



Certification Nation Day

CND

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Certification Nation Day

Certification Nation Day is our annual global celebration of **Great Place To Work Certified®** companies. This special occasion provides a unique opportunity to proudly showcase your brand to the world. It's a chance to spotlight your incredible culture, the experiences that define your organization, and the people that make it great – your employees.

What customers are saying about Certification Nation Day



I love that companies across the world can join in from wherever they are to celebrate! Overall, it was such a fun experience, and we look forward to celebrating year after year with Great Place To Work and all Certified companies!



I loved seeing the engagement on social media. It was a great opportunity for us to remind people about our Certification



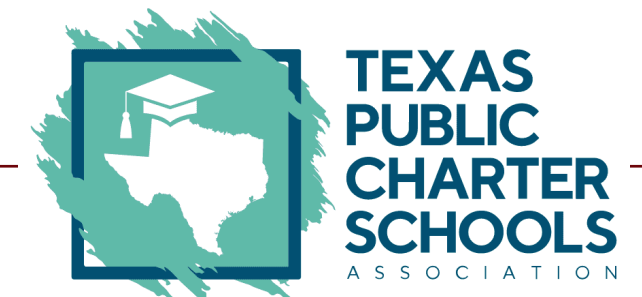
Great idea and opportunity to continue celebrating being an employer of choice.



I just loved the connection to other Great Place To Work companies. It's a community.



It was a good opportunity to remind our team that we are Certified™ and what we achieved to gain Great Place To Work Certification.



