

HARRT 2014 Retreat
Session 6
Friday, November 7, 2014

Slide 1

**Managing Your Online Reputation to Build a
Trusted Employer Brand**

Alison Hadden
Director of Marketing



 @alisonhadden



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Slide 2

Our Agenda

- Today's Candidates
- Why Employer Branding Matters
- Tips from Leading Companies
- 5 Things You Can Do Right Now



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What We Know About Today's Candidates

Almost **two-thirds of job applicants** (61%)
said they are **more skeptical** of claims made
by employers now than they were in 2011.

That figure rises to **65%** for **millennials**.

Source: Corporate Executive Board, 2014 Employment Branding Effectiveness Survey

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What We Know About Today's Candidates

91 percent of candidates believe employment brand plays a key role in their decision whether or not to apply.

Key components that make a company attractive:
company culture and reputation for treating employees well.

5,518 CANDIDATES SURVEYED

Source: Career Builder 2013 Candidate Behavior Study

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What We Know About Today's Candidates

62 PERCENT CHECK YOU OUT ON SOCIAL MEDIA TO MAKE SURE WHAT YOU'RE 'SELLING THEM' ONLINE IS TRUE.

They have expectations:

- CULTURE
- THOUGHT LEADERS
- AUTHENTICITY

Source: Career Builder 2013 Candidate Behavior Study



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What We Know About Today's Candidates

AND THEY DON'T KEEP IT TO THEMSELVES...

	
50 PERCENT WILL TELL THEIR FRIENDS ABOUT A BAD EXPERIENCE	64 PERCENT WILL TELL THEIR FRIENDS ABOUT A GOOD EXPERIENCE

Source: Career Builder 2013 Candidate Behavior Study

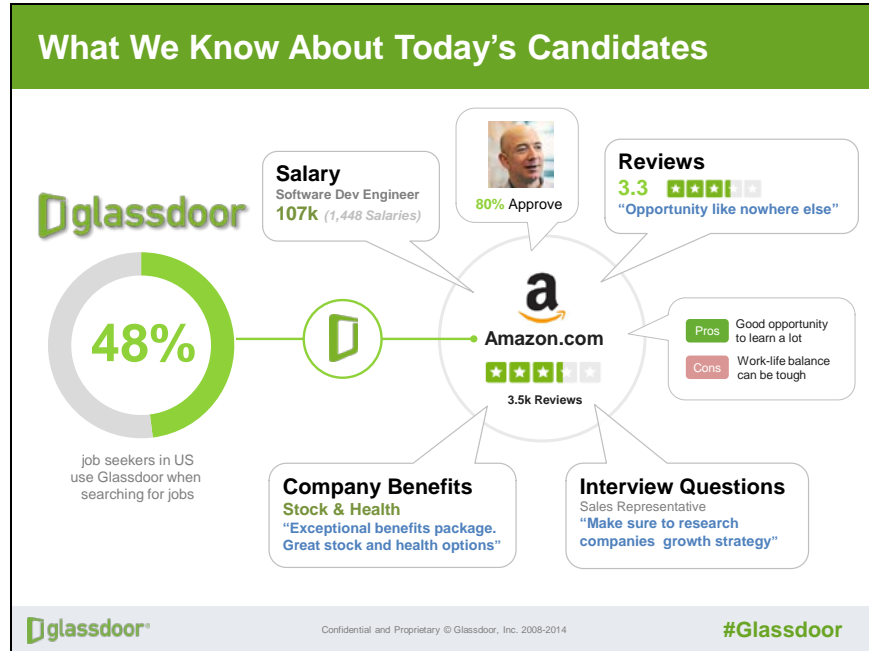
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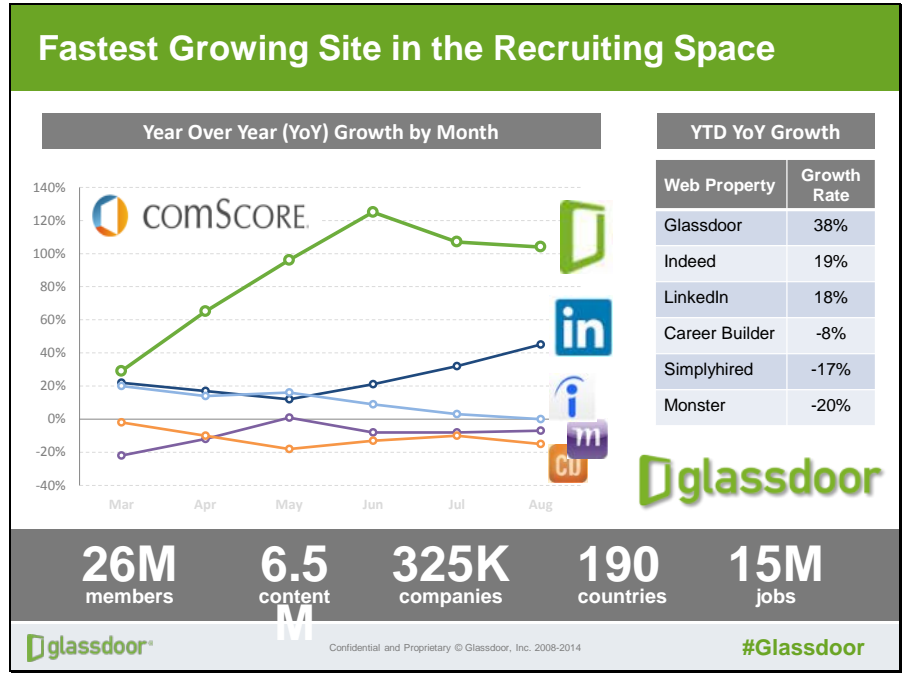


