



THE TALENT
TRIFECTA

Guide to Managing Glassdoor Reviews



1. Monitor Reviews Regularly.

Assign a member of the employer brand or talent acquisition team to read all the reviews at least weekly. Train them on proper responses and how to deal with the public.

2. Promptly Respond to 20-25% of the Reviews.

Not all reviews require a response. Select a mix of positive and negative reviews for reactions and respond within a week of the post date.



3. Provide Authentic Responses.

Do not use canned or scripted responses. Directly address the specific comments with specific answers.

4. Acknowledge Shortcomings.

If your organization is not good at something, admit it. State what, if anything, you are doing to improve. No candidate expects a company to be perfect.



5. Connect Your Responses to Your Values and Unique Value Proposition (UVP).

Frame replies in terms of your values and environment. Your responses provide an opportunity to reinforce your Unique Value Proposition (UVP).

6. Create Plans to Generate Positive Employee Reviews.

Encourage new hires to write reviews after they join the company. Ask newly promoted employees to tell their stories via reviews. Don't tell them what to write, just encourage the reviews. Consider internal contests to generate buzz.

