



Managing Your Company's Online Reputation

# Why Employee Reviews Matter

**55% of job seekers will abandon a job application if they read a negative employee review about the company.**

**1 in 3 workers have  
turned down a job based  
on negative reviews.**

# **Negative reviews frequently focus on:**

- Bad management practices
- Poor work environment
- High employee turnover

There are larger implications than hiring: **Reporters and analysts are actively monitoring Glassdoor and hiring sites as story fodder.**

**More than half** of  
employers **don't take the**  
**time to respond** to  
negative online employee  
reviews...

...but they should.

**7 out of 10 people changed their opinion about a brand** after a company replied to a review

75% of job seekers will apply to a company if it **actively manages its brand online**

62% of Glassdoor users have a better perception of the company when the **employer responds to reviews**



# How to Protect your Employer Brand

# 1

## Understand Community Guideline Violations

- Individuals are identified
- Confidential details exposed
- One review per category per year
- Service reviews or jargon
- Reference the experience of others



'GLASSDOOR'

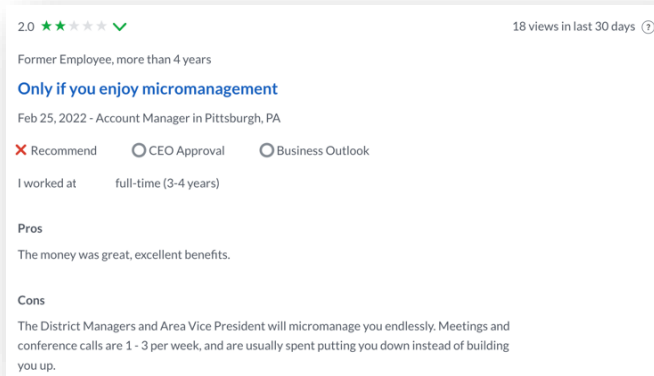


indeed

## Effectively Respond to Reviews

- Respond to all reviews – positive & negative
- Timeliness and tone are key
- Approach to responses:
  - Begin with a “thank you”
  - Address concerns without being defensive
  - Encourage dialogue

# Sample Post and Suggested Response



- **The Feedback:** Post criticizing management style and suggests poor treatment of employees
- **The Employer Response:** Thank you for taking the time to share your experience with us. While leaders have different styles when it comes to managing operations and supervising associates, we value open communication within teams and expect all our associates to be treated with respect across all levels of the company. If you want to share more specifics about this situation, please contact [HR email].

# Leverage Employee Experience Insights

## Top 3 Topics in Positive Reviews

- Track sentiment
- Analyze themes
- Leverage analysis through:
  - Developing policies to solve feedback gaps
  - Training efforts
  - Testing hypothesis with engagement surveys

### Positive Reviews

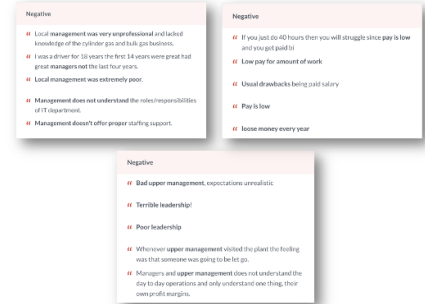
- Co-workers
  - Reviews highlighting the positives in the people they work with and how helpful they are
- Benefits
  - Most reviews talk about the quality of the benefits and liking them
- Work/Life Balance
  - Flexible work schedules and having a strong work/life balance is mentioned several times



## Top 3 Topics in Negative Reviews

### Negative Reviews

- Management
  - Issues with management and how team members are treated
- Compensation
  - Issues with compensation with the amount of work that is required for several different positions
- Senior Leadership
  - Issues with senior leadership and not understanding the daily operations for certain departments



# 4

## Engage Employees to Increase Positive Reviews

- Encourage transparent reviews
- Time review requests strategically
- Offer recommendations for HOW to post
- Respond to all reviews



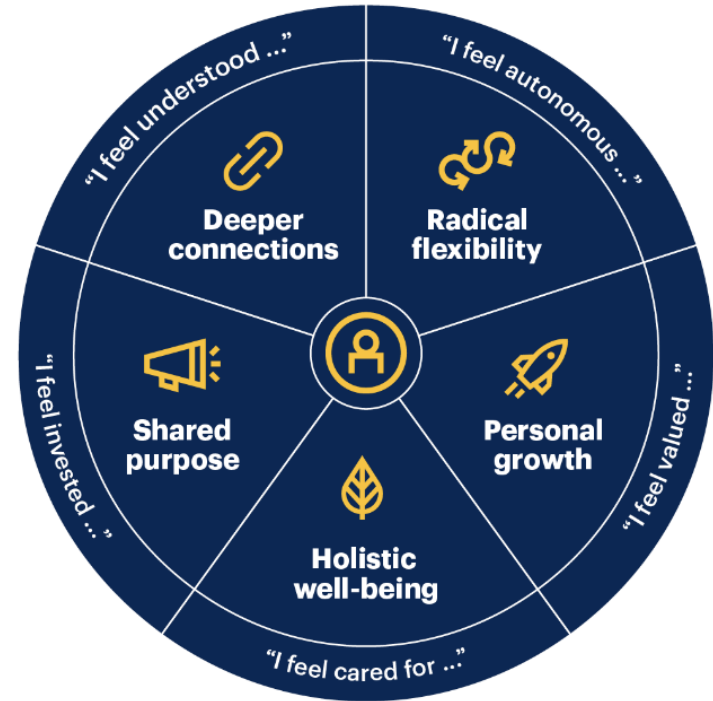
# 5

## Proactively Position your Employee Value Proposition

- EVPs have become more significant post-Pandemic
- Three shifts in the work environment that changed the traditional EVP:
  - Employees are people, not just workers;
  - Work is a subset of life, not separate from it;
  - Value comes through feelings, not just features

### The Human Deal

The human deal increases employee satisfaction with the EVP by 15%.