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Slide 11

Why Employer Branding Matters



84% would consider leaving their job for a company with a **better reputation** (even without more \$\$\$)

Corporate Responsibility Magazine, 2012

**Employer Branding
isn't just about *Attracting* Talent;
it's about *Retaining* Talent, too!**

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Authenticity Begins with Your Career Page

TRANSPARENT & AUTHENTIC CAREERS PAGE

Kyle Kelly
Manager of Business Development and Analysis

Describe the relationships you've built with your co-workers.
There is so much: Trivia competitions, corporate challenge soccer, buddies golf trips, hackathons, or just having a quick chat in the cafe about a personal interest. What's so brilliant about Zappos is that our culture elevates the concept of living life fully, passionately, and with a sense of purpose and place in the world. I'm so fortunate to work on the biggest ideas on a daily basis with people I genuinely call my friends and for which I have great respect.

What are some of the challenges you enjoy most?
I enjoy challenges we can turn into opportunities. We try our best to have a startup mentality, in which obstacles are met with ideas and decisions. We have a goal in Biz Dev to never let a decision wait for a meeting, but rather have it be made on its own timetable. It breeds getting things done, it causes everyone to raise their game, and that is great for Zappos in the end.

Zappos.com

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Slide 13

Identify Your Target Audience, Then Speak to Them

The slide displays a screenshot of the Glassdoor.com website, highlighting the AT&T company page on the left and an advertisement on the right. The advertisement is titled "Leverage Partner Sites" and features the Glassdoor logo with the text "for Employers" and the AT&T logo. The ad includes the slogan "A different Kind of action, but exciting nonetheless." and a video player titled "Veteran Talent Network & Job Search Advisor Sessions to the Right Direction to Apply for a Job". The video player shows a man sitting at a desk, and the text below it reads: "We understand the benefits of a translate your military skills to Job Search Advisor Sessions to the right direction to apply for a job for a session, visit our AT&T about your military background."

Leverage Partner Sites

glassdoor
for Employers

at&t

A different Kind of action, but exciting nonetheless.

It takes a great deal of drive, commitment and teamwork to succeed in the military.

The same is true for AT&T.

