

# Employer Branding Guide

# What is this guide for?

Your exceptional performance and attractive, employer-orientated workplace makes your company one of the best workplaces in Switzerland. This creates a success factor for your company, that gives you significant benefits on the work market and increases your positioning as well as strengthens your employer brand. This should be communicated!

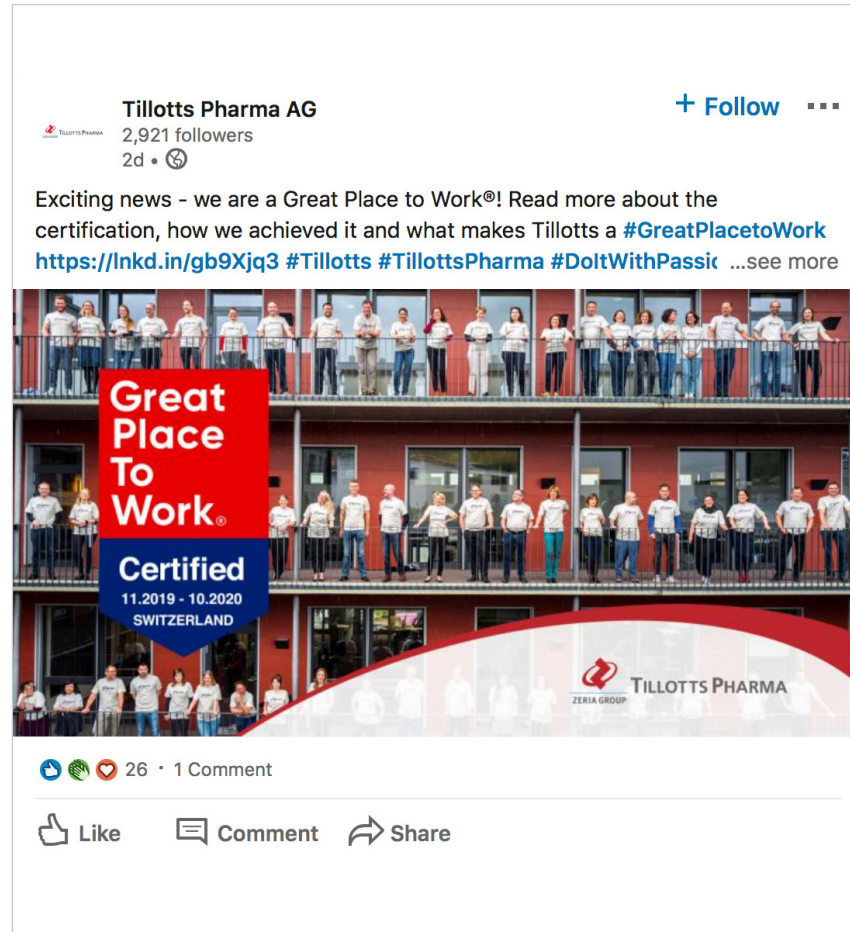
In this guide, you'll find a range of tips and examples of how to successfully communicate your certification.

## Social Media

Communicate your certification with a post social media (on channels such as LinkedIn, Facebook, Instagram, Twitter etc.). For this, ideally use the certification logo. If you need help designing a graphic, feel free to get in touch with us.

### Info:

You will receive the certification logo as soon as you have agreed on a communication date with your contact person.




## Social Media

For the day on which your Great Profile is published, prepare a social media post in which you refer to your certification and your Great Profile. Feel free to also 'repost' our post.

To generate even more reach, we recommend you link to our Facebook (@GreatPlacetoWorkCH) and LinkedIn accounts (@Great Place to Work Switzerland).

**Tillotts Pharma AG** [+ Follow](#) 2,921 followers 2d •

Exciting news - we are a Great Place to Work®! Read more about the certification, how we achieved it and what makes Tillotts a [#GreatPlacetoWork](#) <https://lnkd.in/gb9Xjq3> [#Tillotts](#) [#TillottsPharma](#) [#DoltWithPassion](#) ...see more



👍 💬 ❤️ 26 · 1 Comment

👍 Like 💬 Comment ➦ Share

**SIX** 24. Oktober · ⚙️

A big praise from our apprentices: we receive the "Great Place to Start" award from [Great Place to Work Switzerland](#). In a survey of all SIX apprentices conducted in February 2019, 98% of respondents said that "SIX is an optimal company for apprenticeship". With this award, SIX underscores its commitment to offering its young talents the best possible start in the world of work: <https://six.swiss/2Pg2GLI> [#WeAreSIX](#) [#GreatStart](#) [#GreatPlaceToWork](#) [#SIXcareers](#)



