

How to promote your 100 Best list placement

Publish Date: Monday, April 11 at 7 a.m. EDT



Welcome!



Katie Van Geffen

Senior Manager Strategic Partnerships
& Recognition



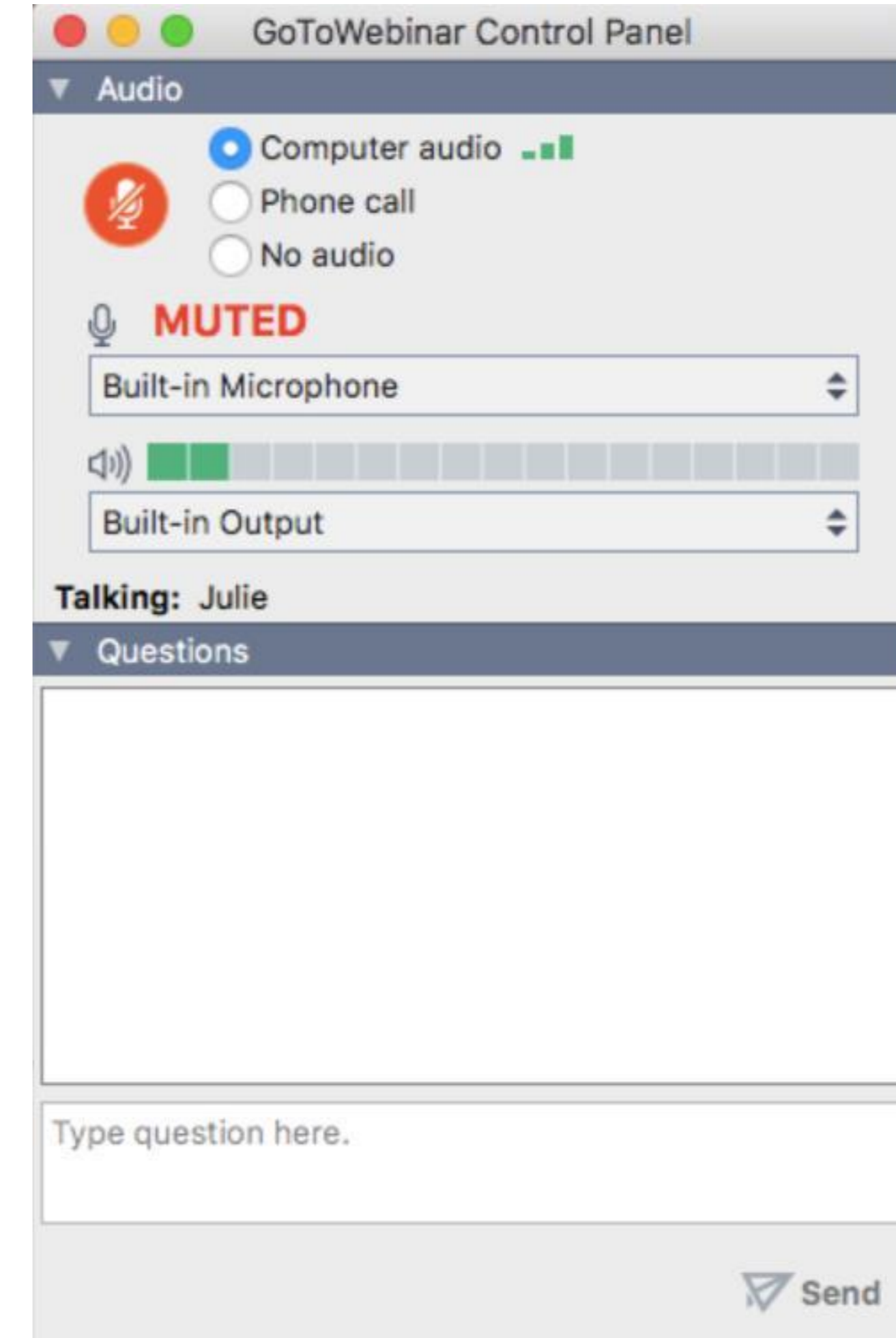
Emma Casey

Growth Marketing Manager

Before we get started...

Housekeeping

- Everyone is on mute
- Ask questions at any time using the “Questions Panel” in the top, right of your screen.
- Any questions we might not get to, we will follow-up after the webinar.
- Recording and presentation will be provided within 48 hours after the webinar.
- We ♥ feedback! Please send your feedback or any questions to support@greatplacetowork.com



What we will cover

- What it means to be one of the 100 Best
- List basics
- Why celebrating matters
- Promotional resources

What makes this year's 100 unique?

