

# The Power of Perception

Humanizing Employer Brand

"When you enchant people, your goal is not to get them to do what you want, but to fill them with great delight"

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**Guy Kawasaki**

Author, Podcaster, Brand Thought-Leader



# As sister companies, we proudly reach the vast majority of job seekers.



## Job Seeker Mission

We help people get jobs.

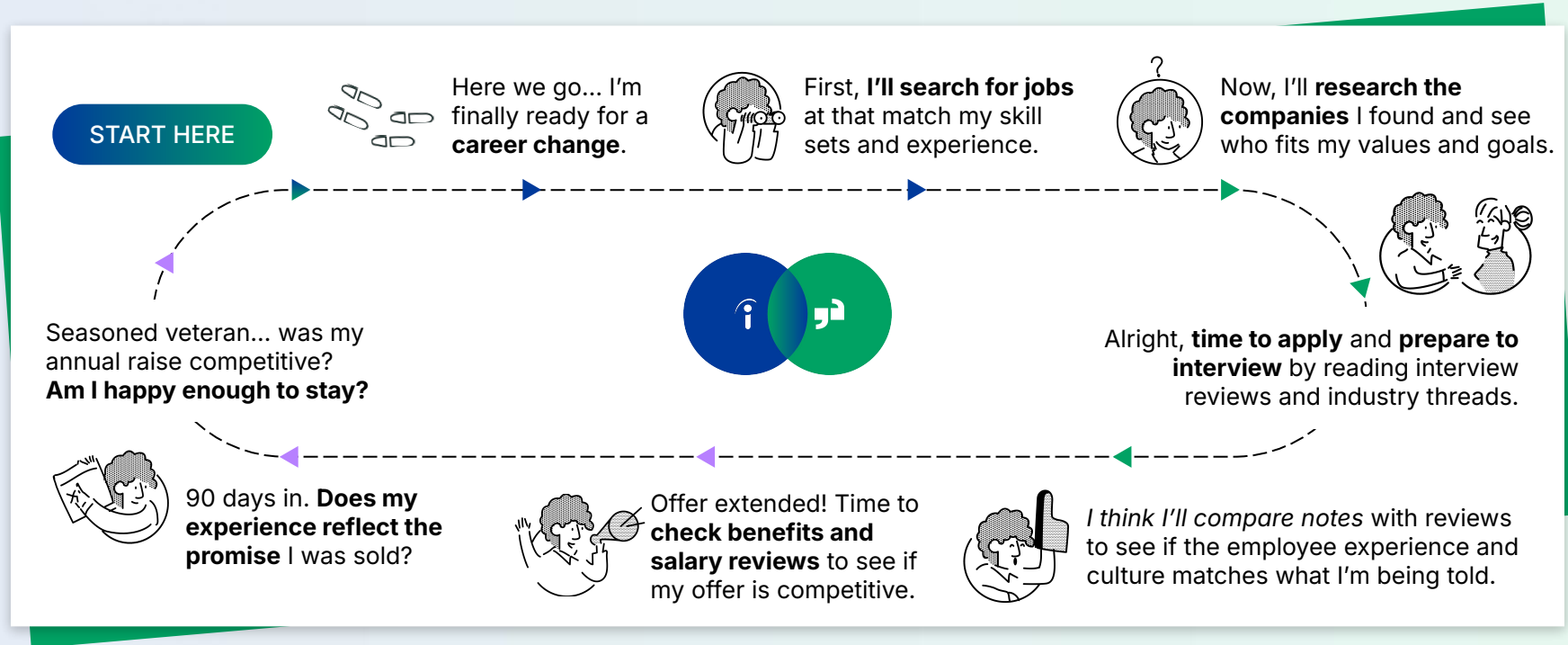
Making worklife better, together.

## Employer Promise

Uncover quality matches and optimize hiring processes within a full talent marketplace.

Rich employer branding with inspiring stories and real conversations that drive connection.

# Trusted career companions throughout every stage.



# Em•ploy•er Brand

[ɪmˈplɔɪ·ər] *noun*

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How someone ***feels*** about a brand as an employer

Try this:

# Profile Audit

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How do you feel about your employer brand?  
Would your profiles entice **you** to apply?

# Maslow's Hierarchy of Needs

Self-actualization

Our highest sense of self

Esteem

Respect, recognition, praise

Belonging

Community, connectedness, inclusion

Safety & security

Financial security, health, home

Basic needs

Food, air, water, shelter, rest

# Maslow's Hierarchy of Needs

from the employee perspective

Self-actualization

Professional fulfillment and joy

Esteem

Recognition, pride, actioned feedback

Belonging

DE&I, psychological safety, community

Safety & security

Financial perks and health benefits

Basic needs

Flexibility, trust, equitable pay



Foundational Question

What do you want  
to be known for?

