How to Use Glassdoor to Recruit Diverse Candidates

The importance of diversity in the workplace has entered the consciousness of small business owners and corporate executives alike. This emphasis comes on the heels of data-backed proof that diverse teams are more successful than homogenous teams in a number of areas. Companies with more culturally and ethnically diverse executive teams are 33% more likely to see better-than-average profits.¹

Female leaders and managers increase innovation within a company.²

In order to recruit this kind of talent and reap the benefits for your team, Glassdoor offers a wide range of resources. Use these tools and features to attract diverse, qualified candidates.

Harness Your Glassdoor Presence

An estimated 79% of professionals who use Glassdoor to search for new employers are more inclined to apply for a job if the organization has an active Glassdoor profile.³

Your profile is where you’re able to communicate the mission, culture, perks and objectives of your business to potential diverse candidates.

Create an Inclusive and Authentic Brand Image

Start by tailoring how you present your company as an employer and how you engage users. Since the goal is to highlight your unique employer brand, you need to ensure that candidates feel your profile is authentic, personable and employee-centric.

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3. Source: Glassdoor.com U.S. Site Survey, August 2018
Start with messaging. Rather than using industry jargon, which can sound niche or inaccessible, use verbiage that is both conversational and familiar to a diverse range of talent.

Emphasize your mission and values. You also want to make it possible for candidates to clearly understand your unique impact and principle values. This allows applicants to see whether their own passions, skills and objectives align with your company.

Showcase transparency. Encourage your employees to leave honest reviews on Glassdoor so that candidates have a firsthand look into how your culture operates. After all, 83% of job seekers are likely to research company reviews and ratings when deciding where they should apply for a job.⁴

Build Your Brand With the Employer Center
Glassdoor’s new Employer Center allows you to both monitor the performance of your jobs and profile as well as engage with your community.

The Employer Center allows you to:

• Request reviews from current employees and recent interviewees
• Respond to reviews and flag to Glassdoor if inappropriate
• Feature a review for the top of your profile
• Create local profiles and toggle between them easily
• Update your Why Work For Us section to showcase your employer value proposition
• View key analytics at a glance – even on the go

You can also post Company Updates to your profile on the Employer Center, and anyone who follows your company on Glassdoor will get an email of the update. Some things you might want to highlight include volunteer projects, behind-the-scenes photos or videos, organizational milestones and product releases. Post a diverse range of content in order to attract talented people of all different races, ages, ethnicities, socioeconomic status, genders and abilities.

Diversity is beneficial for your business, and Glassdoor makes it easy to connect with and attract every possible candidate, regardless of their background. Use the many features made available from Glassdoor to recruit the best people for every role, positioning your company for success now and in the future.

Claim Your Free Employer Account ➤

⁴ Source: Glassdoor.com U.S. Site Survey, August 2018