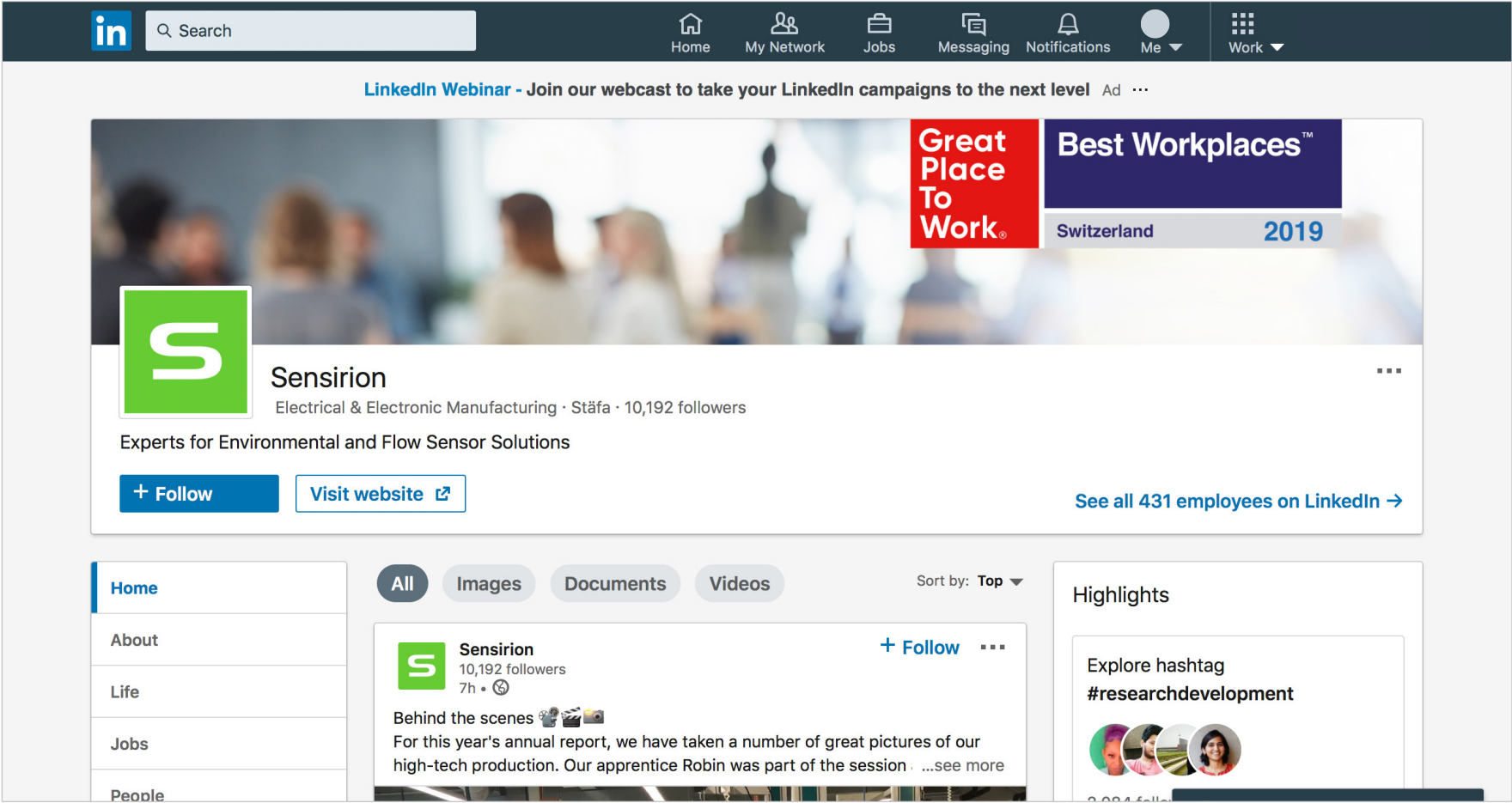
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# Social Media

You can also use the certification logo on your „cover image“ on social media channels (LinkedIn, Facebook, YouTube, Twitter etc.).