Commonalities of 2022 finalists that got you to rank

- 9 out of 10 employees say it's a great place to work and would strongly endorse to friends & family
- 4 out of 5 feel psychologically & emotionally health
- 4 out of 5 look forward to coming to work



List Basics

All details you need for sharing finalist status & promoting your achievement

Embargo & Confidentiality, List Badge Options & Social/Web Compliance

Details

- Monday, April 11, 2022
 - Final ranking will be published at 7:00 a.m. EDT
 - 100 workplaces each with over 1,000 U.S. employees
-

- Embargo & Confidentiality is in effect until the list is published
- 2 options for badges

Communication



During Embargo...

- Confidential: Internal ONLY disclosure
- You're a **finalist**
- Prepare leadership
- Inform marketing, web, social, etc. teams
- Plan your promotions



When List is Published...

- Let the world know starting at 7am EDT on April 11!
 - Social: #100BestCos, #BestWorkplaces, #GPTWcertified
 - Content: blogs, team-member videos
 - Press release + media distribution
- Leadership messages
- Host a party for your people
- Add badge & Certification profile to website, HR/Marketing materials

List Badge & Name Options



License *Fortune* badge (Pars International)

- Use of "*Fortune*" within marketing and written content
- Include *Fortune* badge within contracted ways and timeframe
- Use licensed list name: *Fortune* 100 Best Companies to Work For®

Please note:

- Licensing is through Pars International
- Great Place to Work is unable to support with contract or guidelines
- Can also use your Certification badge!



No licensing with *Fortune*

- Promotion without "*Fortune*" name in content or materials: 100 Best Companies to Work For
- Can use your royalty-free Great Place to Work Certification badge in lieu of the list badge

Note:

- Most cost effective. (No licensing needed!) You'll use non-licensed promotion of list

How does this work in content?

You **licensed** the *Fortune* badge & name...

Use the branded list name...

Fortune 100 Best Companies to Work For®

Fortune 100 Best Companies to Work For® 2022

2022 *Fortune* 100 Best Companies to Work For®

Fortune 100 Best Companies to Work For® in 2022

@GPTW_US & @FortuneMagazine 100 Best Companies to Work For®

You **didn't** license from *Fortune*...

Using the non-branded list name...

100 Best Companies to Work For

100 Best Companies to Work For 2022

2022 100 Best Companies to Work For

100 Best Companies to Work For in 2022

100 Best Companies to Work For by @GPTW_US & @FortuneMagazine

Everyone, regardless of *Fortune* licensing, can use the **non-licensing direction**.

Additionally, in long-form content, everyone can shorten the list name to **100 Best** after the full list name has been used.