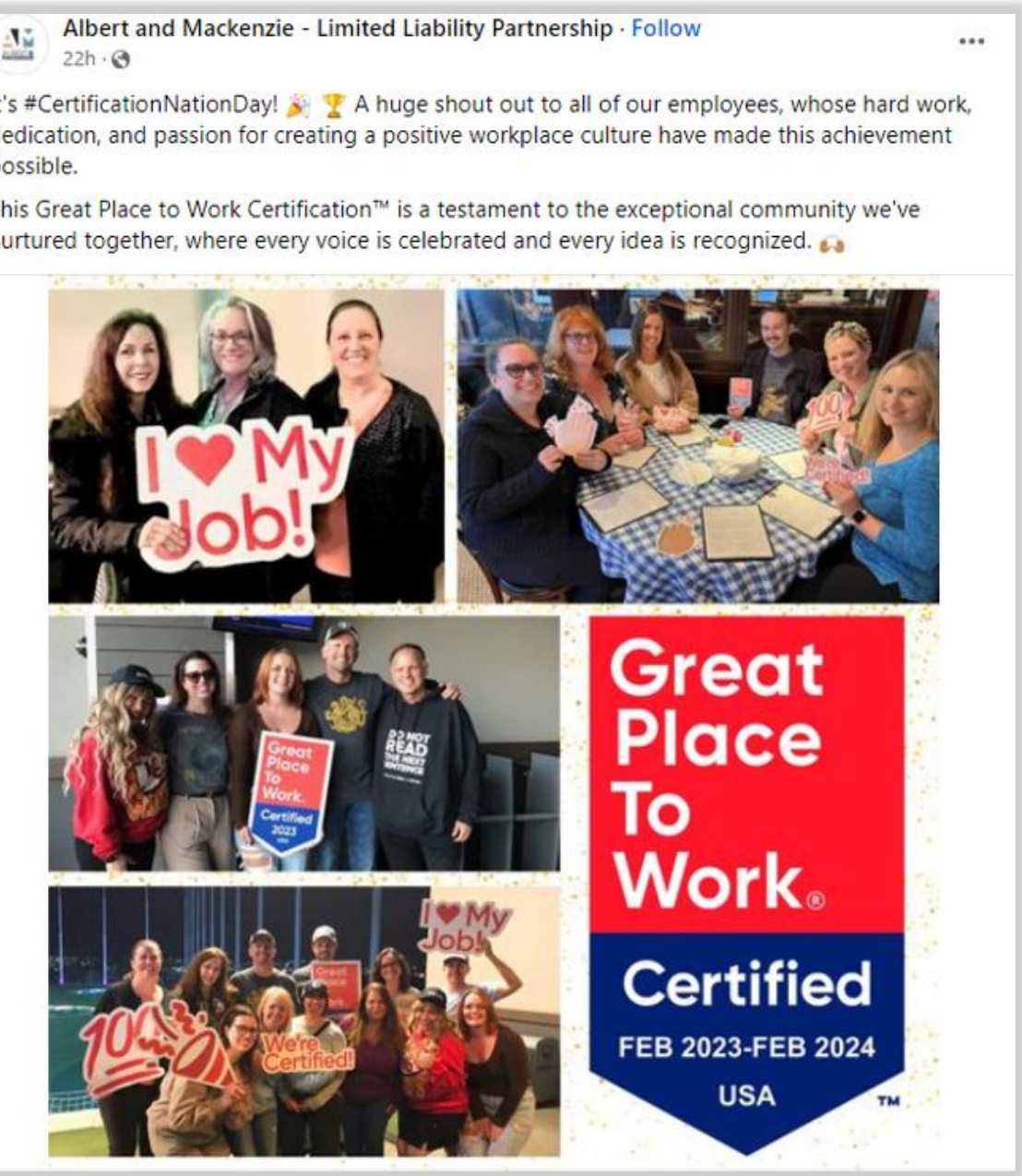
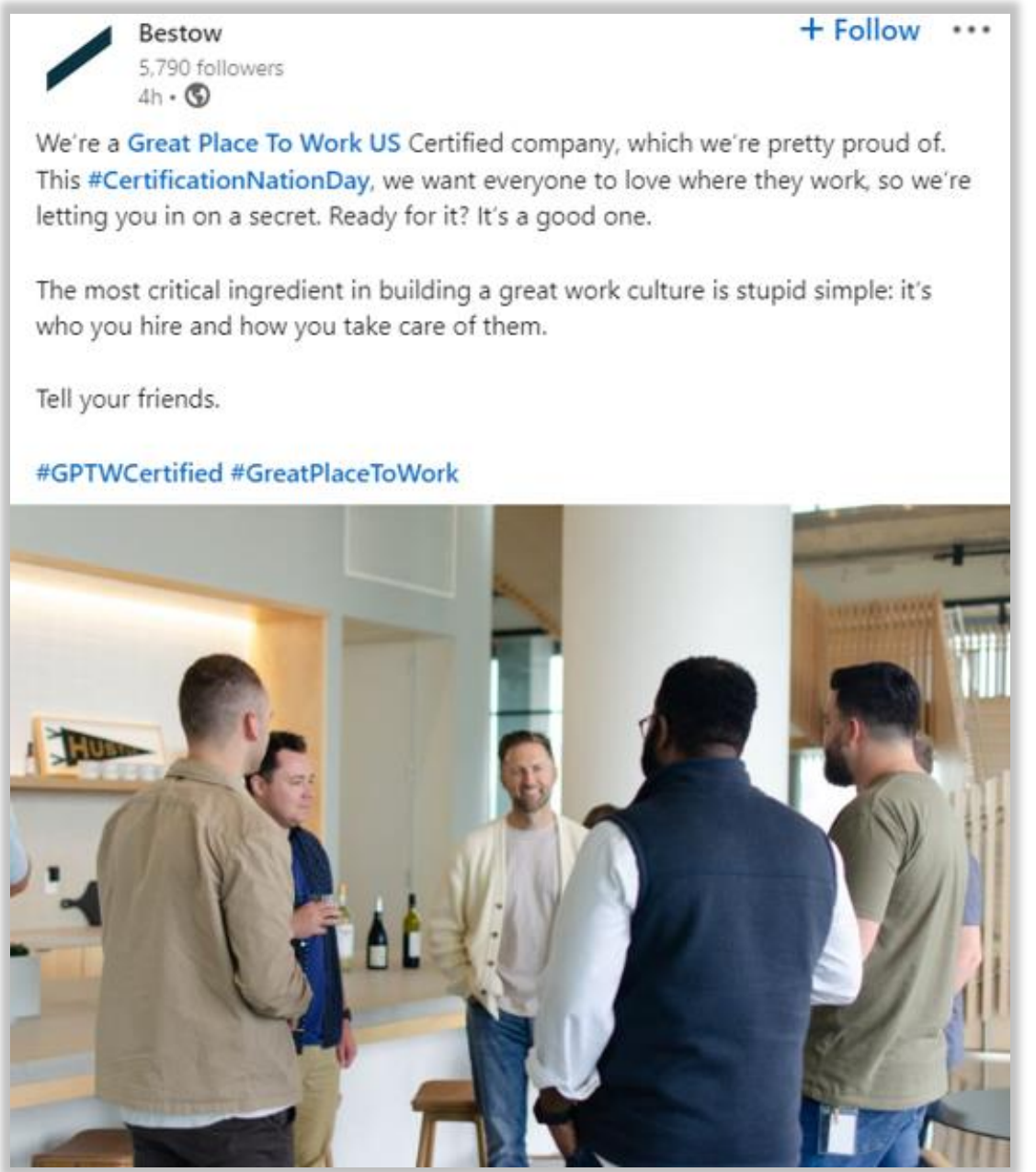
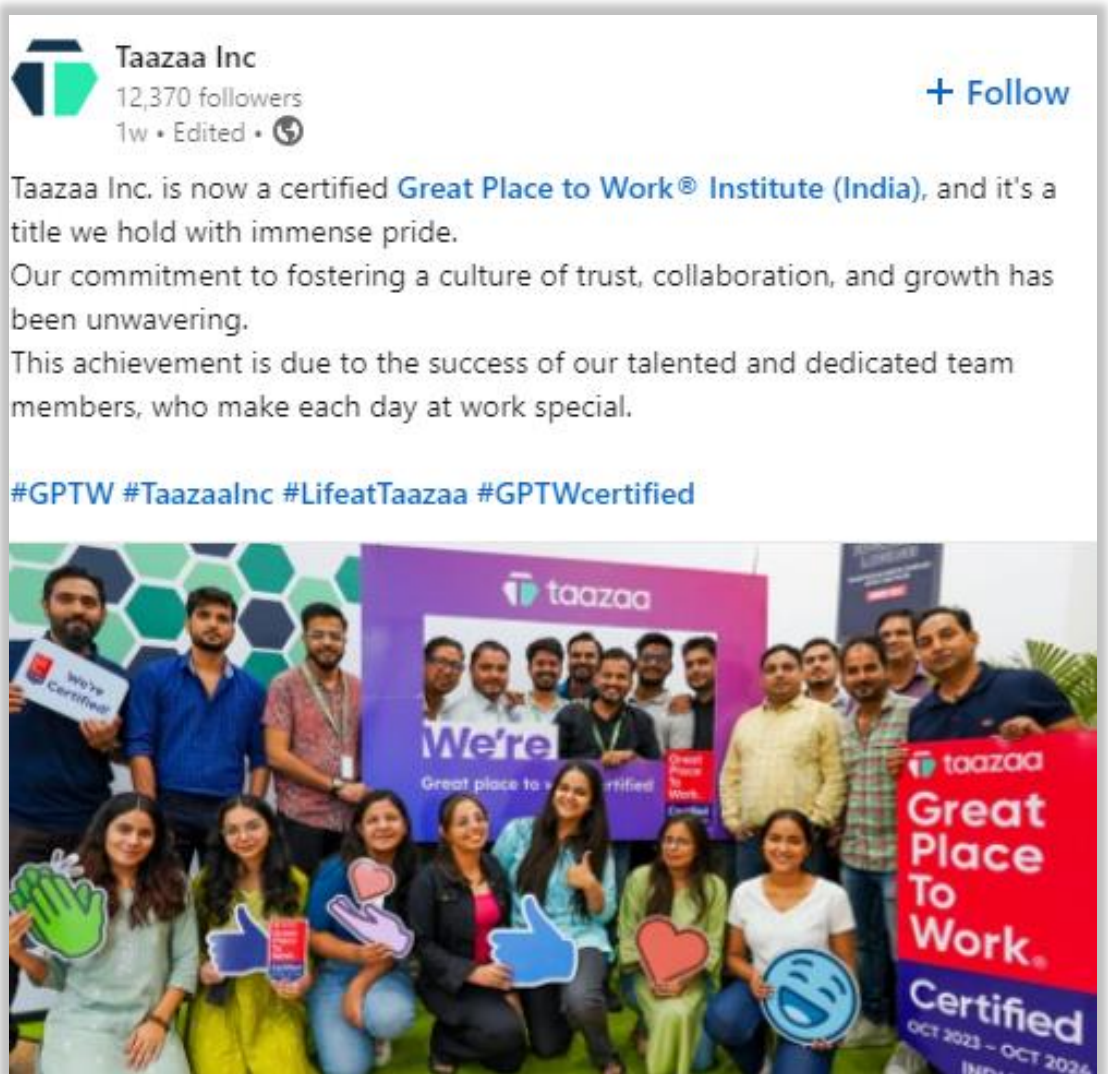
It was our first time. Favorite part was the internal dialogue we had about why we love where we work!