## Press Release

Issue a press release.

A press release will help you draw significant attention to your brand's strengths and your company's image.

RHEINFELDEN

# Nach «Great Place to Work», nun auch «Bester Arbeitgeber» - Tillotts Pharma kämpft um Titel

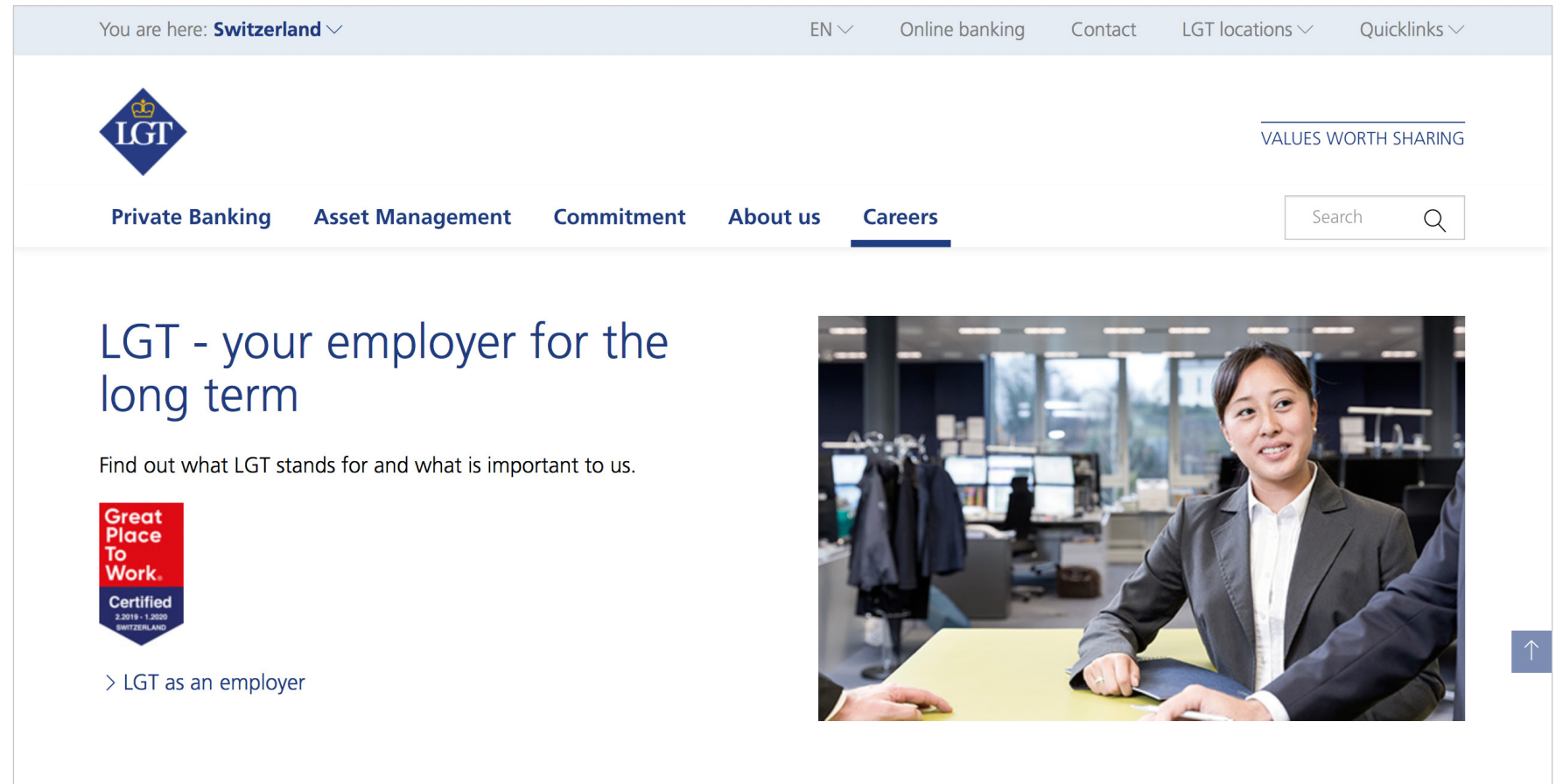
Aargauer Zeitung • 27.11.2019 um 05:00 Uhr



## Website

Your website is the foundation of your online communication. Here, visitors should be able to tell at first glance what your company stands for and what makes you stand out.