# Six pillars at the heart of an employer brand ❤️



## Authentic storytelling

Don't be afraid to showcase a little personality.



## Invested leadership

Demonstrate compassion from the top down.



## Employee wellbeing

Show employees that you care for them.



## Employee voice

Listen carefully to your people and engage with them.



## Transparent DE&I

Support and celebrate employees of all backgrounds.



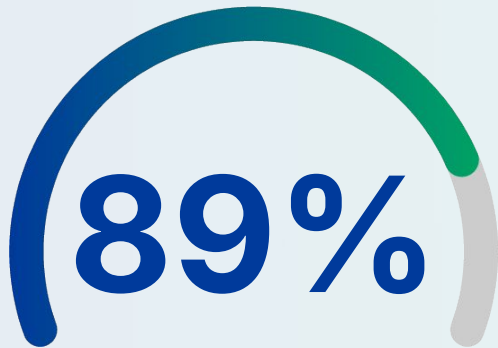
## Candidate care

Show applicants how and why you care about their experience

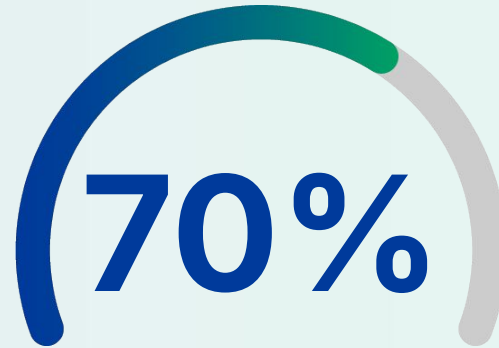
# Authentic Storytelling

Don't be afraid to show a little personality.

# Candidates care about your content.



of job seekers **research a company** before deciding to apply<sup>1</sup>.



active job seekers are likely to apply to a job if the employer **actively manages its employer brand**<sup>2</sup>.

# Make a great impression with warm language.

**Gainsight**

Human-First isn't just a slogan. It's our promise to each and every teammate. We want you to show up to work as your whole self to be respected, celebrated, and challenged.

**BAIN & COMPANY** 

When you work at Bain, you get to impact the world. Sometimes that means helping a client launch a product, helping a government prepare for climate change, or championing an internal wellness program. When you work here, you're a part of extraordinary things.

**servicenow**

Be a part of an ambitious team of change makers who have a restless curiosity and a drive for ingenuity – whatever inspires you, join us for a thriving career.

# Invested Leadership

Demonstrate interest and compassion from the top down.

# Best-in-class employer brands have leaders who:

Listen to employee feedback and take action

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Are voices for employees from all backgrounds

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Create and offer psychologically safe spaces

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Own mistakes and correct with humility

---

Are unafraid to evolve programs and processes

---

Believe in transparent communication



# Employee Wellbeing

Show employees they're cared for as workers and humans.



Employees who believe that management is  
concerned about them as a whole person  
— **not just an employee** —  
are more productive and more satisfied.