Benefits of Participation

Boost employee pride, engagement, and retention

Participating in **Certification Nation Day** boosts employee pride, engagement and retention. It provides a unique opportunity for businesses to highlight the significant achievement of earning Certification, nurturing a sense of pride that resonates through the entire organization. By fostering employee pride, companies can significantly enhance and improve their retention rates in the workplace.



Fill your recruitment pipeline with great talent

For businesses in the process of recruitment, participating in **Certification Nation Day** offers a distinctive opportunity to distinguish themselves. By showcasing their Certified status, companies are demonstrating their dedication and commitment to fostering a thriving workplace culture. By leveraging the event's momentum, you can secure a competitive edge in both attracting and retaining top talent.



Elevate your employee brand

Participating in **Certification Nation Day** provides you with the opportunity to really amplify your employee stories. When companies share their unique culture through employee stories, they create an enticing employer brand.

We asked employees
at Certified™ companies:

What makes
your workplace
great?



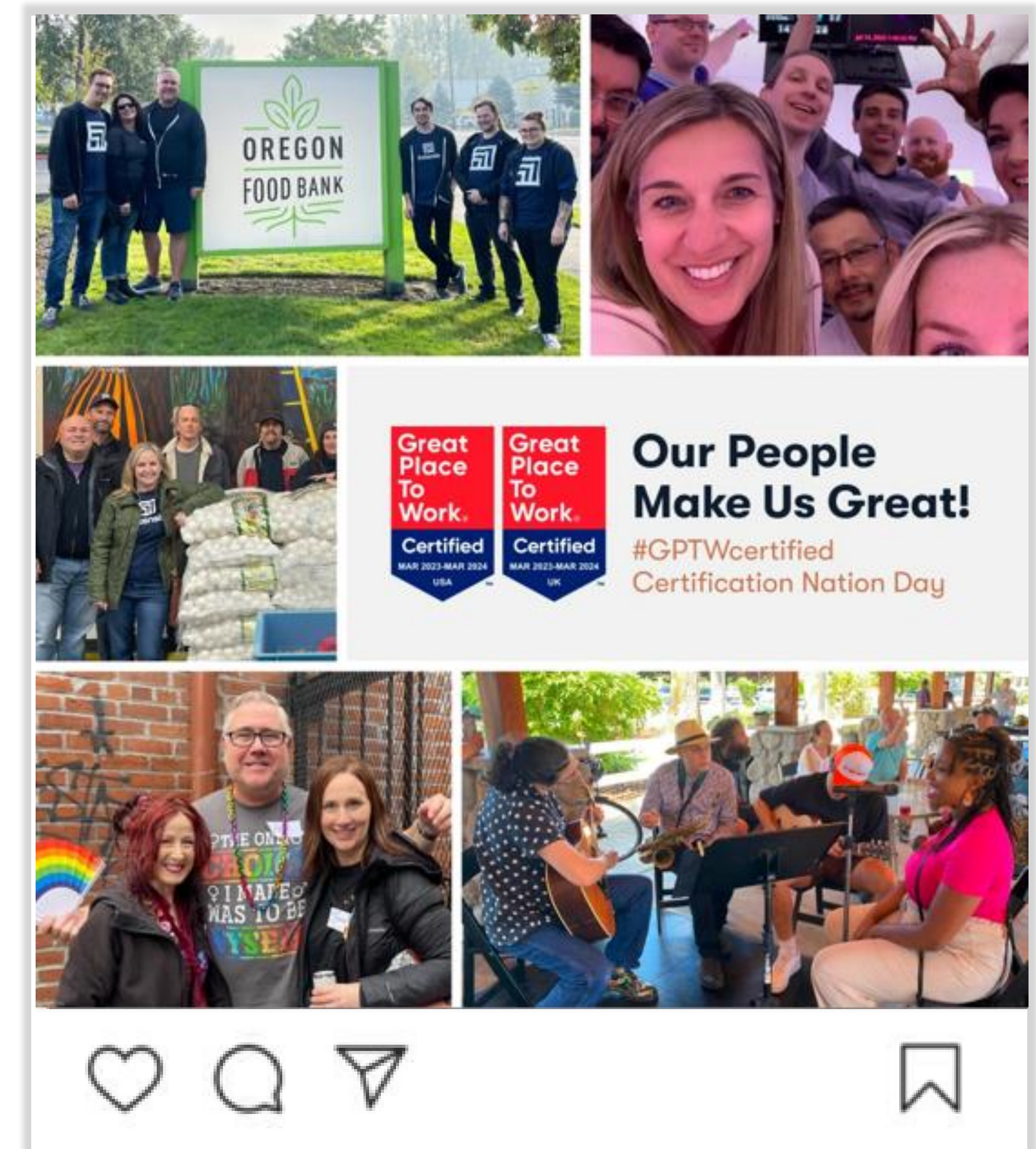
[Click to Play Video](#)