It takes a great deal of drive, commitment and teamwork to succeed in the military, where you contributed to a disciplined, motivated, successful team. The same is true for AT&T & is why we are such a great fit for someone transitioning out of the military. We continually recognize the contributions of our Armed Forces. In every area of life, you'll find retired military and active reservists who made the transition to civilian life.

G.I. Job agrees, click HERE at Friendly Employers by G.I. Jobs

Veteran Talent Network & Job Search Advisor Sessions to the Right Direction to Apply for a Job

We understand the benefits of a translate your military skills to Job Search Advisor Sessions to the right direction to apply for a job for a session, visit our AT&T about your military background.

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Slide 16

- Engage With Your Brand Ambassadors**
- Refresh Your Messaging Across Channels**
- Read Employee & Candidate Feedback**
- Embrace Transparency**
- Measure, Track, and Share**

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reality

51

Is there a gap between who you really are as a company and who you *THINK* you are?

Dglassdoor

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✓ Engage With Your Brand Ambassadors

The image shows a hand holding a tablet displaying a survey titled "Q1 Employee Survey" with questions about satisfaction and quality. In the background, there's a group of people sitting at a table. To the right, a hand holds a smartphone displaying "NEW HIRES: Why did YOU choose US?" with a pie chart and a list of data.

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Refresh Your Messaging Across Channels

Make Sure Your Content is Up-To-Date

Recruiters
Hiring Managers
Events

Twitter
Facebook
LinkedIn

Fortune 100 Best Companies to Work For
Modern Healthcare Best Places to Work

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Read Employee & Candidate Feedback

Company Reviews & Ratings

79% Would Recommend
3.6 From 8,784 Reviews
90% Approve of CEO

"Fast-paced and fun company to work for"

Pros
Love the employee benefits/discounts, contests, rewards to employees for helping customers open a new Nordstrom Rewards account. Really interesting work environment - there is so much to learn and loads of information to remember that it seemed daunting at first. What I enjoy about most of all is the opportunity to meet new people.

Cons
No free weekends/holidays, merchandise gets returned after being used, customer returns count against employees

Rating Distribution

Overall Rating	3.6
Culture & Values	3.7
Work/Life Balance	3.1
Senior Management	3.1
Comp & Benefits	3.3
Career Opportunities	3.5

Review Locations

Location not provided	2424
Bangalore (India)	1148
Murray (Utah)	406
Chicago, IL	353