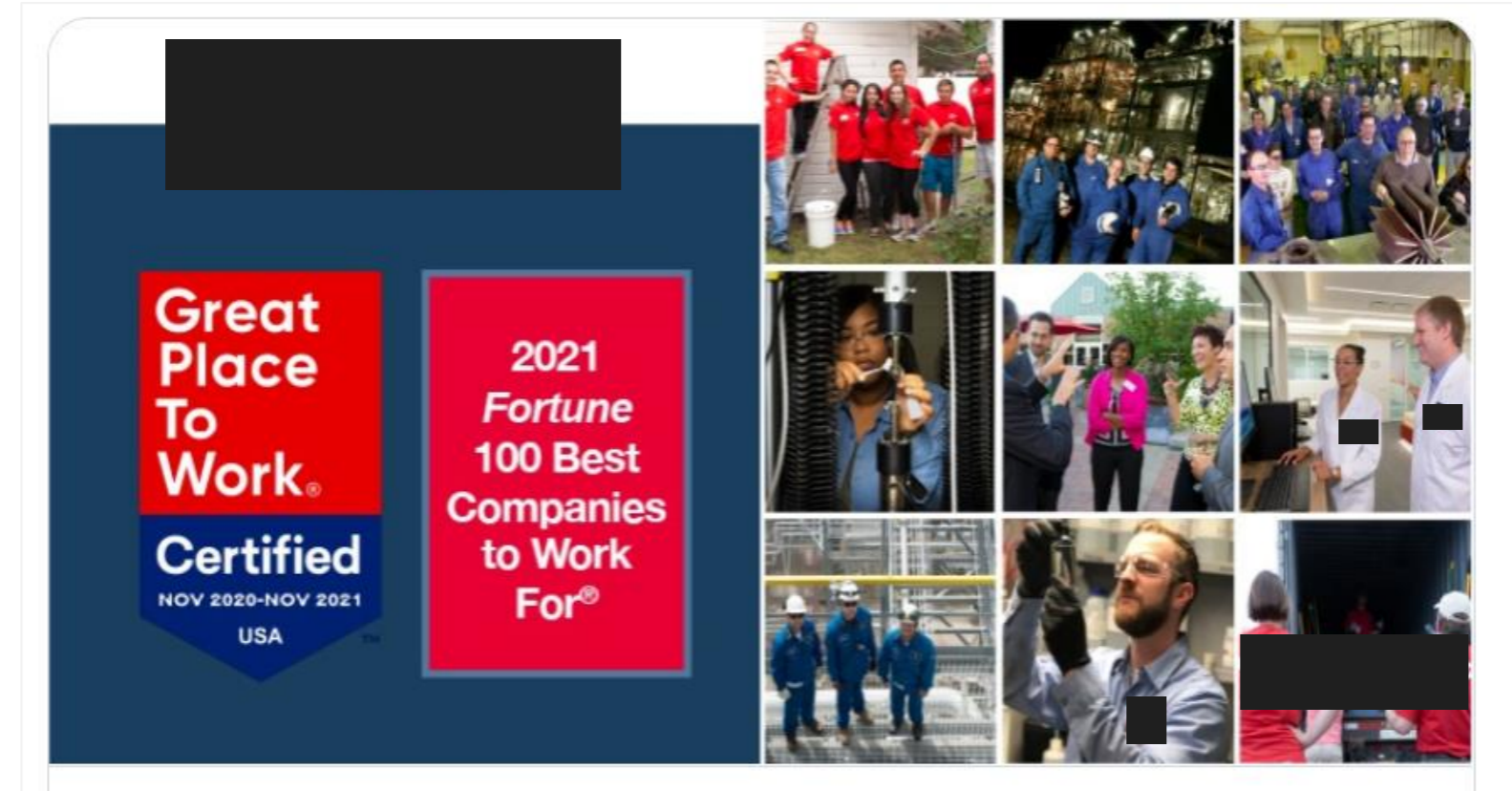
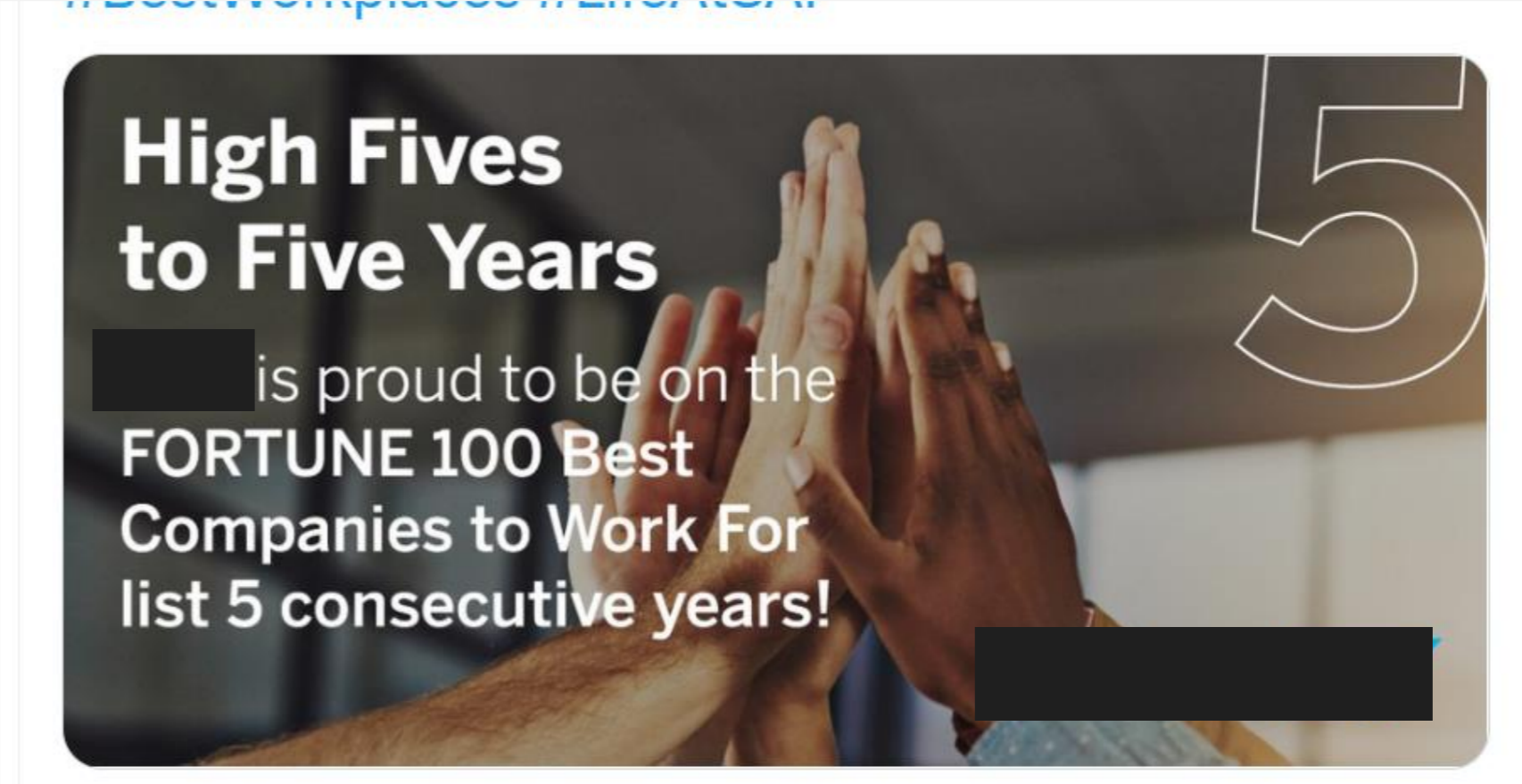
Images: Approved Branding

