



8

Employee Engagement
Templates to Help Improve
Your Employer Brand

A good employee engagement strategy can help improve your employer brand over time. 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 versus C-level staff, or new hires versus tenured employees?

These templates are designed for you to copy and paste into emails when engaging with employees at your company.

Remember! The act of leaving reviews:



 Enhances employee morale

 Enhances recruitment efforts





Top 5 Benefits of Engaging with Employees for Reviews:

- 1 Because all reviews require both pros and cons, employees can **re-affirm positive** attributes while expressing **thoughtful concerns**.
- 2 Employer branding builds **employee loyalty**.
- 3 Recent reviews improve search relevancy and ensure that your company page remains at the **top of search** results.
- 4 Thoughtful interview experiences **motivate candidates** to apply and come in more prepared for an interview.
- 5 Invitations to leave company reviews show employees that they have **company trust and appreciation**.

8 Employee Engagement Templates to Help Improve Your Employer Brand



Our targeted invitations will focus on...

- 1 Inviting **New Hires** to leave interview experiences and reviews
- 2 Inviting **Managers** to encourage staff members to leave reviews, based on hiring needs
- 3 Inviting **all Company team members** to leave reviews
- 4 Inviting **C-Level staff** to leave reviews from a broader point of view
- 5 Announcing an **Award Win** for employees to promote!

Employee Engagement Plan

New Hire

New Hires are an ideal audience to target, because they are fresh to the organization and bring a lot of enthusiasm. Invitations to New Hires should be extended during the onboarding process, asking them to share their interview experience on Glassdoor.

Additionally, after approximately 90 days, New Hires should be invited to reflect on their employment to date. By then, they will have finished training and settled in.



Key Tasks:

1

Add a calendar reminder to invite New Hires to visit Glassdoor and leave an interview experience, **two to three days from their start date.** (Template 1)

2

Add a calendar reminder to invite every New Hire to visit Glassdoor and leave a review on their employment experience, **90 days from their start date.** (Template 2)

New Hire Interview Experience

Template #1

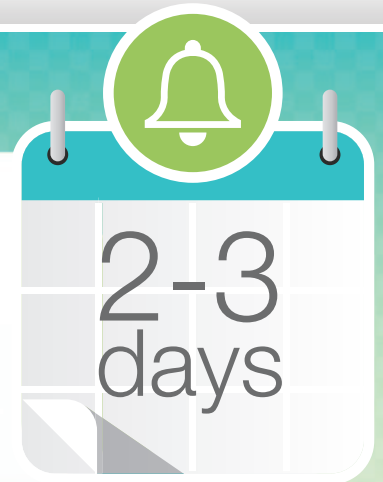
Hello,

We hope you are settling in well! As you know, our company is continuing to grow. To sustain that growth, we want the best people to join our team and you play a critical role in helping us recruit top talent. Your feedback will help future candidates prepare for interviews, which will help us find the best talent – just like you!

Your feedback is vitally important, both to our recruitment team internally and to job seekers. As you know, we have a company page on Glassdoor. Please take a moment to visit [Glassdoor](#) and post comments about your interview experience with our team.

Spend no more than 15 minutes on this. Remember, all feedback is anonymous.

All the best,
Your HR Team



New Hire Employment Experience

Template #2

Hello!

Can you believe it has already been 90 days? We hope you are acclimating nicely to your new role.

Did you know that the most trusted form of advertising, aside from a personal recommendation, is an online review? You probably already know this if you use websites like eBay, Amazon, and TripAdvisor. Your feedback is vital to our recruitment team and to job seekers considering work at our organization.

Please take a moment to visit [Glassdoor](#) and post a review about your work experience over the last 90 days. This feedback will help us attract talented new employees (just like you!) who will help our company grow.

Spend no more than 15 minutes on this. Remember all feedback is anonymous.

Thanks,
Your HR Team



Employee Engagement Plan Managers

Managers are a key resource to help encourage team members to leave reviews. If a particular team is missing a key hire, invite the Manager to reach out to existing team members to leave reviews describing that position.

As an example, if the Engineering Department has a desperate need to fill a QA Engineer position, the Head of Engineering should reach out to existing QA Engineers and invite them to leave reviews on Glassdoor. Potential QA Engineer applicants will have an up-to-date explanation of what their job entails. This will:



✓ Encourage the right candidates to apply

✓ Prepare applicants for the interview

Managers often have a close relationship with their team members and can prompt them to respond more easily to an invitation than a generic HR email.

