**SAMPLE SOCIAL MEDIA POSTS**

Congratulations! Your organization can (once again) call itself a Great Place to Work for another year. That’s an achievement to be proud of, and one worth sharing! With this toolkit, we help you showcase the certification on your own social media channels.

The goal? To show that you’re not only a great place to work, but that you also continue to invest in it every day. Use the sample posts below, adapt them with your own story (for example: what have you worked hard on over the past year, which areas scored particularly high?), and add a personal touch.

**How do you achieve the best results?**

* **Use visuals.** Add the official certificate, badge, or a team photo.
* **Tag @GreatPlaceToWork.** This helps increase reach and visibility.
* **Add extra relevant hashtags.** For example: #EmployeeEngagement and #ProudOfOurTeam.
* **Make it personal.** Mention one or two concrete improvements or successes from the past year.
* **Post at the right time.** LinkedIn performs best on Tuesday, Wednesday, or Thursday between 8:00 and 11:00 AM.
* **Encourage interaction.** Ask colleagues to like, share, and comment.

With this approach, you not only show that you’re certified, but also that you’re proud of your culture, and that you continue to invest in an even better workplace.

**Post 1: Our first Great Place to Work certification!**

✨ What a milestone! We are officially a great place to work, and we couldn’t be prouder.

This certification is more than just a title. It’s a confirmation that our people feel heard, valued, and safe. That together we’ve built a culture where trust, pride, and camaraderie take center stage.

For us, this is proof that when you work together, you can move mountains. Every day, we strive to be a place where talent can grow, ideas are welcomed, and successes are celebrated together.

🙏 A huge thank you to our amazing team: you make this possible! And this is only the beginning. On to many more great steps together.

#GreatPlaceToWork #GreatPlaceToWorkCertified

**Post 2: Certified again for another year!**

We did it again! 🎉

For the [x]th year in a row, we can officially call ourselves a great place to work! This is not something we take for granted, it’s the result of a culture where trust, pride, and fun are at the heart of everything we do.

Over the past year, we’ve worked hard on [fill in: for example, greater transparency, improved onboarding, leadership training], and we see that reflected in the feedback from our colleagues. Especially [fill in: for example, collaboration, recognition, development opportunities] scored exceptionally high this year.

We’re proud of where we are today, but even prouder of where we’re heading together. Here’s to even more growth, connection, and fun at work!

#GreatPlaceToWork #GreatPlaceToWorkCertified

**Post 3: Better together, every day**

**BREAKING: We’re certified (again)! ✅**

Yes, we’re Great Place to Work–Certified once more! This means our colleagues have again rated us as a place where collaboration, respect, and growth come first.

We’re proud of what we’ve achieved together. This year, we focused particularly on [fill in: for example, hybrid working, inclusion, leadership], and that effort has truly paid off. Did you know that [fill in: for example, our trust or appreciation score] is higher than ever this year?

For us, this is not a finish line, but a new starting point. Together, we’ll continue building a workplace that gets better every single day.

#GreatPlaceToWork #GreatPlaceToWorkCertified