

Badge Scan Checklist

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

This means that your culture has been evaluated and appreciated by your own people. A valuable moment to be proud of – and to make good use of. In this checklist, you'll discover how to maximize the impact of your certification, both internally and externally, so everyone can see that you are a great employer. This contributes to your employer branding, helping you attract and retain talent more easily.



1. Increase online visibility of the certificate

Website

- Add the certificate to your homepage, the footer, and your careers page
- Add the certificate to job postings and explain in the text what certification means
- Publish a blog or news article announcing that your organization is certified

LinkedIn

- Design a header image with the certificate for your company profile
- Mention in the About section that your organization is certified and what it means
- Post on your company page announcing that your organization is certified
- Encourage employees to share that your organization is certified and what it means to them
- Add the certification to LinkedIn job postings
- Mention in the Careers section that your organization is certified

E-mail

- Add the certificate to your email signature

2. Increase offline visibility of the certificate

- Give your bamboo certificate a prominent place

Tip: In our webshop, you'll find plenty of merchandise to make your certification even more visible at your workplace!

3. Visibility via Great Place To Work

- Provide the input our team needs to create an employer page for your organization
- Respond to or repost our LinkedIn post in which we share your certification
- Write a guest blog for our website, for example about one of your best practices on a specific HR topic

4. Inspiration and next steps

- Watch the webinar "Get the Most Out of Your Certification" for plenty of tips, inspiration, and examples

In short: certification is an achievement to be proud of, so show it!