How to Participate

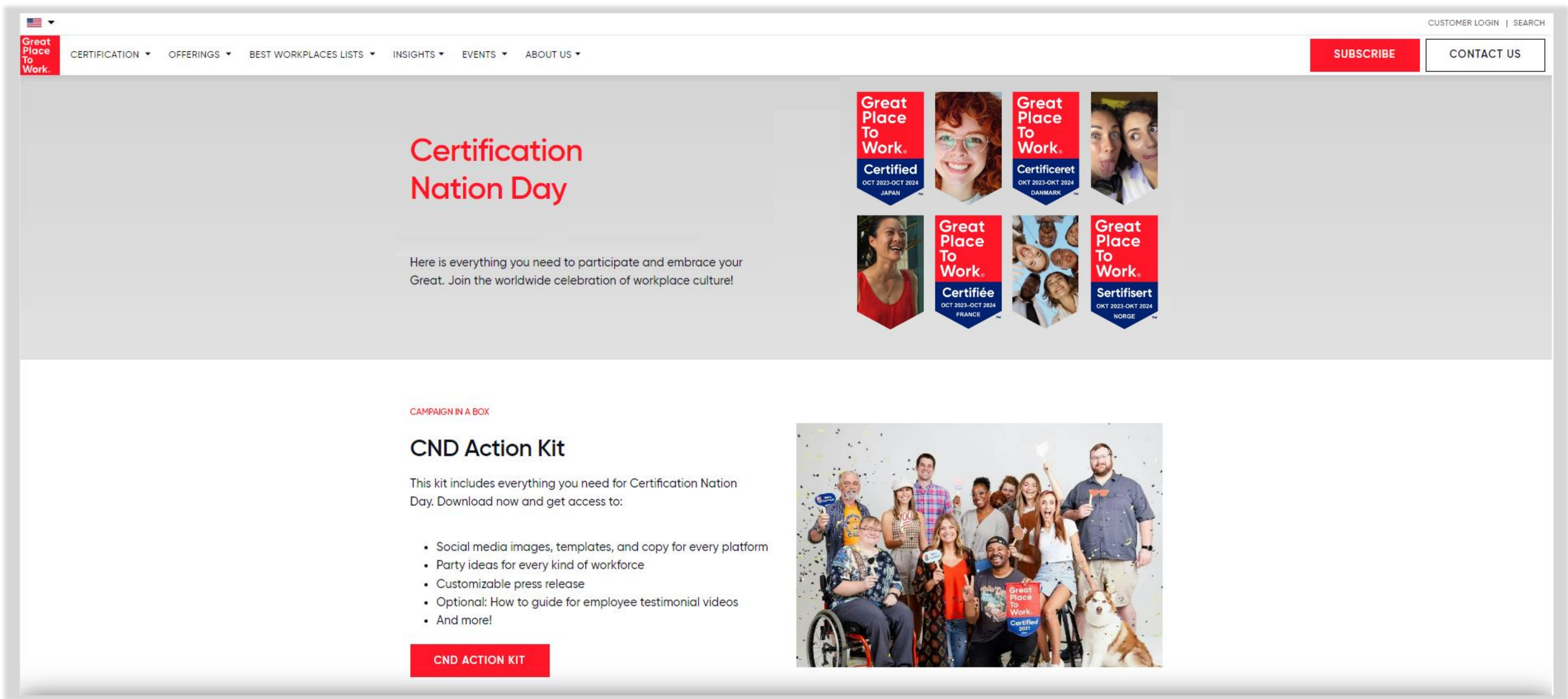
Participating is easy

- Post on your favorite social media platforms on Certification Nation Day
- Host an in-person or virtual celebration
- Use hashtags:
 - #GPTWCertified
 - #GreatPlaceToWork
 - #CertificationNationDay
- **Mention us!** Be sure to mention Great Place To Work in your social media posts and tag company handles



Certification Nation Day Customer Toolkit

The kit has everything you need for a great experience on **Certification Nation Day**.



Certification Nation Day **Action Kit**

This is a list of everything included in your Action Kit. Use these items as-is or customize the provided templates to add your own images.