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Anne M. Mulcahy

Former CEO & Chairwoman, Xerox

# But, what **influences** work wellbeing?

These drivers explain *why* people feel the way they feel



## Achievement

How accomplished people feel at work



## Appreciation

How valued people feel by their coworkers



## Belonging

How connected people feel to their coworkers



## Compensation

How fairly people feel they are paid



## Energy

How energized people feel by their work tasks



## Flexibility

How people feel about their work schedule and location



## Inclusion

How inclusive and respectful people feel their workplace is



## Learning

How much learning occurs at work



## Management

How much people feel their manager helps them succeed



## Support

How supported people feel by their coworkers

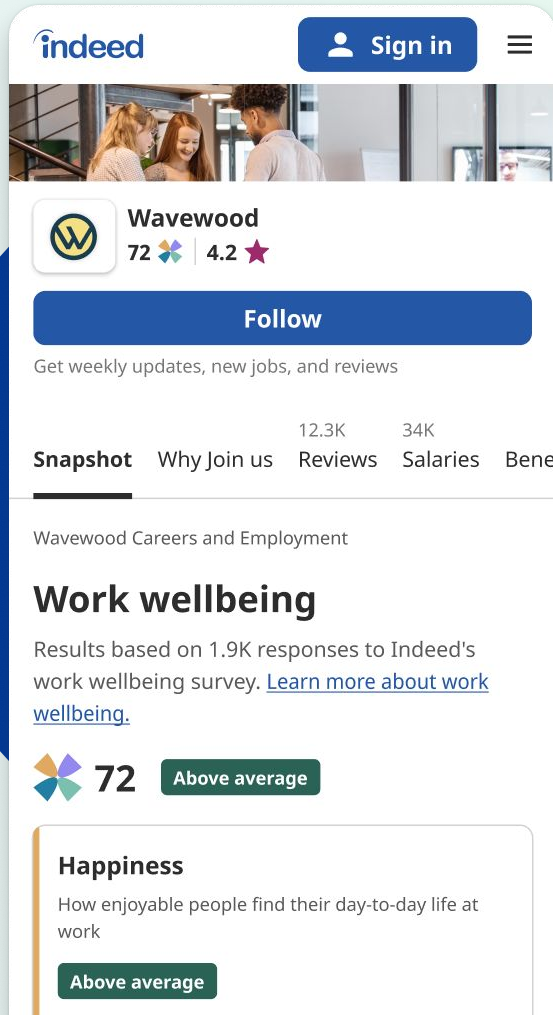


## Trust

How much people feel they can trust people in their company



We aim to guide job seekers to companies where they can thrive, and help employers build work cultures that attract, nurture, and retain talent.



# Measuring wellbeing

Developed in partnership with leading happiness and wellbeing experts, the **Work Wellbeing Score** shows how people feel at work.

It is a composite of key wellbeing outcomes: happiness, purpose, stress, and satisfaction.



Positive Affect

## **Happiness**

"I feel happy at work, most of the time"



Evaluative Wellbeing

## **Satisfaction**

"I feel completely satisfied with my work"



Eudaimonic Happiness

## **Purpose**

"My work has a clear sense of purpose"



Negative Affect

## **Stress-free**

"I feel stressed at work, most of the time"

Companies with higher levels of employee wellbeing **outperform** the stock market.



Wellbeing  
Research  
Centre

Employee Wellbeing and Firm  
Performance in the USA;  
Prepared by Behavioural Data  
Lab for Indeed. 2023

Work Wellbeing 100 and Stock Performance



\*A \$1,000 investment in the companies Work Wellbeing 100 companies in January 2021 would have grown to \$1,533 by July 2024 compared with \$1,479, \$1,408, and \$1,401 had they invested instead in the S&P 500, Nasdaq Composite, or Russell 3000, respectively.  
Note: The Work Wellbeing 100 is not an investable index.

Source: [Workplace Wellbeing and Firm Performance](#); University of Oxford, July 2024.

## Discussion

How does your school board create a culture of work wellbeing?



# Employee Voice

Listen carefully to your people and engage with them.

# Reviews validate the story you tell.

## **Employee Reviews**

Both positive and negative reviews paint an authentic picture of the lived experiences of employees.

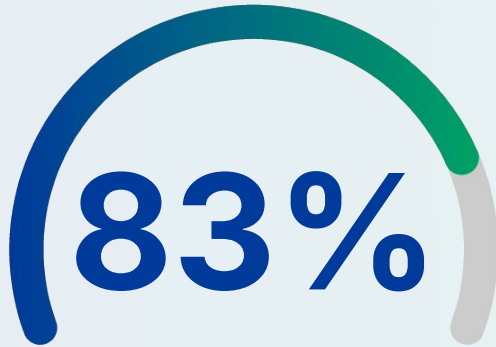
## **Brand Promise**

## **Brand Story**

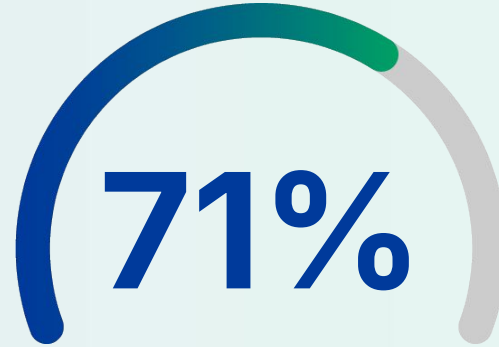
The compelling narrative that demonstrates how the company shows up for its people and the world.



# Reviews will uncover culture gaps. **Responses will repair relationships.**



of employees/job seekers are likely to research company reviews and ratings when deciding where to apply for a job.



of employees/job seekers agree their perception of a company improves after seeing an employer respond to a review.

# Review responses can help make things better — or worse.

We believe our programs and policies are fair as they are; many teams have put in the work to define them over time.



Defensive response

Generic response

No response

Empathetic response



Thank you for your review. We appreciate you taking time to let us know more about your experience.



Your thoughtful feedback about our parental leave policy is helping us shape it's evolution in the future. We value and respect our working parents; it's the hardest job of all.



# Transparent DE&I

Support and celebrate employees of all backgrounds.

# Every patient is different, and so are our employees.

**At Cedars-Sinai we celebrate our differences.**

Each of us brings something different to our work - differences in who we are, what we've experienced, and how we think. We use our differences to make us better caregivers, researchers and support staff. The one thing we all share is a passion for improving the health of the Los Angeles community and beyond.



# On Indeed, **paint a colorful picture** of the ways in which you care for all of your employees:

- Commitment to inclusion
- Initiative progress
- Employee videos
- Leadership sponsors
- Cultural celebrations

## WORK WITH US

At Edmonton Public Schools, your unique contributions can help make a difference in the lives of thousands of children and families every day. We're one of the city's biggest employers with a wide range of full-time, part-time and casual positions to fit your schedule.