#100BestCos, #BestWorkplaces, #GPTWcertified



Images: Out-of-Brand / Not Approved

Why? If you do not purchase licensing from PARS you're not able to use the *Fortune* branded list name, nor put "Fortune" in front of the list name. Additionally, while creative, you're not able to create a fake badge.



When in doubt...

- 100 Best Companies to Work For (or #100BestCos on social) will always work as an approved list name
- Use copy examples we provide in your toolkit
- Pictures of your people are always in brand

We're happy to help! Send to support@greatplacetowork.com

Why Celebrating Matters

You're a finalist for a very, very competitive list





When you promote being one of the Best Workplaces™, top talent choose you. You have what every worker wants: a great place to work for all."

What do you want to do with your win?



Employer Brand & Recruitment

- Are you hiring?
- Want to build your reputation as a great place to work?
- Got a fight for top talent in your industry? Region? City?
- Want to fill openings faster with better candidates?

You're looking for... Employer Brand & Recruitment

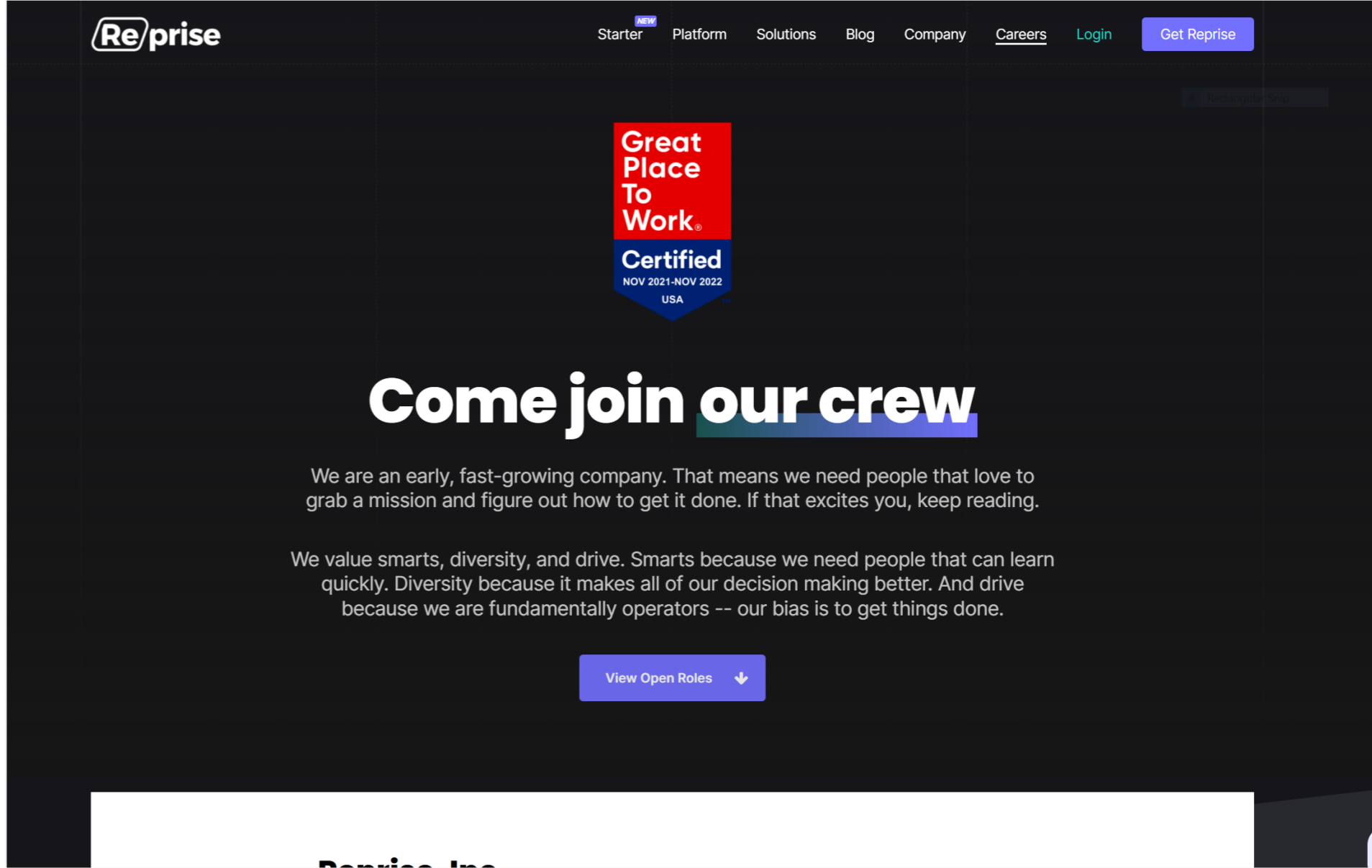
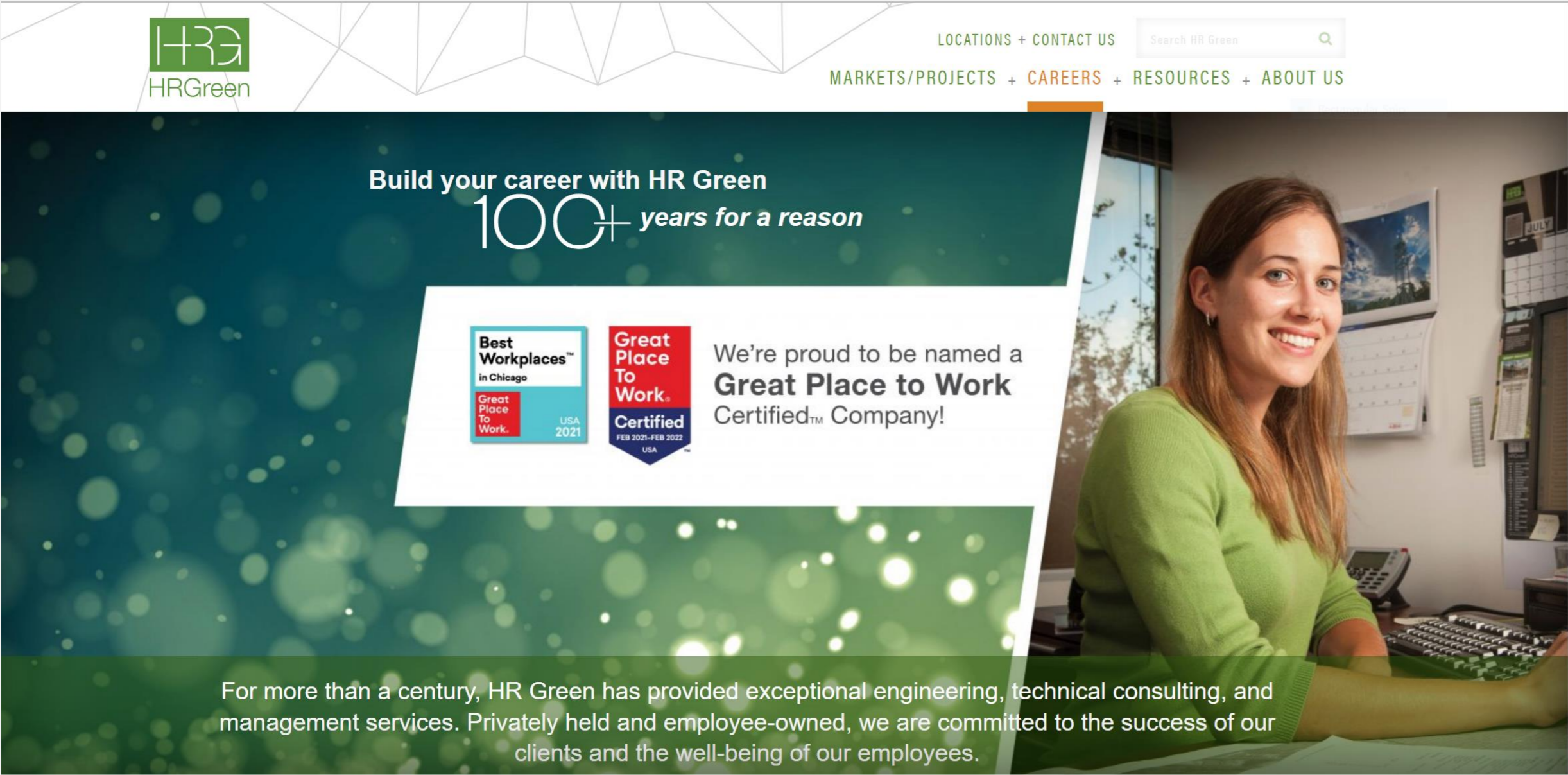