Email Graphics

- Evite Images
- Email Signature Banners

Presentation Graphics

- Presentation Slide
- Video Call Backgrounds

Printable Graphics

- Printable Breakroom Posters
- Printable Selfie Props

Social Graphics

- Animated Social Posts
- Still Social Posts

Social Media Copy

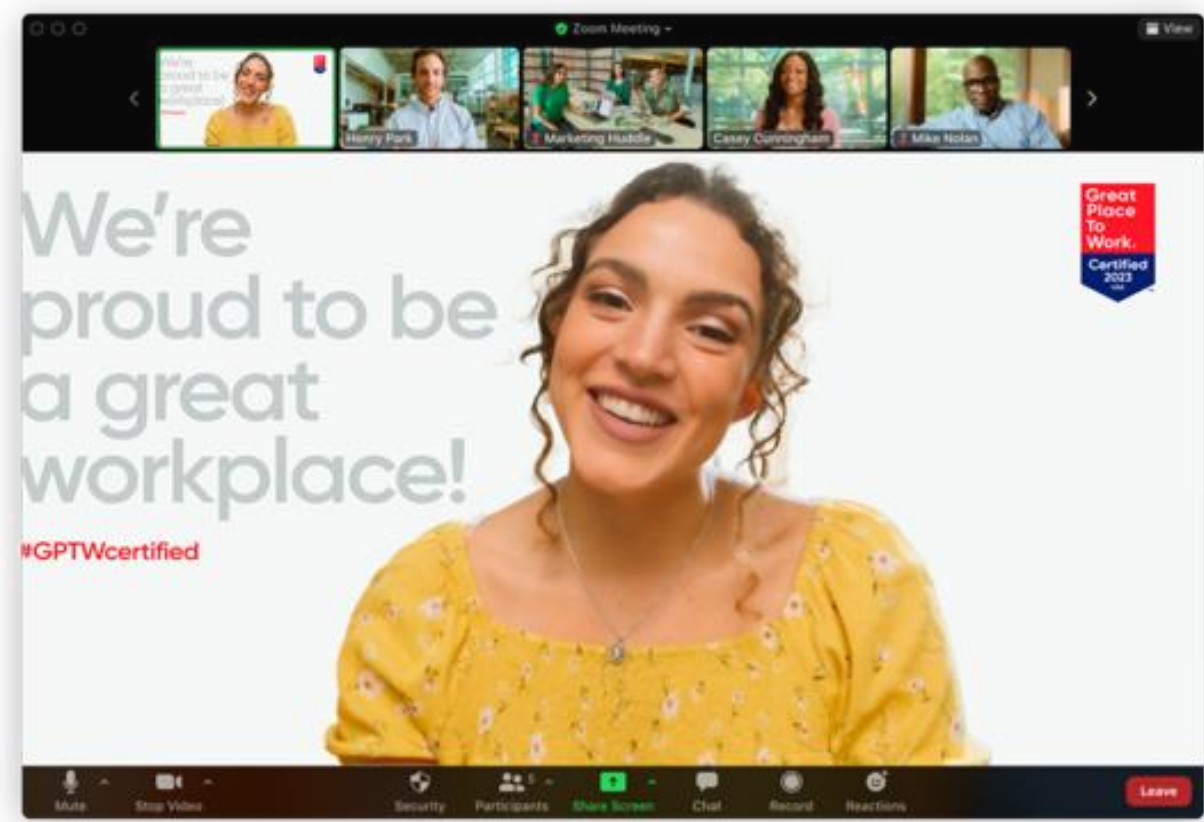
- Copy & Paste Social media content

Employee Video Stories Guide

- Step-by-step guide with video prompts

Action Kit Examples

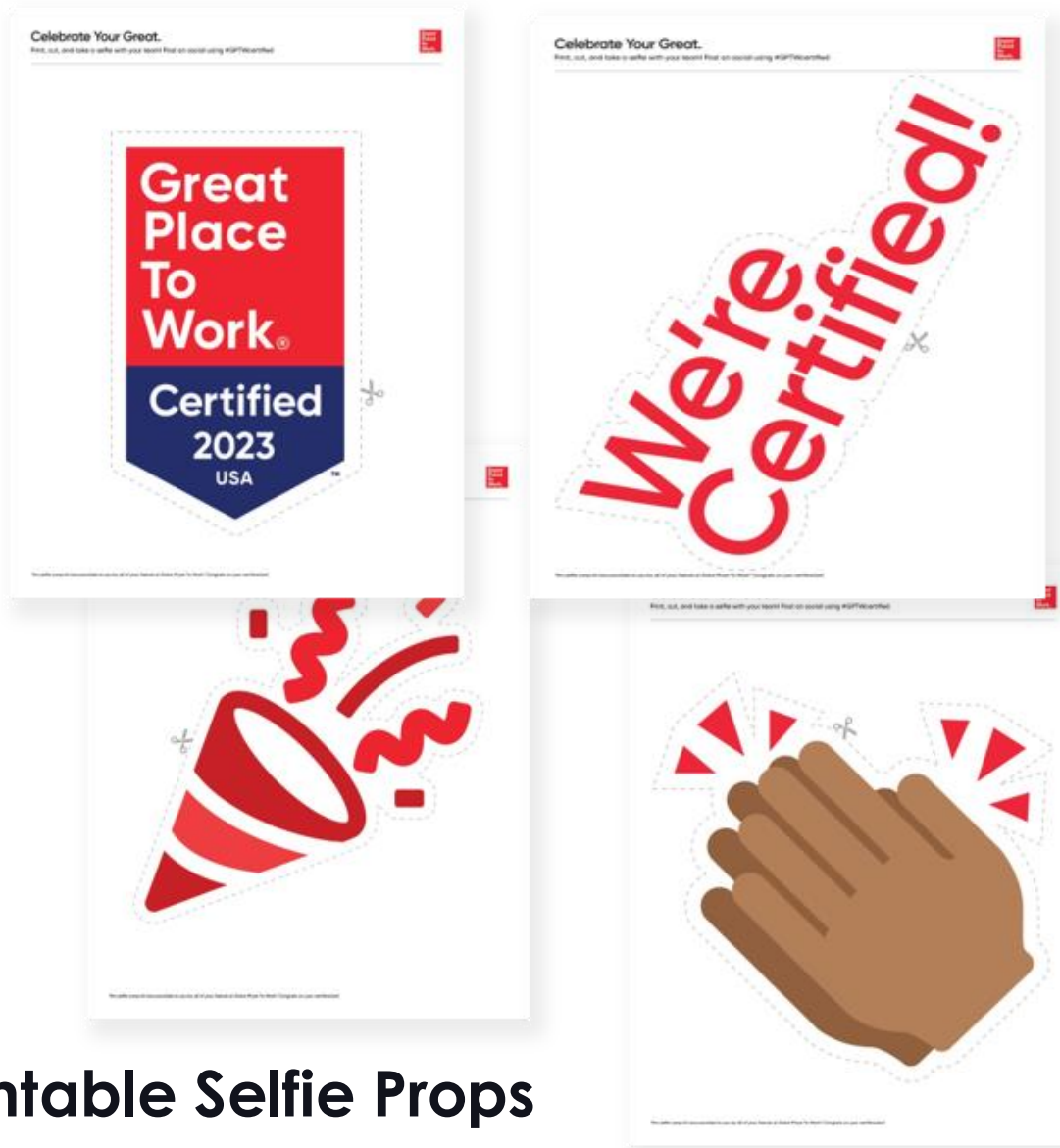
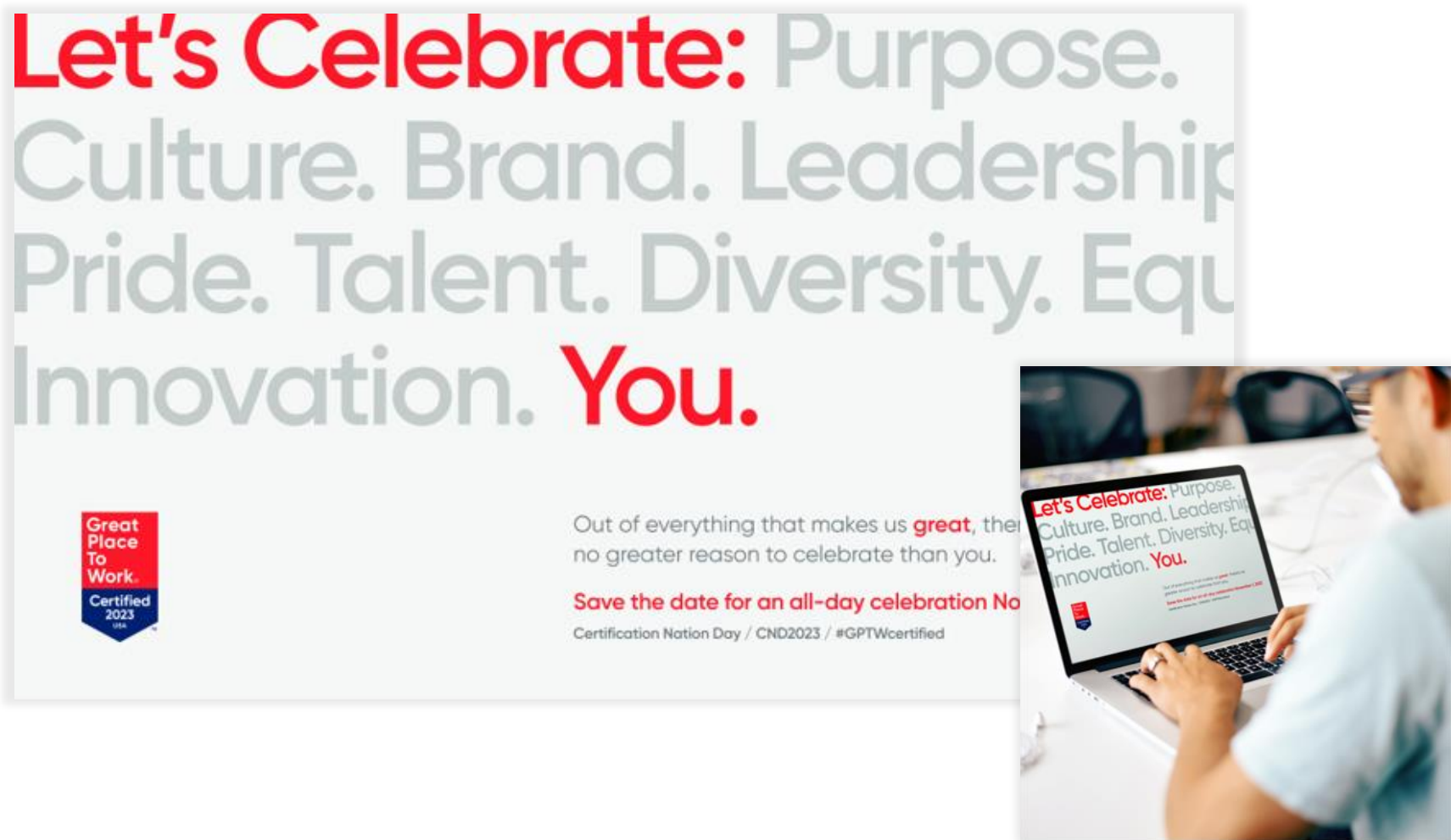
Zoom Backgrounds