Position your certification logo prominently on your website. Ideally on your homepage and on the Careers page.



## Website

Address the topic of workplace culture on your website, and let people know what distinguishes your company.

**Tip:** We especially recommend mentioning your certification on your Careers page. This allows you to increase your attractiveness as an employer, establish trust and increase the quantity as well as the quality of your applicants.

### Why is Sensirion a Great Place to Work®?

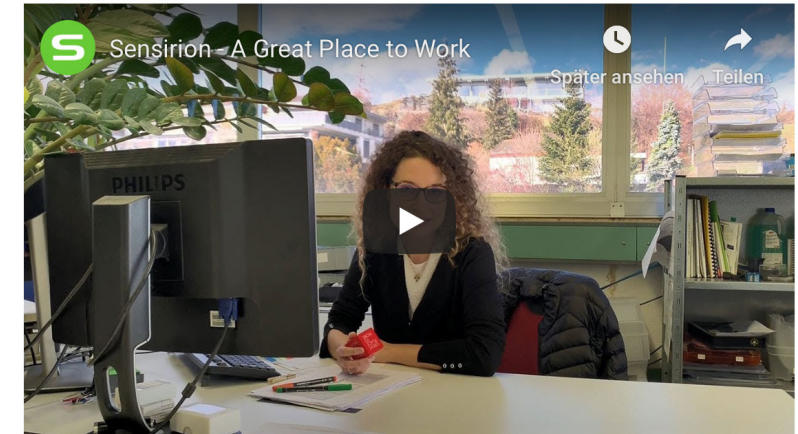
The external Great Place to Work® audit scored Sensirion as exemplary compared with other companies in the fields of "providing information", "teamwork", "recognition" and "celebration".

In the employee satisfaction questionnaire, Sensirion achieved an exceptional trust index of 90%. A full 95% of Sensirion employees agreed with the statement: "All in all, I would say this is a very good place to work." Our employees appreciate the fair and collegial teamwork at the company, the open and timely communication policy, and the creative freedom and high level of independence.

Further statements of your employees named in the employee satisfaction questionnaire:

**96 % agreement:**  
"All in all, I would say this is a very good place to work."

**94 % agreement:**  
"Employees are given a lot of responsibility."



**93 % agreement:**  
"I think I can make a significant contribution here."

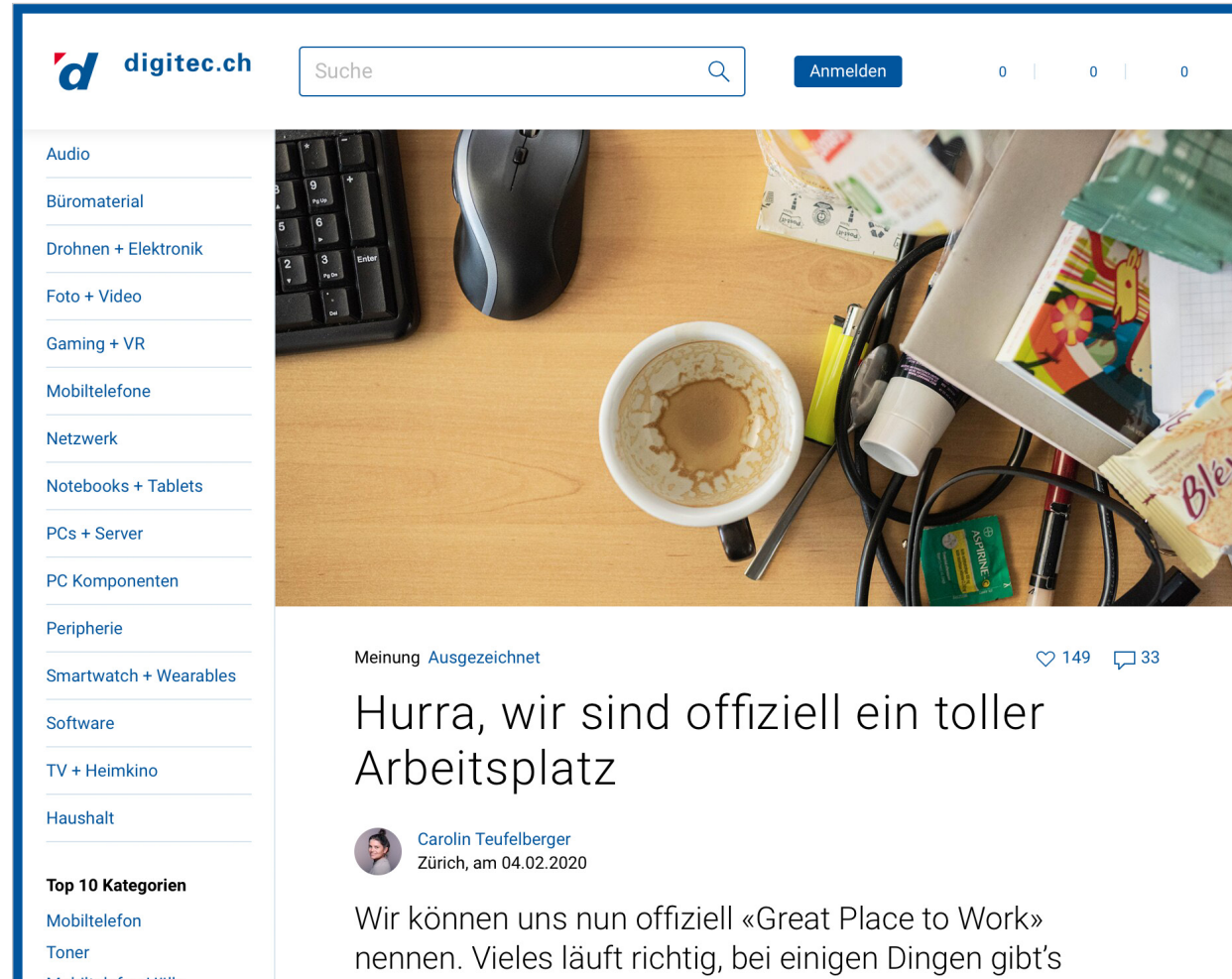
**98 % agreement:**  
"The company celebrates special occasions."