Key Tasks:

1

Add an **ongoing six-month calendar reminder** to invite all Managers to assess current hiring needs and reach out to existing staff for reviews. (Template 3)

2

Include a template for managers to pass along to their teams. (Template 4)

Managers Increase Awareness

Template #3

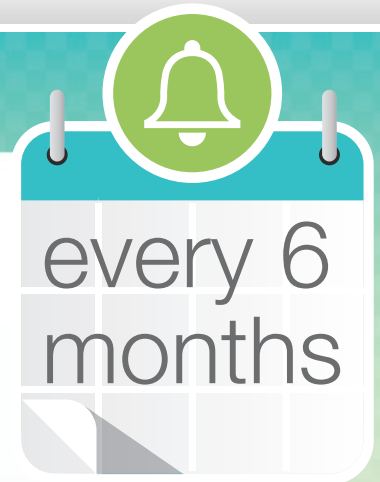
Hello!

Our company has a page on Glassdoor, which includes messaging for interested job candidates to learn more about our company. It's a great way to help us hire key people for your team, but we need your help.

I understand that your team is expanding and you are looking for candidates with certain qualities and expertise. But these candidates don't have enough information about what this job is like. Please reach out to your team members and ask them to leave anonymous employee reviews on [Glassdoor](#).

I've included a sample email template to send to your team today.
[Include Template 4]

Thanks,
Your HR Team



Managers Team Involvement

Template #4

Hello Team!

I am reaching out because the recruitment department needs your help! Glassdoor is a leading destination for job seekers to research companies and decide if they want to work there. We also use employee feedback on Glassdoor to listen to you so that we can become a better company.

It's important that our employees are providing continuous feedback on [Glassdoor](#) to show what it's really like to work here, so we can continue attracting great talent just like you!

Spend no more than 15 minutes on this. Remember, all the feedback is anonymous. Thank you!



Employee Engagement Plan Companywide



HR teams should invite the whole company to check out their Glassdoor page and leave reviews. This email template describes how reviews will help the health of the company and assist in recruitment efforts.

Content 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!



Key Tasks:

1

Add a calendar reminder to send the “Glassdoor Profile Page” to collect company feedback.
(Template 5)

2

Add a **12-month ongoing calendar invite to employees** to check out the updated Glassdoor page and leave a thoughtful review.
(Template 6)

Companywide Encouraging Feedback

Template #5

Hi everyone,

We'd love it if you would take a moment to review our company on [Glassdoor](#)!

Glassdoor is a leading destination for job seekers to research companies and decide if they want to work there. We also use employee feedback on [Glassdoor](#) to listen to you so that we can become a better company. It's important that our employees provide continuous feedback on what it's like to work here, so we can continue attracting great talent like you!

Spend no more than 15 minutes on this. Remember, all the feedback is anonymous.

Thank you,
Your HR Team



Companywide Annual Reminder

Template #6



once
a year

Hi everyone,

This is an annual reminder to share your feedback with us on [Glassdoor](#). We take your feedback seriously and want to give job seekers a realistic look at what it's like to work here.

Glassdoor is a site where job seekers can read reviews from current/former employees and apply for jobs. Your feedback there is vitally important both to our recruitment team, and to job seekers considering working here. Everyone's experience counts!