Employee Pride & Retention

- Want to thank and celebrate your team?
- Some good news after tough year?
- Want to build employee pride?
- Increase employees desire to stay a long time?
- Make your employee value proposition even strong?

You're looking for... Employee Pride & Retention

Examples: Recruitment



Examples: Employee Pride

Spivey 🧑‍💻 🧑‍💻 @myspivey · May 17, 2021

Come work with me and work for the #1 best-ranked Fortune 100 company of 2021. Mid, Sr, Tech Lead, Director positions all open. DMs Open.

We Are Cisco @WeAreCisco · Apr 12, 2021

Cue confetti & socially distant high fives. 🙌 Thanks to Cisionians, we've been ranked No. 1 on the list of Fortune 100 Best Companies to Work for in 2021. 🎉 @FortuneMagazine @GPTW_US #100BestCos cs.co/6016HOWKO #GPTWCertified #WeAreCisco



Moksh Kant @mokshkant7 · May 15, 2021

Proud to share this. 🎉

#WeAreCisco
@Cisco @ChuckRobbins

We Are Cisco @WeAreCisco · Apr 12, 2021

Cue confetti & socially distant high fives. 🙌 Thanks to Cisionians, we've been ranked No. 1 on the list of Fortune 100 Best Companies to Work for in 2021. 🎉 @FortuneMagazine @GPTW_US #100BestCos cs.co/6016HOWKO #GPTWCertified #WeAreCisco



Carilu Contreras Melander @bosterita · Apr 12, 2021

So proud to work for an amazing company. I always say how happy and thankful I am to work for an amazing company. #1 !! 🎉 @WeAreCisco

We Are Cisco @WeAreCisco · Apr 12, 2021

Cue confetti & socially distant high fives. 🙌 Thanks to Cisionians, we've been ranked No. 1 on the list of Fortune 100 Best Companies to Work for in 2021. 🎉 @FortuneMagazine @GPTW_US #100BestCos cs.co/6016HOWKO #GPTWCertified #WeAreCisco