[gartner.com](https://www.gartner.com)

n = 5,000 employees worldwide  
Source: Gartner 2021 EVP Employee Survey  
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**Gartner**

# EVP Components

## Compensation

Salary

Incentives

Raises & promotions

Timeliness

Transparency

Evaluation system

## Benefits

Holidays

Paid Leave

Insurance

Retirement

Education

Flexibility

Family

## Career

Career path

Training

Career  
development

Stability

Performance  
development

## Work Environment

Recognition

Autonomy

Work-life balance

Challenges

Clear  
responsibilities

Communication

## Culture

Mission, Vision, Values

Understanding firm's  
goals/plans

Colleagues

Support

Collaboration

Social responsibility



## Why do we need an EVP?

- Attract, hire and retain the best talent, while weeding out talent that doesn't quite fit
  - A strong EVP can reduce turnover by 69% (Gartner)
  - Can decrease cost per hire by 43% (Gartner)
- Offer consistent, professional and effective communication to employees and prospective employee
- Provide a simple guidepost to help inform policy and decision-making
- Arm staff with tools to speak about your company's unique culture

# Possible EVP Outputs & Deliverables

EVP  
Statement



Key  
Messages  
& Proof  
Points



Visual or  
Graphics



Companion  
Deck



Collateral /  
Usage Guide



Hype  
Video



Rollout  
Planning



Internal &  
External  
Campaigns



# EVPs Brought to Life



"HubSpot's Free Book Program is one of my favorite perks of HubSpot. The Library includes borrowing existing books and requesting a new book be added to the library each month. Additionally, having access to all HubSpotter book selections enables me to enjoy numerous books on my To-Be-Read list. The Free Books Program is the cherry on top of all the amazing perks HubSpot has to offer!"

**BRIDGET DONELSON**  
Principal Customer Onboarding Specialist  
HubSpot



## SUMMARY OF BENEFITS

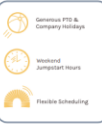
### Financial Compensation

- Competitive salary
- Annual bonus, traditionally 8-12% of salary
- Eligible to participate in 401(K) and Profit Sharing Plan after 6 months
  - Up to 4% match in 401(K)
  - Annual discretionary profit sharing contribution
- Cell phone reimbursement stipend
- Group term life insurance
- Disability insurance - short and long term



### Time On/Off the Job

- 20 paid days off in each full calendar year (prorated in first year)
- 5 additional paid days off awarded after both 5 and 10 years of service
- 14 company holidays including:
  - 2 floating holidays
  - Holiday break closure between Dec 26 - Dec 30
- Hybrid and remote working models available, changeable quarterly
- Work from anywhere benefit
- Flexible hours daily
- Weekend head start with 2:30pm close on Fridays
- Company provided laptop, monitor and software



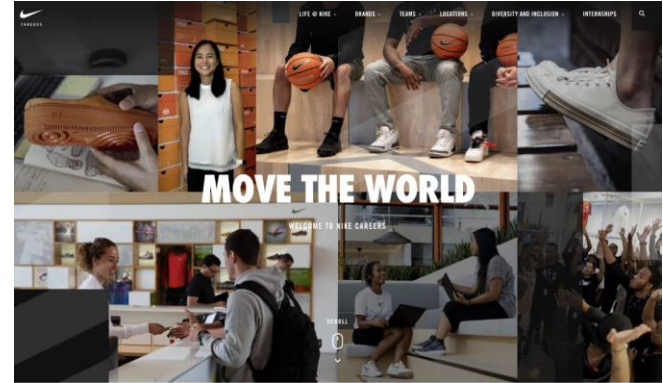
### Health and Wellness:

- One hundred percent paid health benefits, including medical, dental, vision and prescription with optional buy up plans including telemedicine
- Employee assistance program (EAP) counseling services provided at no cost
- PTD bank includes allotment of unscheduled days that can be used without notice for physical or mental health needs
- Paid parental leave
- FMLA



### Culture and Values:

- Focused on agency core values of Heart, Hunger, Curiosity and Excellence with annual celebrations of each
- Employee recognition ongoing and through annual awards ceremony
- Professional development stipend for individuals
- Ongoing agency professional development programming and training
- Formal mentorship program and open door policy
- Year Birthday Bonus contribution to charity of your choice
- Committed to diversity, equity and inclusion, including agency's signature LEAP program
- Catered in-office lunch every Wednesday



[Work](#) [Life](#) [Contact](#)

## Love Where You Work

We believe if you take care of your team, they'll take care of you. Our beloved "Vaulters" are our most precious asset. That makes us proud people-pleasers.

### You haven't lived until you've been to the Vaulties.

We love our people so much, we host an annual red carpet event to celebrate them – and that's not nearly all. We offer competitive compensation (benchmarked yearly against firms across the nation), a ridiculously fun group of colleagues, a strong roster of clients who just happen to be nationally-renowned brands and organizations, and a management team who understands that there are other things in your life outside of your job.

Learn more about our culture and benefits [here](#).

[View our current open positions](#)



Don't Forget!

1) Understand Community Guidelines

2) Effectively Respond to Reviews

3) Leverage Employee Experience Insights

4) Engage Your Employees

5) Proactively Position Your EVP

Thank you!

If you have additional questions, please contact:

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