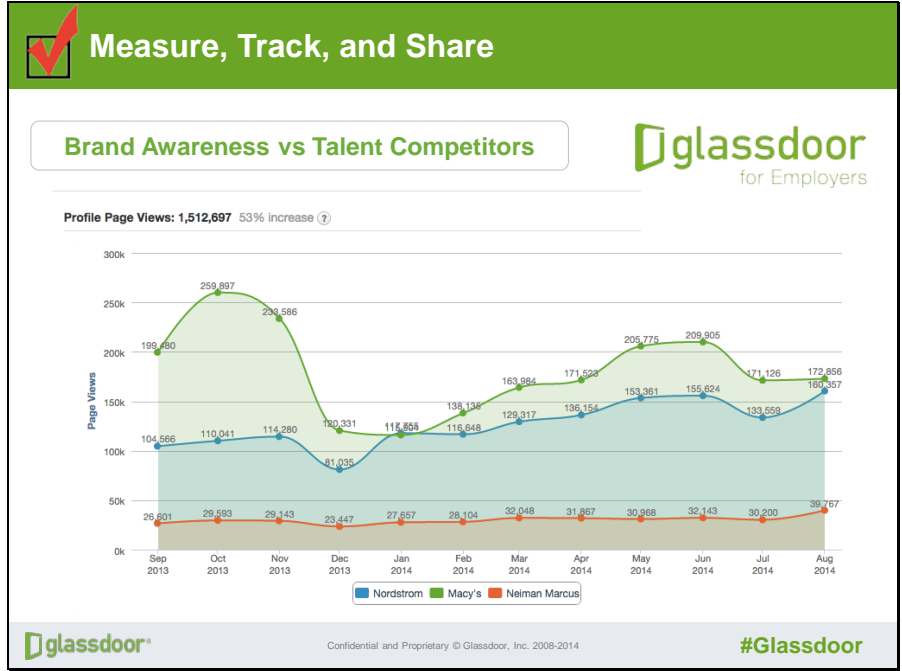
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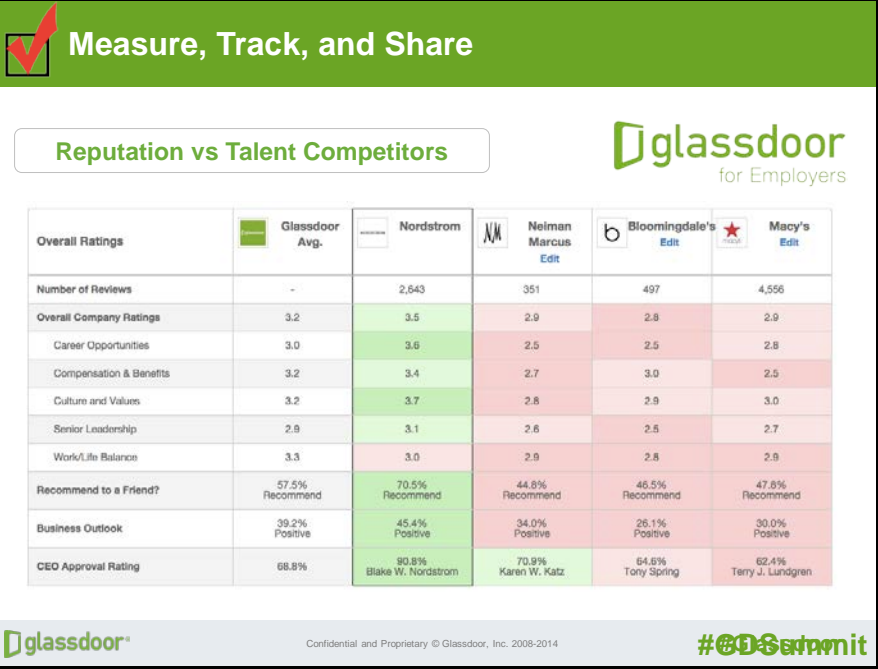
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 **Measure, Track, and Share**

Ratings & Trends Over Time




Nordstrom Ratings and Trends

Overall  **3.5**


- 71% Recommend to a friend
- 91% CEO Approval
- 45% Positive Business Outlook

Category	Rating
Culture & Values	3.7
Work/Life Balance	3.0
Senior Management	3.1
Comp & Benefits	3.4
Career Opportunities	3.6