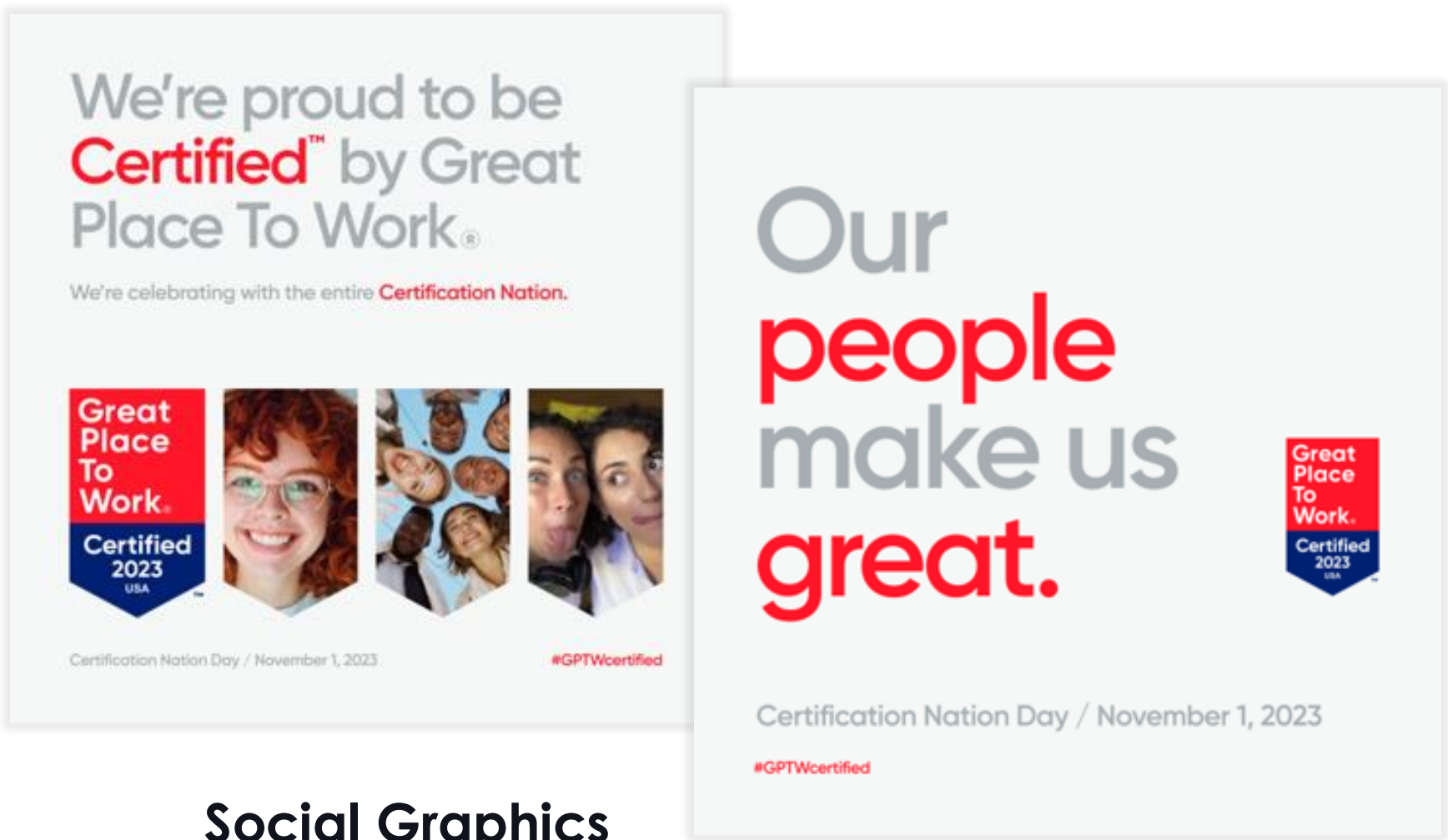
Evite



Presentation Slide



Printable Selfie Props
Great Place To Work®




Social Graphics



Printable Graphics

Social Media Examples

#GPTWCertified #CertificationNationDay #CND



Conti Federal Services

3,740 followers

2w • Edited •



+ Follow


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Wrapping up a fantastic #CertificationNationDay of celebrations with pride and gratitude!

This week was a reminder of the incredible team we have, the culture we've built, and the positive impact it has on all of us.

Together, we've achieved extraordinary things, and our commitment to excellence is stronger than ever. Thank you to our dedicated team for making us a Great Place to Work. #CertificationNationDay #GPTWCertified #GPTW4ALL





SEPHORA

1,901,744 followers

1h •


+ Follow


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Our people are the reason we get to be part of #CertificationNationDay. Because of them, we get to call ourselves a #GPTWCertified company! 🌟💖

87% of Sephora employees are proud to tell others they work here. We're proud to employ over 15,000 creative, talented, and passionate people in the US who help us expand the way the world sees beauty. Thank you, Sephora employees! ❤️

#SephoraLife #GPTW Great Place To Work US





Main Line Health

43,669 followers


3w • Edited •

+ Follow

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Happy #CertificationNationDay! 🌟 Today, we recognize our people. It's because of them that Main Line Health is Great Place To Work US certified for the second year in a row. Our culture is based on providing exceptional experiences for our patients, employees and our local communities. Cheers to our incredible workforce who bring passion and dedication every day. They truly shape our culture. Join the celebration and stop by the hospital cafeterias today to see what we're up to and share your favorite memory of working at Main Line Health.

#GPTWCertified #GreatPlaceToWork





Spectrum One

3,054 followers

1mo •

+ Follow

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Happy Certification Nation Day! 🌟

Today, we shine the spotlight on our extraordinary employees who go above and beyond, day in and day out. It is their dedication that has earned Spectrum One the esteemed #GPTWCertified status. Our vibrant culture is built on delivering exceptional experiences for our customers, each other, and our communities. 🌟 As a #GPTWCertified company, we take immense pride in recognizing their remarkable contributions to each other, our esteemed partners, and our community. ❤️ Join us in applauding our amazing team!

Want to join us? We're hiring! Check out our careers page for open opportunities - https://lnkd.in/gFAk6_rn #CertificationNationDay #CelebrateYourGreat



Social Media Examples

#GPTWCertified #CertificationNationDay #CND

ATC

10,221 followers

1mo • 🌐

+ Follow

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Happy Certification Nation Day! What's our secret to again being certified as a Great Place To Work®? A positive company culture, great benefits and, of course, fantastic people.