We are currently hiring for a variety of roles in our district:

**Maintenance**



**Support**



**Teacher**



**Exempt**



**Custodial**



The screenshot shows the Glassdoor profile for Edmonton Public Schools. At the top, there's a header with the school's logo and a photo of diverse students. Below this, the company name 'Edmonton Public Schools' is displayed with 'Engaged employer' status, 'Follow' button, and 'Add a review' button. A navigation bar includes links for Overview, Reviews (237), Jobs (4), Salaries (477), Interviews (19), Benefits (44), and Photos. The main section is titled 'Diversity, Equity and Inclusion (DEI) at Edmonton Public Schools' with a descriptive paragraph. Below this, a 'Ratings for "Equality, diversity and inclusion"' section shows a 3.9 star rating from 110 reviews. A detailed text block explains the rating is based on 110 anonymous employee ratings, noting a decrease over the last 12 months. At the bottom, there are two charts: 'EDI ratings distribution' showing a bar for 5 stars at 52%, and 'EDI ratings trend'.

**Edmonton Public Schools** Engaged employer

Follow Add a review

Overview Reviews 237 Jobs 4 Salaries 477 Interviews 19 Benefits 44 Photos >

### Diversity, Equity and Inclusion (DEI) at Edmonton Public Schools

See what employees say about DEI at Edmonton Public Schools. Explore how workplace culture impacts people of different demographics, including gender, ethnic group and sexual orientation.

#### Ratings for "Equality, diversity and inclusion"

**3.9** ★★★★★ 0

[110 Ratings]

Edmonton Public Schools has a "Equality, diversity and inclusion" rating of 3.9 out of 5 stars, based on 110 anonymous employee ratings. The average EDI rating left by 110 employees decreased over the last 12 months.

**EDI ratings distribution** **EDI ratings trend**

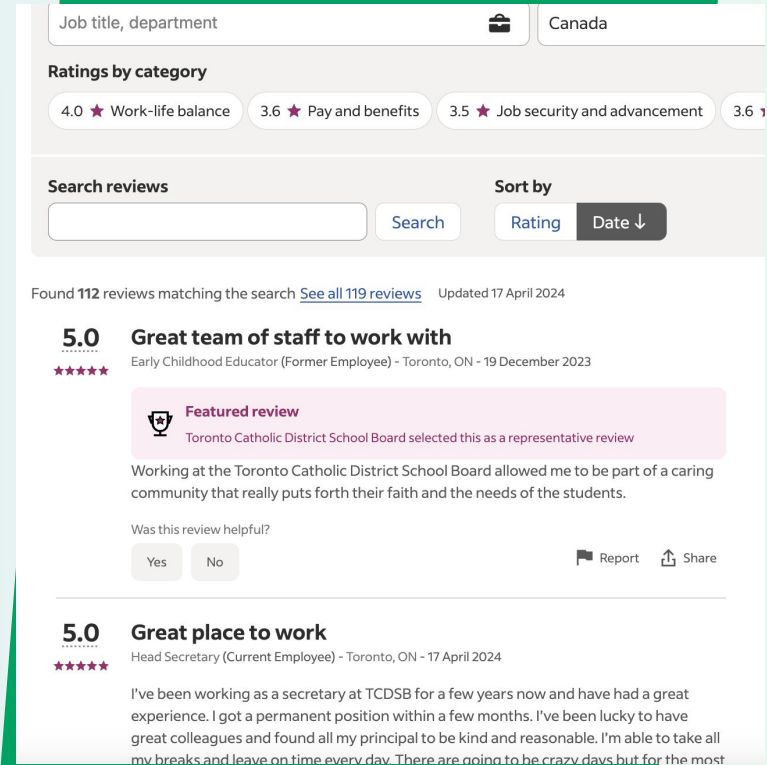
5 stars 52%


On Glassdoor, leverage the **dedicated Diversity tab** to showcase your commitment:

- Inclusion goals
- Diversity progress
- Employee resource groups
- Learning programs
- Diversity committees
- Inclusion gatherings

Plus, candidates have the ability to leave ratings and reviews across inclusion categories on Glassdoor:

- Race
- Gender
- Sexual orientation
- Disability
- Parent or family caregiver
- Veteran status



Job title, department  Canada

**Ratings by category**

4.0 ★ Work-life balance 3.6 ★ Pay and benefits 3.5 ★ Job security and advancement 3.6

**Search reviews**   **Sort by**

Found 112 reviews matching the search [See all 119 reviews](#) Updated 17 April 2024

**5.0** ★★★★★ **Great team of staff to work with**  
Early Childhood Educator (Former Employee) - Toronto, ON - 19 December 2023

**Featured review**  
Toronto Catholic District School Board selected this as a representative review

Working at the Toronto Catholic District School Board allowed me to be part of a caring community that really puts forth their faith and the needs of the students.