Overall Trend



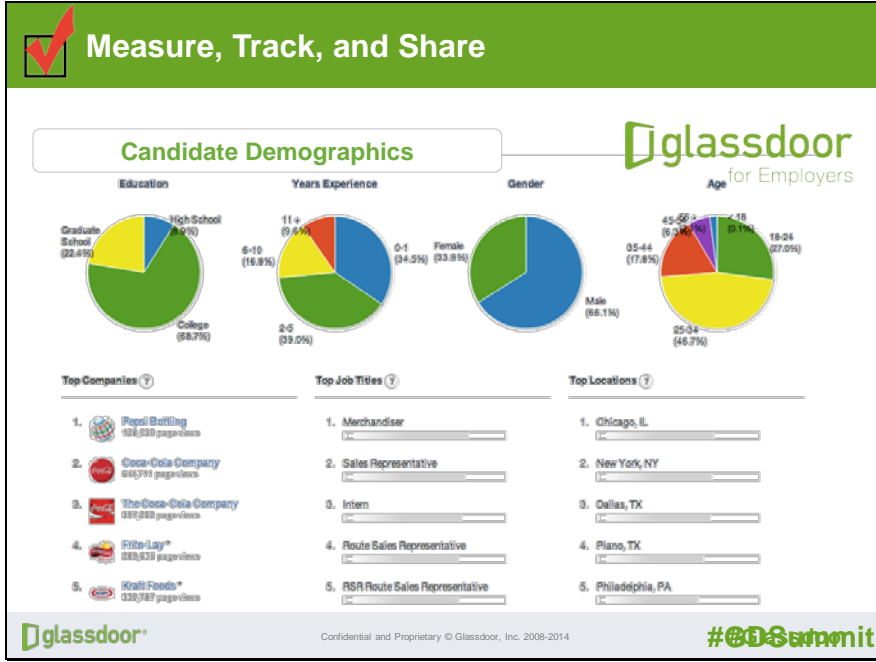
Overall Distribution



Stars	Count
5 Stars	2
4 Stars	4
3 Stars	4
2 Stars	3
1 Star	1

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Slide 29




Our Solutions

Brand. Influence. Hire.

Display Advertising

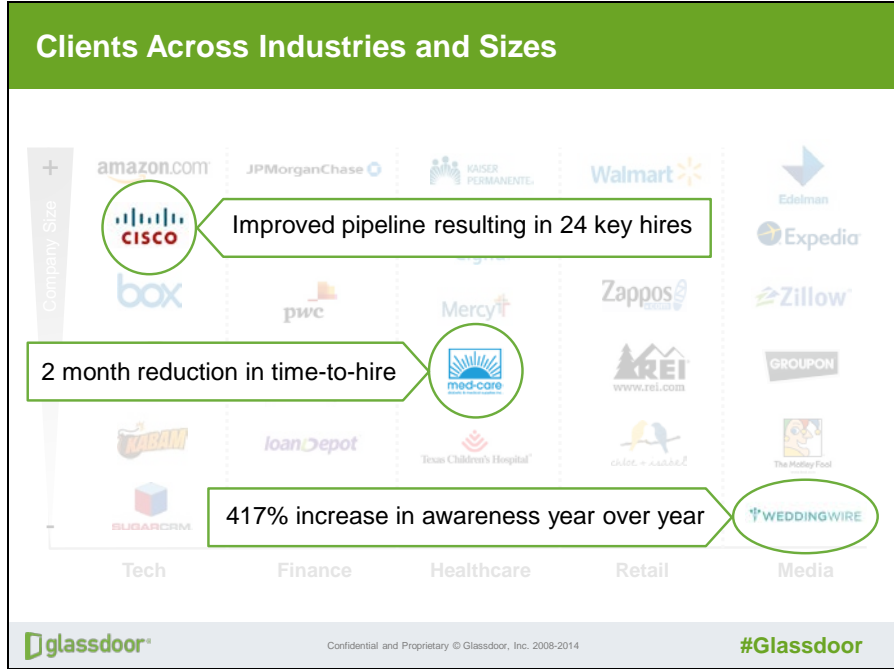
Enhanced Profile

Job Ads



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More Free Employer Branding Resources

glassdoor[®]
for Employers Brand. Influence. Hire. Products & Pricing Clients **Resources** Events Blog

78% of job seekers say ratings and reviews from those on the inside are influential in deciding where to work.

Influence today's top talent on Glassdoor

- Datasheets
- eBooks
- FAQ
- Guides
- How Glassdoor Works
- How to Manage Reviews
- Infographics
- Videos

The Business Case for Employer Branding [Download](#)

October 26, 2014

Can investing in an employer brand pay off in higher awareness among job seekers, better quality candidates and lower recruiting costs?

We believe so! In fact, if you aren't investing in your corporate reputation—no matter the size of your organization—chances are you're falling behind your competition. After all, if you don't manage your reputation, someone else will write the story for you.

glassdoor[®] #Glassdoor

Questions? Reach Out!

Alison Hadden
Director of Marketing

glassdoor

 [@alisonhadden](#)

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