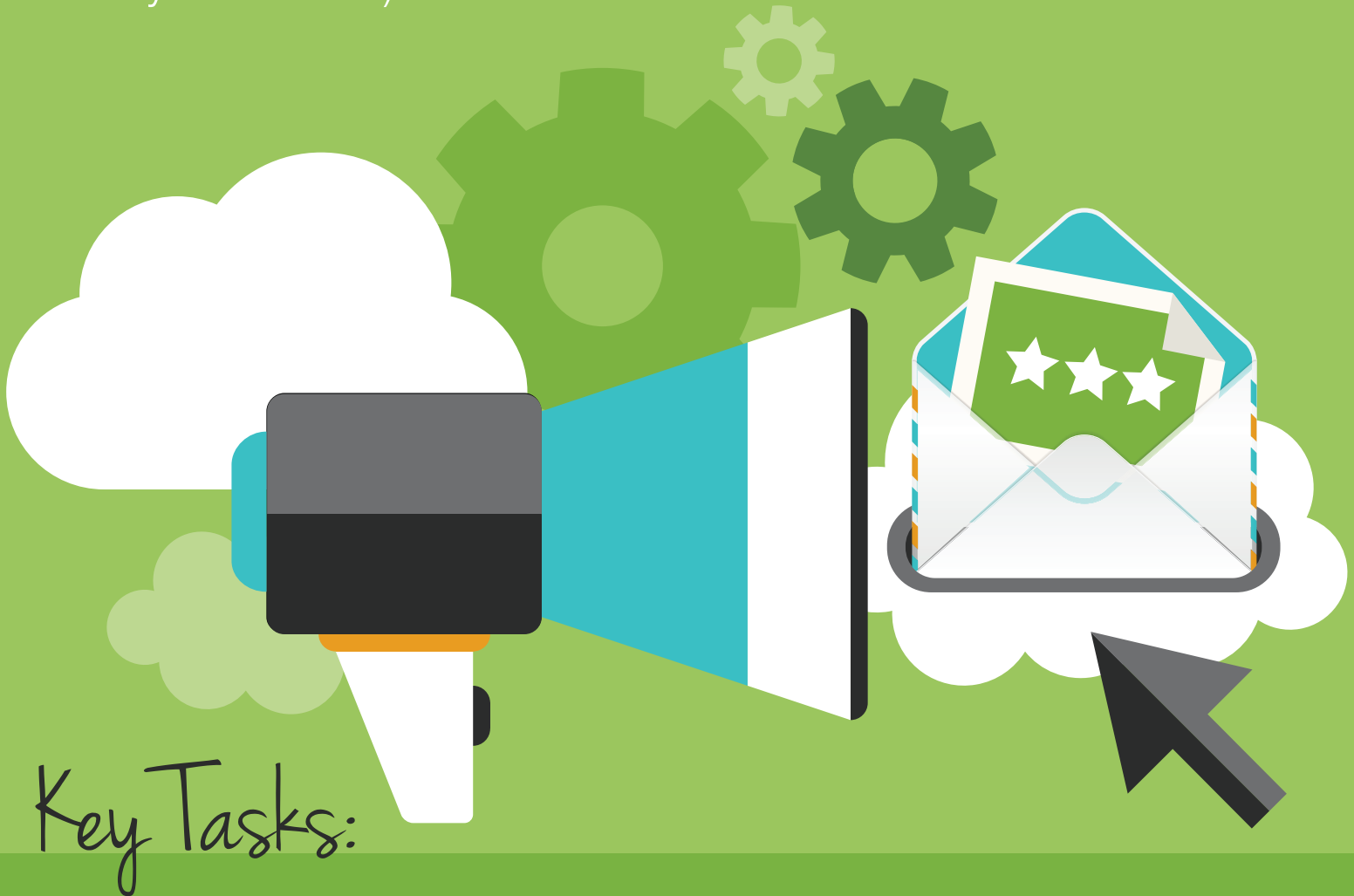
Spend no more than 15 minutes on this. Remember, all feedback is anonymous.

Thank you,
Your HR Team



Employee Engagement Plan C-Level Staff

As leaders of the company, CEOs, CTOs and other top-level staff have a unique perspective on the organization's vision. Their reviews are helpful (and can be left using anonymous titles).



Key Tasks:

Add an **annual calendar invite asking all C-Level executives** to leave an anonymous review on Glassdoor, describing the company's strengths, challenges and goals. ([Template 7](#))

C-Level Staff Annual Reminder

Template #7



Hello Executive Team!

As you know, we are hard at work trying to find the best people to join our team, and have a profile page on Glassdoor to show off our brand to potential candidates. Glassdoor is a leading destination for job seekers to research companies and decide if they want to work there.

Your feedback is critical to our success and you would assist us greatly by leaving an anonymous review on [Glassdoor!](#)

You can leave your job title as anonymous. Feel free to share our company's vision, strengths and areas where we still need to grow. Your perspective is vastly different from our other team members and a comment from you would mean a lot.

Thank you,
Your HR Team



Employee Engagement Plan Award Win!

Third party recognition helps build your employer brand! When you win an award, it's important to celebrate that success with your company and encourage employees to leave reviews reflecting why your company was worthy of the milestone or success.



Key Tasks:

After you win an award or achieve a company milestone, promote the accomplishment and encourage feedback. (Template 8)

Award Win! Promote

Template #8

Hello All,

We are proud to let you know [INSERT COMPANY] just won an award titled [INSERT AWARD TITLE].

As you know, we have a company page on Glassdoor, a leading destination for job seekers to research companies and decide if they want to work there.

If you have not contributed an anonymous review on Glassdoor yet, [please do so here](#) and help us reach potential new employees and tell them what it's really like to work here. We also use these reviews to gauge the success of our workplace initiatives and what we can do to improve. So please be honest and fair in your feedback.

Thanks again to our incredible team! We couldn't have won this award without you.

Sincerely,
Your HR Team

P.S. Don't forget to spread the word about our honor via your social networks! A sample social media message is included below.

Proud to work at [INSERT COMPANY HANDLE] and contribute to winning an award titled [INSERT COMPANY].