Was this review helpful?

**5.0** ★★★★★ **Great place to work**  
Head Secretary (Current Employee) - Toronto, ON - 17 April 2024

I've been working as a secretary at TCDSB for a few years now and have had a great experience. I got a permanent position within a few months. I've been lucky to have great colleagues and found all my principal to be kind and reasonable. I'm able to take all my breaks and leave on time every day. There are going to be crazy days but for the most

# Candidate Care

Show applicants how and why you care about their experience.



You'll reject more  
people than you'll  
offer. Protect your  
brand with a  
**transparent  
candidate  
experience.**



Candidates can leave  
an **interview review**  
regardless of offer.

**Interview experience**

Based on 98 interviews

**Favourable****Interview difficulty**

Based on 107 interviews

**Medium****Interview process  
length**

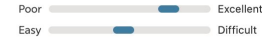
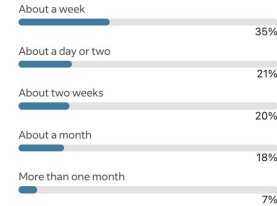
Based on 97 interviews

**About a week****Edmonton Public Schools  
interviews by job title**

Custodian

Substitute Teacher

Elementary School Teacher

**Interview process at Edmonton Public Schools****Overall experience****Interview process length****Most reported steps**

Not enough data

**Least reported steps**

Not enough data

Candidates can also **directly ask questions** to seek knowledge about company culture.

**HWDSB** Hamilton Wentworth District School Board  
71 3.7 ★★★★★

Follow Write a review

Snapshot Why Join Us 98 Reviews 617 Salaries 2 Jobs 34 Questions Interviews

### Questions and Answers about Hamilton Wentworth District School Board

See questions about

Promotion Benefits Working Culture Working Environment Working Hours Hiring Process Interviews  
Background Check CEO Company Future Dress Code Job Opportunities Part Time Jobs  
Work from Home Work Life Balance

Browse questions (34) Ask a question

34 questions about working at Hamilton Wentworth District School Board

search keywords

How did you get your first interview at Hamilton Wentworth District School Board?

Can't find your question about Hamilton Wentworth District School Board?  
Ask a question

h-District-School-Board/faq

Try this:

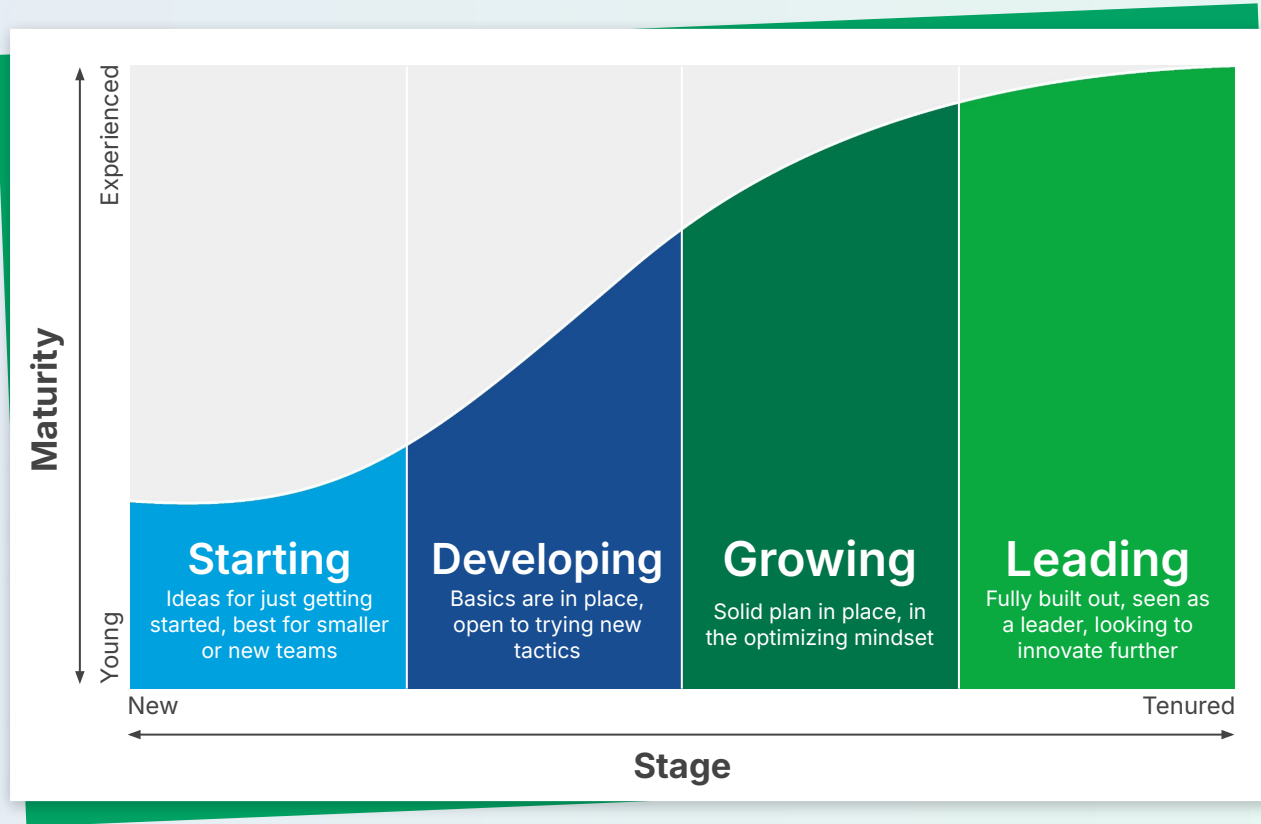
# Application Audit

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Apply to one of your own jobs – on your phone.

Did your application experience leave you  
feeling excited about your brand?

# The stages of employer branding



# Workshop

Where are you on your journey?

Identify the employer brand stage you're in and let's build a strategy.

# Starting

Everyone has to start somewhere, and a simple message is better than no message. Consider the following to kick off an employer branding strategy:

- ▶ **Identify players on your team who can assist with branding;** ensure they have an interest in branding and also have the bandwidth to manage online profiles and social media updates.
- ▶ **Claim your Glassdoor and Indeed profiles.** Critical first categories to highlight are culture, values, mission statement and leadership details. Often, these can be carried over from corporate career pages.
- ▶ **Run an audit for your brand** using the following questions:
  - What condition is our company career site in? Is the content updated enough (and approved) for use elsewhere?
  - What is my current rating on Glassdoor or Indeed? What insights can you extract from this?
  - Have you run employee satisfaction surveys? What are those results and where are your strengths/gaps?
  - Identify your talent goals for the year; what is the company working on that is exciting for potential candidates?
- ▶ **Get leadership buy-in early;** explain your talent goals for the year and share metric data already available, like Glassdoor or Indeed brand impressions and profile page views.
- ▶ **Establish a relationship with Marketing** to better understand what collateral they may already have that could help you build your story.

# Developing

After you've established a baseline understanding of where your current brand is, begin to think strategically about optimizing your message and inviting employees to collaborate.

- ▶ **Create a social hashtag** that can be used for tagging, so employees can participate in content generation; ensure your social media channels are connected to your Glassdoor & Indeed profiles.
- ▶ **Expand your branding categories** to DE&I Initiatives (Employee Resource Groups), Growth & Mobility, Community Involvement, Brand Sustainability, Interview Transparency
- ▶ **Consider building an Employee Value Proposition;** what is your promise to employees? What sets you apart? In what ways have you evolved your culture to create a great employment experience that employees recognize through reviews?
- ▶ **Drive traffic back to your completed profiles** and career page using targeting tools and a campaign infrastructure.
- ▶ **Take a look at your job descriptions.** These are the first impressions candidates may have of your brand.
  - Are job titles optimized for search? Use common language even if your roles are niche.
  - Use Indeed's AI Job Description tool to soften language and create an inviting narrative.
  - List job responsibilities (including pay and hours), and weave in cultural anecdotes and details about the team to paint a clear picture of the day-to-day experience



# Growing

Complement your content by actively engaging with your audience to maintain an ongoing conversation. Showcase your commitment to feedback, growth and change.

- ▶ **Build out a review response strategy.** This should include responses to both positive and negative reviews. Pro tip: Build a relationship with your PR/Corporate Communications and Legal team to ensure your responses check out. Responses should always include an empathetic tone, acknowledgement of the feedback and an actionable step to rectify grievances or pass along positive feedback.
- ▶ **Create a company content calendar** that will help organize consistent content updates; post to your Glassdoor and Indeed Company Updates feed, your social media channels and professional networks. Even a monthly update will help keep candidates informed.
- ▶ **Invite leadership to participate in your messaging;** think about the following additions:
  - Quotes from leadership about why employee experience is important to them
  - Stories, anecdotes or experiences that leaders can share as learning opportunities
  - Posts about your newly developed EVP (Employee Value Proposition) on leaders' own social channels
- ▶ Winning awards for employee experience? **Partner with Marketing to create inclusive, eye-catching imagery celebrating these awards** that can be pinned in your job descriptions, company profiles and social channels.

