Great Place To Work®

A good employer page

Your business card on our website

Congratulations, your organization is Great Place To Work-Certified™!

Great workplaces deserve recognition and visibility. That's why certified organizations receive an employer page on our website.

Your employer page is your business card on our website and will be seen by potential new employees. On your page you tell more about your organization and let your employees have their say. A good employer page is part of your employer branding.

Given the tight labor market, it's important that your organization makes a good impression. That's why we give you tips in this guide for providing information, quotes and images.

Do you have questions or comments about your employer page? Please contact Tessa.

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The elements of an employer page

A complete employer page consists of the following elements:

✓ General information about your organization*
✓ Links to your social media channels
✓ An overview of your certificates and awards
✓ A description of your organization
✓ A quote from an employee
✓ A quote from an executive or CEO
✓ A video
✓ General information about our certification
✓ A description of the onboarding
✓ Pictures of your organization (up to two)

All elements are optional, except the description of your organization.

A complete employer page that contains all elements will give a good and complete picture of your organization. Therefore we advise you to provide as much information as possible.

*Industry, number of employees, location and year of founding. You provide this information in the Culture Brief™. The number of employees is the number of employees participating in the Trust Index™. The industry is always one of our established industries. If your organization has multiple locations, we will only show the main location on your employer page.

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Description of your organization

Give a description of your organization. Who are you and what do you do? Keep it short and sweet, as the maximum number of characters amounts to about five to six lines of text.

Checklist:

✓ Maximum length: 350 characters including spaces

Quote from an employee

Have one of your employees tell you something about your organization. What is it like to work at your organization? What makes your organization unique?

Checklist:

✓ Maximum length: 350 characters including spaces

✓ Name, function and photo employee

Quote from an executive or CEO

Have an executive or your CEO say something about your organization. Why is being a good employer important in your organization? What values are central to your organization?

Checklist:

✓ Maximum length: 350 characters including spaces

✓ Name, function and photo executive or CEO

Description of onboarding

What can a new employee expect when he or she joins your organization? Describe what the first day or week looks like, how you welcome a new employee and how you ensure a soft landing.

Checklist:

✓ Maximum length: 1500 characters including spaces

✓ Name, email address and photo contact person

✓ Link to vacancies

A video about your organization

A video makes your employer page even richer. Think of a company film, an aftermovie of an event or a video in which your employees speak. Think carefully about what image you want to paint of your organization and which video fits that best.

Checklist:

✓ YouTube or Vimeo link

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Photos of your organization

Your employer page has room for up to two atmospheric photos. We use the photos you added to the Culture Brief in Emprising. We choose the photos that are most suitable and fit the design best.

Photos are cropped to a square on both sides. Wide group photos are less usable because of this, as people will be cut off.

Want to use photos other than the ones you uploaded in Emprising? Then send those by e-mail or WeTransfer to Tessa (tessa.vanduijn@greatplacetowork.com).

Technical requirements:
- High resolution
- Minimum dimensions: 1100x1100 pixels
- Preferably horizontal (landscape)
- Preferably in color

Do's

- ✓ Show your employees
- ✓ Show authenticity and spontaneity
- ✓ Have photos taken by a professional photographer
- ✓ Photos in the same style and colors

Don'ts

- ✗ Photos of the office building or an empty office
- ✗ Unrealistic or staged photos
- ✗ Messy photos with lots of distractions
- ✗ Photos showing people being cut off
- ✗ Photos showing people eating
- ✗ Stock images

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DC Klinieken

DC Klinieken

DEPT®

DEPT®

Vlirdens

Vlirdens

Booking.com

Booking.com

Moneybird

Moneybird

ROK Groep

ROK Groep

Photos of your employees

A quote about your organization comes to life when you put a face to it through a photo. Moreover, this makes the quote even more convincing.

Keep in mind that the photo will be cropped to a square on both sides. So make sure the person is in the middle.

Also, make sure there is only one person in the photo.

Technical requirements:
- High resolution
- Minimum dimensions: 400x400 pixels
- Preferably horizontal (landscape)
- Preferably in color

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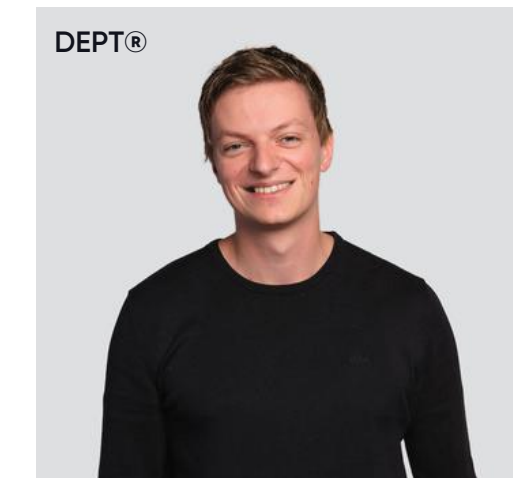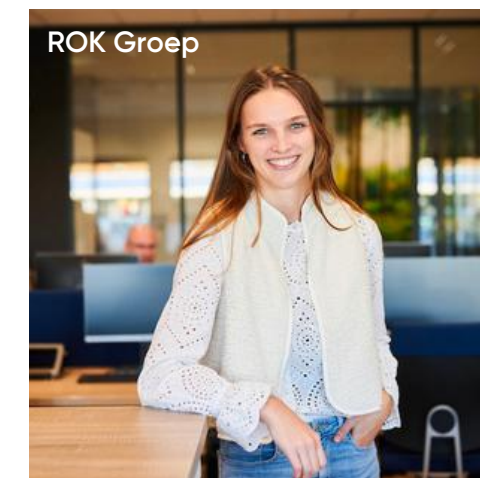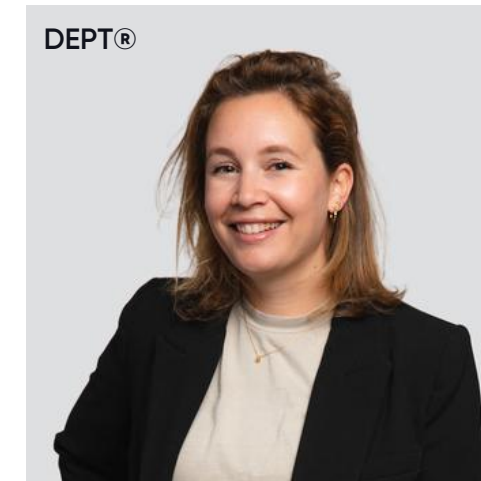
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