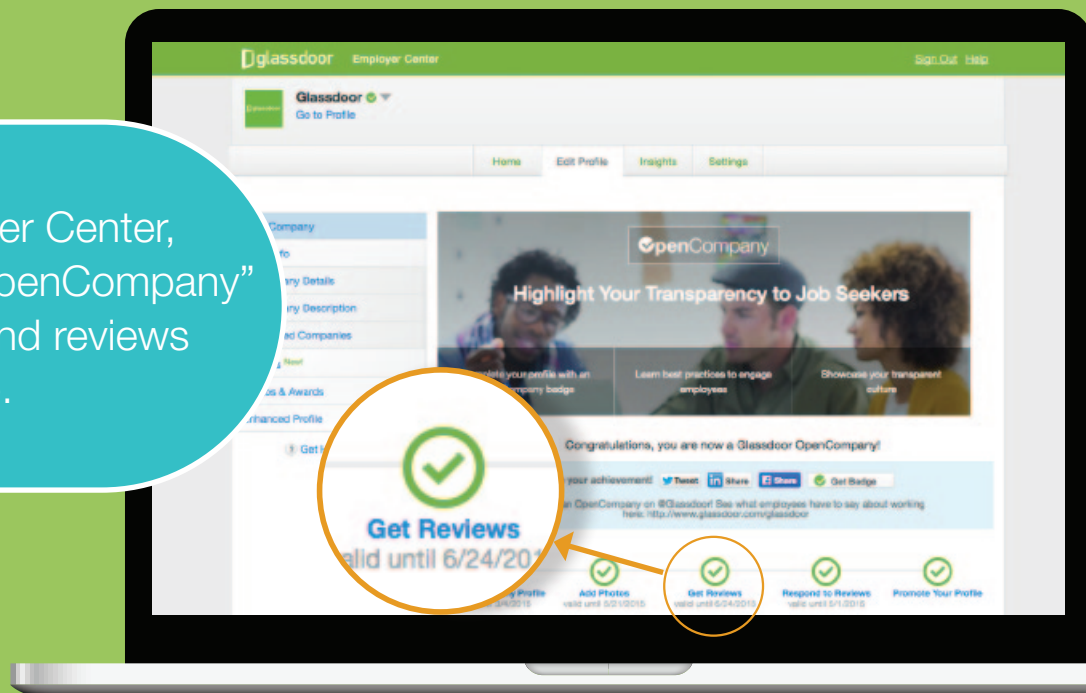


How to Send Emails Within the Employer Center

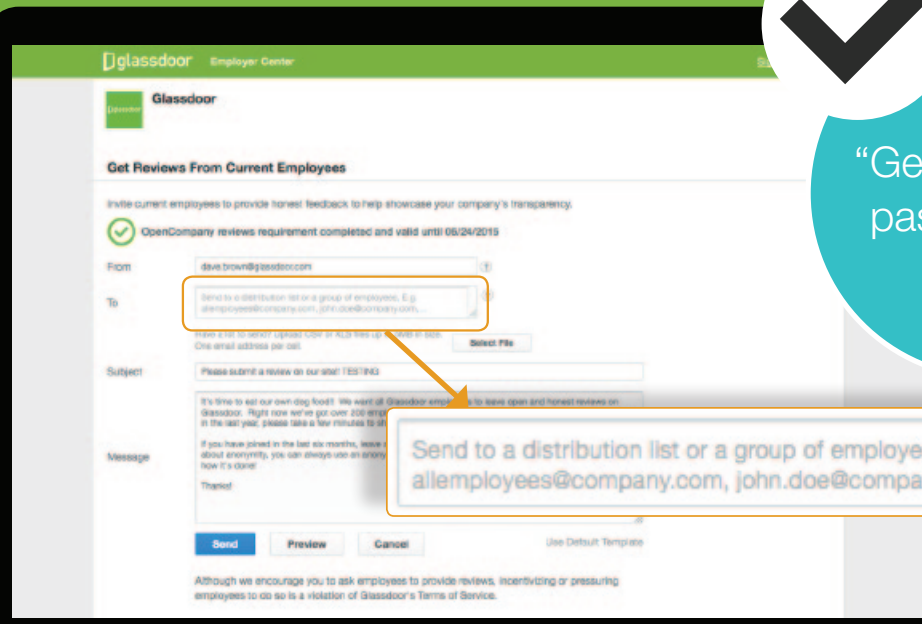
It's easy to send emails to employees through the Employer Center on Glassdoor. If you do not have a free employer account, sign up now to take advantage of this feature.



Once in the Employer Center, click to "Edit Profile > OpenCompany" and the option to send reviews will pop up.