# Leading

Your profiles are complete and being maintained. You're seen as a model example by other employers. Job seekers are flowing into your pipeline — consider leveling up for even further impact:

- ▶ **Build an employee ambassador program;** select employees who are culture drivers to share content, speak at events or share their perspectives. These ambassadors can help drive your messaging goals and encourage others to participate.
- ▶ **Assemble an employer brand toolkit** to make content sharing easy, fun and simple. Create a shared drive that includes branded assets such as Zoom backgrounds, articles that highlight you as an employer in the news, approved photos to be shared across social channels and approved press releases.
- ▶ **Expand employee programs** that workers will be proud to talk about and share out broadly:
  - Organize in-market volunteer opportunities to bring employees together outside of the office or Zoom
  - Connection circles; in times of crisis, create psychologically safe spaces for employees to gather to process world events that may affect them. Bring in outside professionals to assist.
  - Mental health days: surprise days off, company-wide, that allow everyone to rest and recharge. If employees take advantage of their day off with a day trip or experience, have them document and share on social media (using your hashtag!)
- ▶ **Create an inclusion content calendar** and celebrate monthly events; Black History Month, Pride, Women's History Month (offer employees per diems, swag or content assets like Zoom backgrounds for all to celebrate)

Parting Thought

When employer brands are  
designed with humanity,  
***top talent will come, they will stay,  
and your business will flourish.***

indeed + 'GLASSDOOR'

Made with 

© 2024, Indeed & Glassdoor

# Appendix

# Applying it with tools:

## Employer Branding Hub

Excite and delight candidates with culture stories, highlights and perks on a dedicated landing page.

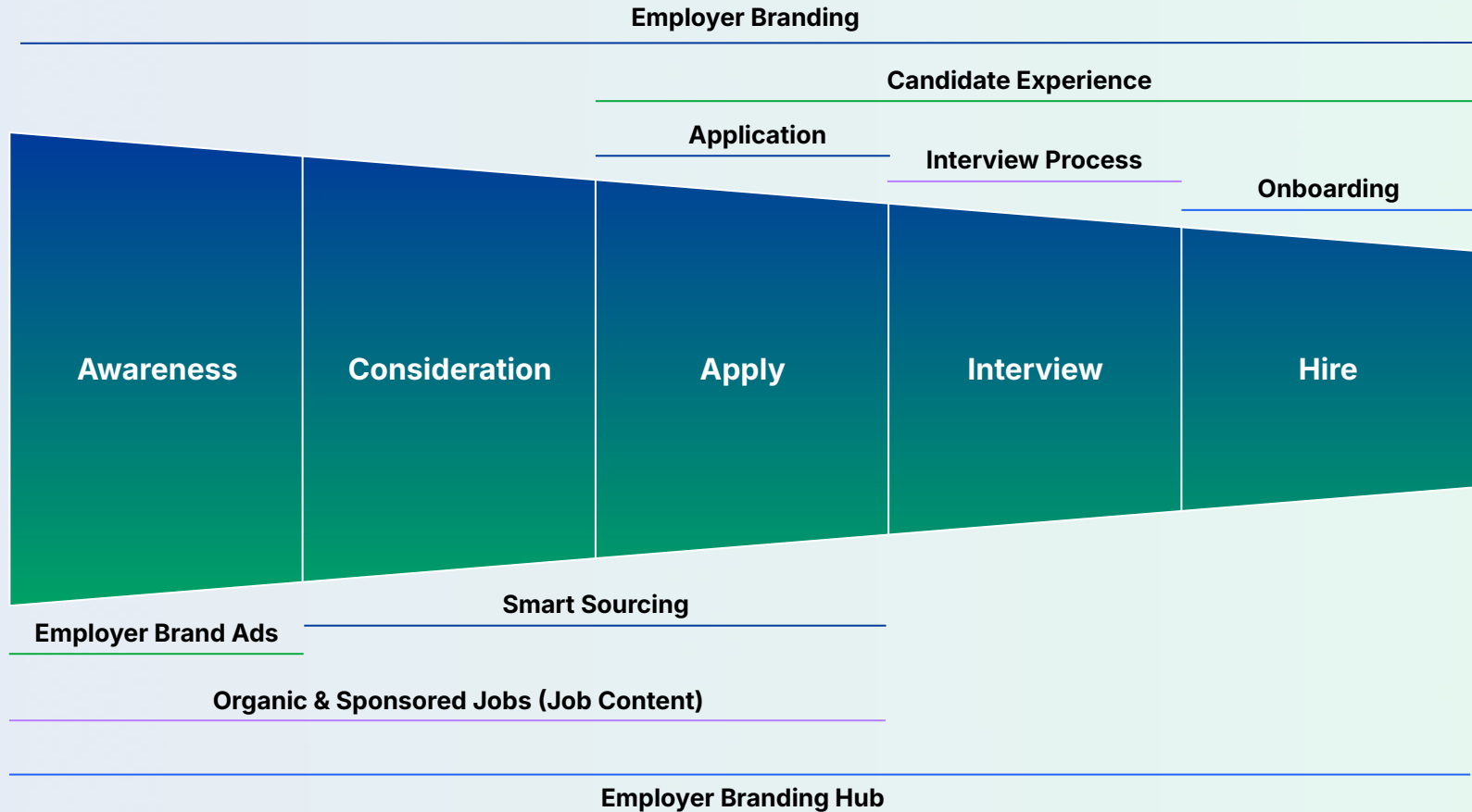
## Employer Branding Ads

Expand your storytelling to candidates wherever they may be spending time online.

