then need to ACT on that feedback. Nothing frustrates employees faster than being asked for feedback and then ignored.

Another key tip for managing your culture is to hire in the right people, and carefully share with them where you are and where you want to go, as a company—not just in terms of numbers, but in terms of values. (See #4 for more on how to get employees with the right behavioral traits.)





3

“Build your brand on Glassdoor”

Once you’ve defined your strategy and how you will measure success, you’re ready to move on to Glassdoor.com.

Did you know that 700k companies have been reviewed on Glassdoor, but only 36k companies have bothered to create a company page? This represents a huge miss for employers. Your first task, then, is to brand or update your profile, optimizing it for the people YOU want to attract to your company.

We recommend that you become a client of Glassdoor and take full advantage of the opportunity to add extras to your page, and include video and a full profile of your company, benefits and culture. Only 6200 of the 36k companies mentioned above are Glassdoor clients, so this is an opportunity for you to rise above the fray. (And did you know that competitors can advertise on your page if you aren’t a customer?)

Once you’ve brought your profile up to snuff and looked through your existing reviews for improvement opportunities, be sure to regularly monitor activity and stay up to date on what happens there. 74% of Glassdoor users are more likely to apply to a job if the employer actively manages its employer brand (e.g. responds to reviews, updates their profile, shares updates on the culture and work environment). (*Glassdoor.com U.S. Site Survey, August 2016*).

Finally, we suggest that you make reviewing Glassdoor someone’s job, and set modest goals for improvement or maintenance of your rating—or it likely won’t happen.

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4

“Find the right employees”

The right Glassdoor profile, combined with posting ads in this community, can be a powerful way to attract and filter candidates.

You can and should calibrate your pages and ads to appeal to candidates with the types of behavioral drivers you want to attract most.

Use this space to define and accentuate what matters to you as a company, and to define what traits will lead to success there. If you have access to the Predictive Index software, use the Group Behavioral Analytics report to help you quickly assess the company’s behavioral drives. Don’t shy away from being specific here, as this may be a candidate’s first exposure to your brand.

Don’t say you are chill and laid back if you are really more driven and intense, for example. If you’re a PI customer, you might want to use [Team Dynamics](#) to analyze the behavioral traits of your team. Be sure you go the extra step and actually screen your candidates to find those [cognitive](#) and [behavioral traits](#)!

If you have a great rating, be sure to list your jobs on Glassdoor. Do it even if you don’t, but do tacitly address the common complaints on the copy of your careers page or the “about” section of the listing. Be prepared to talk about a poor rating in interviews, too, and explain how you are addressing it.





5

“Prepare to get panned”

You will get negative reviews. But don't panic.

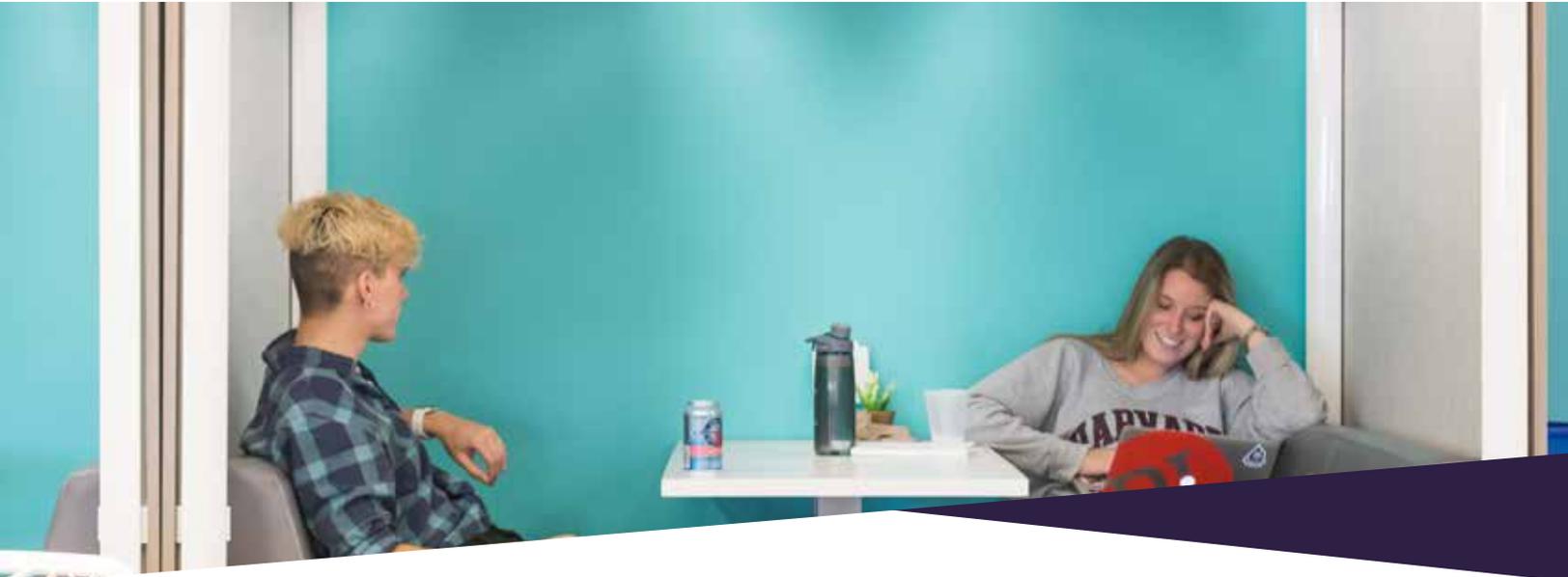
Most Glassdoor users [read at least 7 reviews before forming an opinion](#) of a company, so one review isn't going to kill your chances with good candidates. As Glassdoor says:

“When a scathing review is left, most people discount that type of review, the people who you want to work for you are not the ones that will give credence to that type of review, and your employer response is an opportunity to talk directly to your future employees and other stakeholders.”

Glassdoor does suggest that you respond to poor reviews. Reply promptly, they say, and don't get defensive. A response to a review is a chance for you to show readers who you really are. So reply thoughtfully and with humor. Thank the reviewer for feedback, apologize for the poor experience, and then address any specific comments and explain— in a constructive way—how the problems are being addressed.

Don't be tempted to engage in a witch hunt to find out who wrote a bad review. All negative feedback comes from something that actually happened, even if it was simply a bad hire. Try to understand where the feedback came from, and ask yourselves the hard questions about whether the bad review might be valid and how to fix it. That said, do flag incorrect or abusive reviews (particularly salaries that may be misleading to future candidates.)





6

“Accentuate the positive”

You don’t just need to focus on negative reviews.

You can and should respond to glowing reviews, too! You should also encourage your happy employees to post reviews online. (Though please do not offer them any sort of incentive, as that is a violation of Glassdoor’s terms of service.)

In order to avoid a glut of positive reviews all at once—which can be suspicious—we recommend that you make it a suggestion as part of your 90-day check-in cycle. Take the time during 30 and 60 day check-ins to discover and address issues that employees may be encountering. By the time you reach 90 days, your employee should be hitting their stride and you should have proven your willingness to deal with any problems and act on their feedback.

Another way to create an ongoing cadence of reviews—if you’re doing pulse surveys that go to different groups at different times—is to suggest to employees that they post as a follow up to those surveys.

Additionally, you might consider sharing great reviews with your company as they come along, and express your appreciation for them, to give positive reinforcement, encourage others to post, and to keep Glassdoor top of mind.





7

“Grow your brand with Glassdoor”

Once you have your Glassdoor brand where you want it, you can actually lead with it! It’s a great way to validate the experience of working with your company. We suggest the following as some ways to include Glassdoor as part of your brand outreach:

- ✓ Post your good Glassdoor rating on your careers page, with a link.
- ✓ Use your Glassdoor rating on your job postings—again, with embedded links that will take them directly to your reviews.
- ✓ Post your Glassdoor rating and link on your social media pages, and perhaps share quotes from glowing reviews.
- ✓ Enter your company for Glassdoor and other best workplace awards.

One side note on culture awards: They may seem frivolous to some, but they do matter both to candidates and to your employees. They are also a good way to track your progress as a company, and elevate your employer brand. If you win, post the accolade on your careers page. But be wary and don’t get too obsessed about them and begin to stress if you don’t make the cut. It sends the wrong message to employees and can even hurt your culture.





It is important to manage Glassdoor, but don't make the mistake of thinking of it as just another social channel to be manipulated.

The health of this channel is a direct reflection of the health of your culture and should be treated as a bellwether.

Your Glassdoor profile and your employer brand will highlight all your best qualities, but it will also magnify the flaws in your hiring process and every time you set poor expectations or botch that process, you can expect your brand to take the hit.

However setting great expectations, hiring rigorously, and managing culture carefully will result in current and former employees who are happy to pay it forward, and invite more of the right people into your fold.



Is your Glassdoor profile ready to shine? Take our
Glassdoor Preparedness quiz and find out!

[Begin Quiz](#)



GENERAL & CLIENT INQUIRIES

M-F 8:30am - 5:30pm EST
Phone (781) 493-7535
Toll Free (800) 832-8884
Fax (781) 801-1251
clients@predictiveindex.com

SERVICE DESK

M-F 8:30am - 5:30pm EST
Phone (781) 493-7536
Toll Free (877) 235-1541
servicedesk@predictiveindex.com

MEDIA INQUIRIES

Drew Fortin (781) 801-1301
dfortin@predictiveindex.com