Once you've selected to "Get Reviews," it's easy to copy and paste and customize any template to any group.



What's OpenCompany?

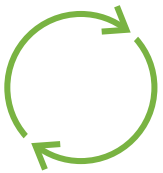
OpenCompany is a new badge program launched by Glassdoor in 2014. It's an easy, five-step process that employers can take to show job seekers that they take transparency seriously at their organization.

When logging into your Employer Center on Glassdoor, you will see the progress that you've made in each area. One critical step is getting company reviews from current employees.

5 Step Process:

1

Update
Company
Profile



2

Add
Photos



3

Get
Reviews



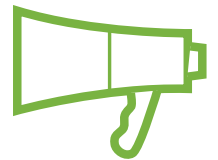
4

Respond
to Reviews



5

Promote
Your
Profile



 **OpenCompany**

5 Tips for Where to Start

1

Encourage a Sensible Social Media Policy

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

2

Actively Log into the Employer Center

The Employer Center has free tools to help employers manage their employer brand, keep an eye on the competition and manage their reputation.

3

Become an OpenCompany

Today's candidates seek transparency, and Glassdoor provides a way for companies to show that they've got it. Distinguish your brand by completing the five steps to obtain an OpenCompany profile badge as well as access to exclusive Glassdoor promotional opportunities.

4

Publicize Third-Party Endorsements

Awards and other recognition from outside organizations give job seekers a good impression of your company, and they energize employees by letting them know that they work for an honored organization. When your company wins awards, be sure to publicize them.

5

Respond to Reviews

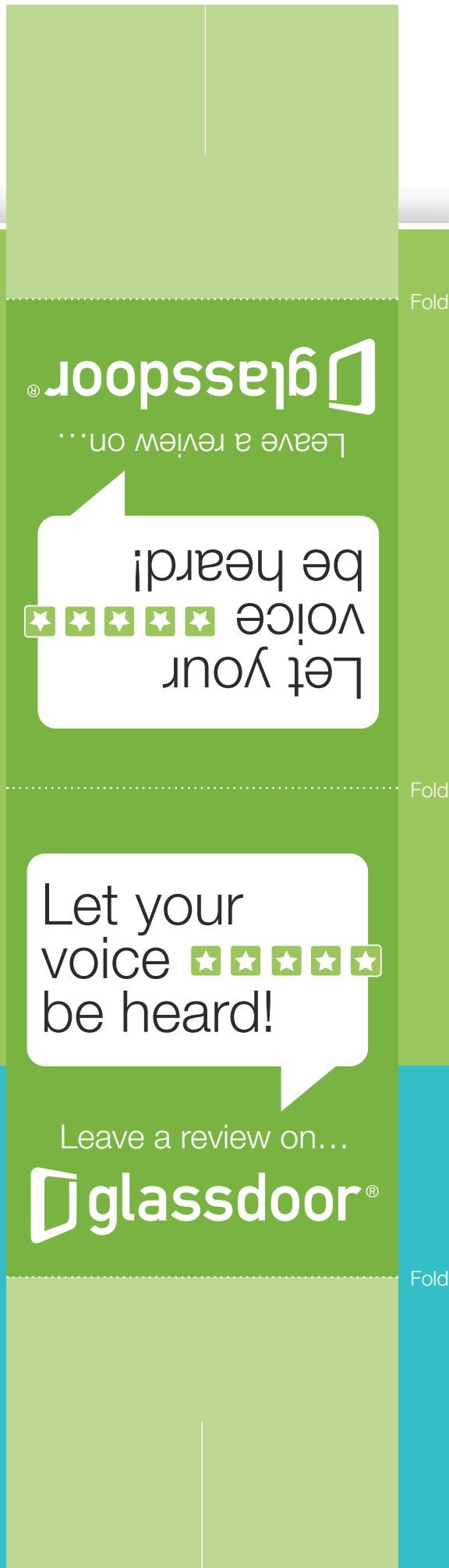
A review on a job site may be the first thing a candidate sees before deciding whether to apply to work at your company, so be sure to respond to both good and bad reviews to share your employer perspective.

Cut-n-Fold Tent Card Reminder

Cut and fold along the dotted lines to create a tent card—ideal for reception or the lunch room!—reminding employees to leave a review on Glassdoor.



Cut slit for making the base



Cut slit for making the base

2X
the quality

3X
the influence

30%
lower cost-per-hire

Customers across all industries use Glassdoor's employer solutions to attract better-qualified candidates at a much lower cost per hire.

It's easy to get started!

Sign up for a FREE Employer Account

to start monitoring your brand reputation today.