## Sponsored Jobs

Paint a picture with words — it may be the first impression a candidate has of your company.

- Polish profiles with employee stories, company updates, inclusion programs, leadership advice, wellness initiatives, company awards, culture and values.
- Read and interpret reviews for ongoing employee experience optimization; craft responses that feel empathetic, compassionate and human.
- Proud of a particular employee program? Win an award? Design messages rooted in the human experience at the company.
- Partner with Marketing or Communications teams to share key brand messaging from your careers page with candidates across the web.
- Go beyond job responsibilities and showcase team culture, while also highlighting working hours and pay to offer a well-rounded picture.
- Writer's block? Consider AI tools to aid messaging refinement, but always edit for brand tone of voice and personality.





### **Coffee Chat: Terry Gibson**

1. What are the most significant challenges when trying to attract teachers, and how can putting your employer brand out to job seekers help overcome these challenges?
2. What tools and technologies are you currently available to help school boards build and maintain a strong employer brand, and how can they be integrated into existing HR practices?
3. How should school boards do to measure the effectiveness of their recruiting efforts, and what metrics or indicators should they focus on?
4. Looking ahead, how do you see the future of employer branding evolving in the Education sector, and what emerging trends should organizations be aware of?



# Additional Questions?

# Glassdoor Enhanced Profile

## A. Banner photo:

- PNG, JPEG, GIF
- Min size 1440 × 275
- Max size 2MB
- Headline up to 25 characters

**Banner Video:** YouTube or Vimeo

## B. Company logo:

- PNG, JPEG, GIF
- Min size 180 × 180px
- Max size 2MB

## C. Company Updates:

- Summary: 1000 Characters
- Photo: PNG, JPEG, GIF (Min size 180 × 180px; Max size 2MB)

## D. Why Work For Us:

- Up to 5 sections
- 10,000 max characters per section

## E. Company video:

YouTube and Vimeo supported

## F. Company photos

- PNG, JPEG, GIF, BMP
- 5MB or less per photo

## G. DEI photos

- 900 × 506px
- 2MB or less

Community Jobs Companies Salaries Search

Admin tools: Admin tools

**Peace River North – School District 60** **Follow** **Add a review**

Engaged employer

Overview 6 Reviews 38 Jobs 10 Salaries -- Interviews -- Benefits 11 Photos

**Peace River North – School District 60 overview** 4.3★

[www.prn.bc.ca/](http://www.prn.bc.ca/) Fort St. John, Canada

501 to 1000 Employees 1 Location

Type: Company - Public Revenue: Unknown / Non-Applicable

**Primary & Secondary Schools**

School District 60 is progressive and growing. There are 23 schools in School District 60, 2 of which are new within the last 7 years and 1 on the way! The district's schools provide education services to approximately 6000 students. Our schools range in size and number ... [Read more](#)

**Mission:** All students will graduate crossing the stage with dignity, purpose and options.

**Why work with us?**

**Peace River North – School District 60 locations**

All Other Locations

Fort St. John 5★

[See all locations →](#)

**Jobs you may like**

Peace River North – School District 60

**Custodian - Casual**

Rose Prairie

\$24.94 Per hour [Employer Est.]

Peace River North – School District 60

**Director of Facilities**

Fort St. John

\$121K - \$151K [Employer Est.]

Peace River North – School District 60

**Education Assistant**

Fort St. John

\$26.24 - \$31.43 Per hour [Employer Est.]

Peace River North – School District 60

**Carpenter**

Greater Sudbury

\$25.00 Per hour [Employer Est.]

# Indeed Company Page

## Cover photo:

- 980×200px, JPEG, Wide Landscape

## Banner photo:

- YouTube video

## Brand message:

- Up to 160 characters

## Company logo:

- JPEG
- Size 26×256px
- Square logo

## Company updates:

- Summary: 1,500 characters
- Photo: .jpg, .png, .gif (16:9 ratio)  
(Min size 900×506px Max size 2MB)

## Why Join Us:

- Up to 10 sections
- \* YouTube URLs:  
youtube.com,youtu.be,  
m.youtube.com  
Embedded YouTube URLs  
NOT supported
- 1240×700px, JPEG

## Company video/cover photo:

YouTube and Vimeo supported

## Company photos

- PNG, JPEG, GIF, BMP
- 5MB or less per photo