Promotional Resources

Let's take a live look at all the items Great Place to Work provides

List Toolkit, Certification Profile & Badge Sharing

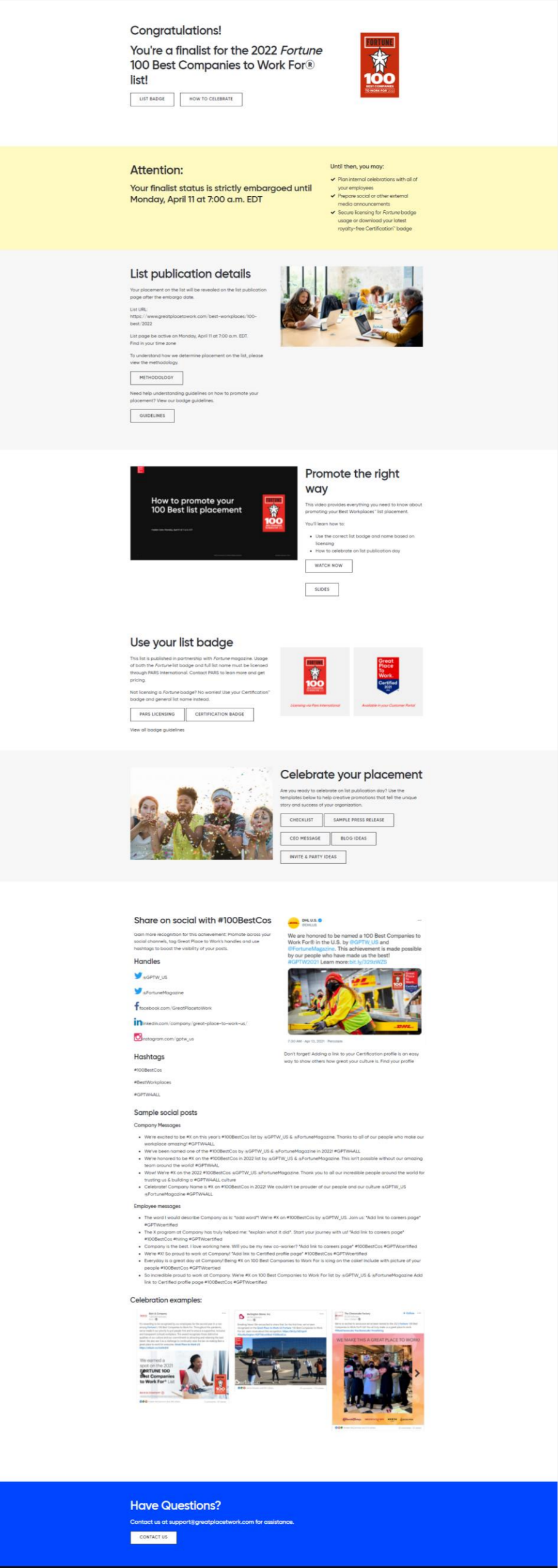
List Toolkit

From Great Place to Work®

“One-Stop-Shop” for everything you need for celebrating your Best Workplaces™ placement.

Includes:

- Access to today’s webinar recording & presentation slides
- Access for licensing Fortune badge and list name. And direct access to portal to download Certification badge
- Free helpful templates to support marketing efforts, including promotional guidelines
- Sample social content



Certification Profile

From Great Place to Work®

Your profile showcases what makes your company and culture unique.

Includes:

- Company overview + demographics
- Unique results from Trust Index® survey & comparative results against average U.S. organizations
- Recognition history

OFFERS • SOLUTIONS • CERTIFICATION • LISTS • RESOURCES • EVENTS • ABOUT • CONTACT US

HOME • BROWSE CERTIFIED COMPANIES

Great Place to Work Certified

Great Place to Work

98% Employees say this is a great place to work.

Company Overview

ABOUT THE COMPANY
Great Place to Work® is the global authority on workplace culture. We help companies create high-trust work experiences for all employees. Empowering our culture management platform, empowers leaders with the surveys, real-time reporting, and insights to make data-driven people decisions.

COMPANY SIZE: 98 U.S.-based Employees (Small)

INDUSTRY: Professional Services

CONNECT: [Social Media Icons]

HQ LOCATION: Oakland, CA, US

Employee Demographics

Generation

- Millennials - 58%
- Gen X - 29%
- Baby Boomers - 13%

Tenure

- 2-5 years - 47%
- 6-10 years - 27%
- 11-15 years - 6%
- 16-20 years - 4%

Company Culture at Great Place to Work

The employee experience below at Great Place to Work, compared to a typical U.S.-based company.

LEARN MORE

98% of employees at Great Place to Work say it is a great place to work compared to 59% of employees at a typical U.S.-based company.

