**JOIN CERTIFICATION NATION DAY 2025**

On Certification Nation Day, all certified organizations worldwide celebrate on social media that they are a proud great place to work.

**Here’s how you can join:**

1. Take a great photo with your colleagues and the certificate, or use one of our ready-made visuals (see toolkit).
2. Write a caption to share that your organization is joining the Certification Nation Day celebration, or use our ready-made text.
3. Use the hashtag **#CertificationNationDay**, tag **@GreatPlaceToWorkNederland**, and post on social media on **Thursday, October 16, 2025**.

**Example text:**

*🎉 It’s Certification Nation Day!*

*Today is not only a day to celebrate that [organization name] is Great Place To Work-Certified™, but also to reflect and look ahead. Because certification is not the finish line, it’s the start of something greater.*

*We celebrate this day with @GreatPlaceToWorkNederland and all the other organizations worldwide that are committed to being great employers. Because everyone deserves a great place to work.*

*#CertificationNationDay #GPTWcertified*

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| **What is Certification Nation Day?**  Certification Nation Day is a day when organizations worldwide not only express their pride in being Great Place To Work-Certified™, but also take steps toward creating an even better workplace. Certification is not the end, but the start of something greater. Certification Nation Day remains a day to be proud, but it also symbolizes a movement of people and organizations building great workplaces for everyone. This year, we will celebrate Certification Nation Day on **Thursday, October 16**. |