Check out our careers site to see if we have a spot on our team for you: <https://lnkd.in/dY4yqHbC>

#GPTW #GPTWcertified

We're Great Place to Work-Certified™!

Great Place To Work. Certified

American Transmission Co.

93% of employees at American Transmission Co. say it is a great place to work compared to 57% of employees at a typical U.S.-based company*

American Transmission Co.

93%

Typical Company

57%

Source: Great Place to Work® 2021 U.S. National Employee Engagement Study*

Arcutis Biotherapeutics, Inc. (Nasdaq: ARQT)

16,413 followers

1mo • 🌐

+ Follow

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Our people are the reason we get to be part of #CertificationNationDay. Because of them, we get to call ourselves a #GPTWCertified company! Happy Certification Nation Day! 🎉

Great Place To Work US

Our people make us great.

Certification Nation Day / November 1, 2023

#GPTWcertified

Great Place To Work. Certified 2023 USA

Signable

1,250 followers

1mo • Edited • 🌐

+ Follow

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Happy #CertificationNationDay 🎉

Today, we celebrate the driving force behind Signable's amazing culture: our employees! 🙌

At the core of our culture lies the commitment to deliver exceptional experiences for our customers, colleagues, and communities. We are extremely proud to have such a strong, dedicated, and passionate team of people ❤️

Read more: <https://hubs.ly/Q027dBV80>

#GPTWCertified #GPTW #WorkCulture | Great Place To Work UK

Reinvigoration, a leading operations transform...

6,777 followers

1mo • 🌐

+ Follow

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Reinvigoration is honoured to celebrate what makes us great on #CertificationNationDay! We are extremely proud to have such a strong, dedicated, and passionate team of people who make up our culture!

Happy Certification Nation Day! 🎉

Want to join our talented team? Check out our current vacancies.

Operational Excellence & Continuous Improvement Principal Consultant: <https://lnkd.in/eid5D3sn>

Principal Operational Excellence Subject Matter Expert: <https://lnkd.in/eZ5t4esD>

#GPTWCertified #hiring #companyculture #lifefreinvigoration

We're proud to be Certified™ by Great Place to Work®

We're celebrating with the entire Certification Nation.

Certification Nation day, November 1 2023

Great Place To Work. Certified FEB 2023-FEB 2024 UK

Bell Technlogix, Inc.

5,283 followers

1mo • Edited • 🌐

+ Follow

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Let's Celebrate! 🎉 Bell Technlogix is proud to be certified by Great Place To Work US and participate in #CertificationNationDay - a global celebration of #GPTWCertified workplaces that put their people first. Our employees are the heart of our success at Bell Technlogix, and we are committed to supporting their personal and professional growth. <https://lnkd.in/grApZYN4>

#CertificationNationDay

Great Place To Work. Certified JAN 2023-JAN 2024 USA

BELL Technlogix

Infinitt-O

7,408 followers

1mo • 🌐

+ Follow

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#CertificationNationDay 2023 is here, and we can't contain our excitement! Today, we shine the spotlight on the heartbeat of Infinitt-O's culture of Malasakit (caring). This fuels us to keep creating endless opportunities for our clients, team members, the broader community, and the environment.

#GPTWCertified #CertificationNationDay #CertifiedPride #GPTWPH

Infinitt-O Manila Inc.

ServerMania

778 followers

1mo • 🌐

+ Follow

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Happy #CertificationNationDay 2023! 🎉 Today is all about celebrating the backbone of ServerMania's success: our outstanding employees! Their passion, camaraderie, and hard work have cultivated a culture that shines brightly with authenticity and positivity.

Being a #GPTWCertified company is a testament to their unwavering dedication to making a difference for one another, our customers, and the community we serve. ❤️ Join us in recognizing and cheering on our exceptional team on this special day!

We're proud to be Certified™ by Great Place To Work®

Great Place To Work. Certified JUL 2023 - JUL 2024 CANADA

#GPTWcertified Certification Nation Day | November 1, 2023

Ascension

8,397 followers

1mo • 🌐

+ Follow

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Happy #CertificationNationDay! We're proud to be a Great Place To Work US certified company. 🎉

Great Place To Work. Certified 2023

Our people make us great.

Certification Nation Day / November 1, 2023

#GPTWcertified

BatchService

42,613 followers

1mo • 🌐

+ Follow

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Our team had a blast celebrating #CertificationNationDay this week! We're proud to be Great Place To Work US certified.

#GreatPlaceToWork #GPTW4ALL

Distinctly

5,843 followers

1mo • 🌐

+ Follow

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Happy #CertificationNationDay! for Great Place To Work UK 🎉

We are super proud of our amazing employees at Distinctly's who make our culture truly special.

Cheers to our team of superstars on making us a Great Place to Work. 🙌

#GPTWCertified #CertificationNationDay #CelebrateYourGreat #GreatPlaceToWork

We're Certified!

DISTINCTLY

Our people make us great.

Certification Nation Day / November 1, 2023

Great Place To Work. Certified SEP 2023-SEP 2024 USA

#GPTWcertified

Sequoia - Follow

16h • 🌐

+ Follow

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Sequoia is a certified company by Great Place to Work US and today on #CertificationNationDay, we're celebrating the remarkable achievements, dedication, and hard work of our incredible teams. We take pride in providing perks and valuable training opportunities to support the continued growth of our team members and will continue to create these elevated experiences. 🙌 #ElevateToSequoia #GPTWCertified

Great Place To Work. Certified JAN 2023-JAN 2024 USA

Great Place To Work®



Questions?

Email: hello@greatplacetowork.com