Great Place to Work: 98%

Typical Company: 59%

Source: Great Place to Work® 2019 U.S. National Employee Engagement Study

- 97% Our executives fully embody the best characteristics of our company.
- 97% I'm proud to tell others I work here.
- 96% Management is honest and ethical in its business practices.
- 96% I am treated as a full member here regardless of my position.
- 96% My work has special meaning; this is not "just a job."

Why Work at Great Place to Work?

See what employees say about what makes Great Place to Work a great workplace. These words are drawn from employee comments on the Trust Index™ survey.

Word cloud: family, personal, transparency, community, especially, better, appreciate, think, help, time, truly, business, mission, leadership, care, team, people, feel, level, support, gptw, unique, home, everyone, financial, conversations, shows, job, believe, amazing, michael, working, job, unique, shows, everyone, financial, conversations, support, gptw, home, volunteer, home, problems.

Life at Great Place to Work

Michael C. Binn, CEO

Certification Badge

From Great Place to Work®

From your Customer Portal, you're able to access and share your Certification badge with your colleagues.

Steps:

- Log in at my.greatplacetowork.com
- In "Promote Your Certification" section, click on: "Certification Toolkit"
- Scroll to "Use Your Certification Badge"
- Download or "Share Your Badge" by entering an email address

The screenshot shows the Great Place to Work Certification portal. At the top, there's a navigation bar with the Great Place to Work logo and user icons. Below that, a red banner reads: "YOU HAVE A NEWER CERTIFICATION ATTEMPT IN PROGRESS. CLICK HERE TO CONTINUE WHERE YOU LEFT OFF." The main content area is titled "Great Place to Work® Certification™".

On the left, there's a section for "Trust Index™ Employee Survey Results" with an "emprising" logo and a "VISIT EMPRISING" button. A red arrow points from this section to the "Use Your Certification Badge" section below.

The "Use Your Certification Badge" section includes:

- A Great Place to Work Certified badge (MAY 2020-MAY 2021 USA).
- Text: "You've earned the right to proudly display the Great Place to Work Certification™ badge royalty-free for the next 12 months. When using the badge, you also agree to our [terms & conditions](#) and [usage guidelines](#)." Below this are buttons for "USAGE GUIDELINES" and "BADGE ZIP FILE".
- "Embed Code" section: "You can embed your badge in any web property that you own, using the code below. Your badge will automatically update when you renew your Certification." It shows a code snippet: `` and a "COPY TO CLIPBOARD" button.
- "Share Your Badge" section: "Need to send your badge and toolkit to someone else at your company? Enter their email and we'll send them the details:" followed by an email input field and a "SHARE" button.

On the right side of the portal, there are several other sections:

- "You're Certified!": "Your certification is valid through May 20, 2021." with a Great Place to Work Certified badge.
- "Promote Your Certification": "Download your certification badge and celebrate your great workplace." with buttons for "CERTIFICATION TOOLKIT", "CERTIFICATION PROFILE", "STORE", and "LIST RECOGNITION".
- "How are the World's Best Workplaces Responding to the Challenges of 2020?": "World's Best Workplaces 2021: Thriving in New Challenges" with a "READ THE REPORT" button.

Recap

- List publishes on Monday, April 11 at 7 a.m. EDT
- Get everyone in your organization involved
- Everything you need is in your toolkit
- Make sure you use the right banding depending on if you license *Fortune* badge and list name
- Use #100BestCos, #GPTWcertified & #BestWorkplaces to increase visibility

Questions

- Is there a Great Place to Work list badge?
- Can we make our own promotions (like Press Releases)?
- What can you use the *Fortune* list badge for?

About Us

U.S. Location

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Contact

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Great Place to Work® is the global authority on workplace culture. Since 1992, we have surveyed more than 100 million employees around the world and used those deep insights to define what makes a great workplace experience. It boils down to trust. We help organizations quantify their culture and produce better business results by creating a high-trust work experience for all employees. Emprising®, our culture management platform, empowers leaders with the surveys, real-time reporting and insights they need to make data-driven™ people decisions. We use our unparalleled benchmark data to recognize Great Place to Work-Certified™ companies and the Best Workplaces™ in the U.S. and more than 60 countries, including those on the 100 Best Companies to Work For® list published annually by *Fortune*. Everything we do is driven by our mission: to build a better world by helping every organization become a Great Place to Work For All™.