## Blog Post

Publish a blog post on your website where you mention your certification and present the results of the Great Place to Work® study.

**Tip:** Share this blog post on your social media channels too (LinkedIn, Facebook, YouTube, Twitter etc.).



## Advertisement

Create an advertisement that references your certification. In doing so, make sure to use the certification logo as well.

**Tip:** Make a clear statement, as McDonald's has done in the example on the right. McDonald's conveys that their company places great value on teamwork, and that is what makes them one of Switzerland's best workplaces.



**BETTER TOGETHER!**

Dank unseren Mitarbeitern zählt McDonald's® seit 9 Jahren zu den besten Arbeitgebern der Schweiz.

**GREAT PLACE TO WORK®** Best Companies to Work for 2018  
Most awarded company 2008-2018

## Video

Address the topic of workplace culture in a video, explaining why your company is a Great Place To Work®.

A couple of examples:

[Google](#)

[Amgen UK](#)

[ÖKK](#)

[UMB](#)

[Sensirion](#)





## Celebrate your certification

Celebrate your certification with a company event such as a company breakfast, lunch, afternoon break or dinner. For this occasion, have the certification logo printed onto cakes, T-shirts or other print materials.





## Create products with the logo

You can also apply the certification logo to products such as:

- Drinking bottles
- Cakes
- Pens
- Sweets
- Gym bags

...and much more of course.  
Let your imagination run free!



## Printing of work clothes

Print the certification logo onto your work clothes.

Printing clothes for various company events (such as a company marathon, group trips or similar) are also ideal options.



## Print Materials

You can also apply the certification logo to print materials such as:

- Business cards
- Business reports
- Flyers
- Brochures
- Letterhead paper
- Envelopes







## Merchandise

In our [online shop](#), you will find various merchandise products that you can use to present your certification to your employees, customers and suppliers.

You can order trophies, stickers, sitting cubes, squeezies and additional diplomas. If you have any other good ideas for products, get in touch with us and we will see what we can come up with together.


[Our Services](#) [About Us](#) [Best Workplaces](#) [Studies & Reports](#) [Blog](#) [Events & Webinars](#) [Contact](#)



### Trophies & Diplomas

The physical symbol for your award: The trophies and diplomas are a real eye-catcher.


[» Show](#)



### Stickers

Whether at the front door, on the van or on the laptop, the sticker clearly shows that this is a great employer.

[» Show](#)



### Merchandising

Merchandising articles for your employees, the reception, exhibition stands & much more.

[» Show](#)



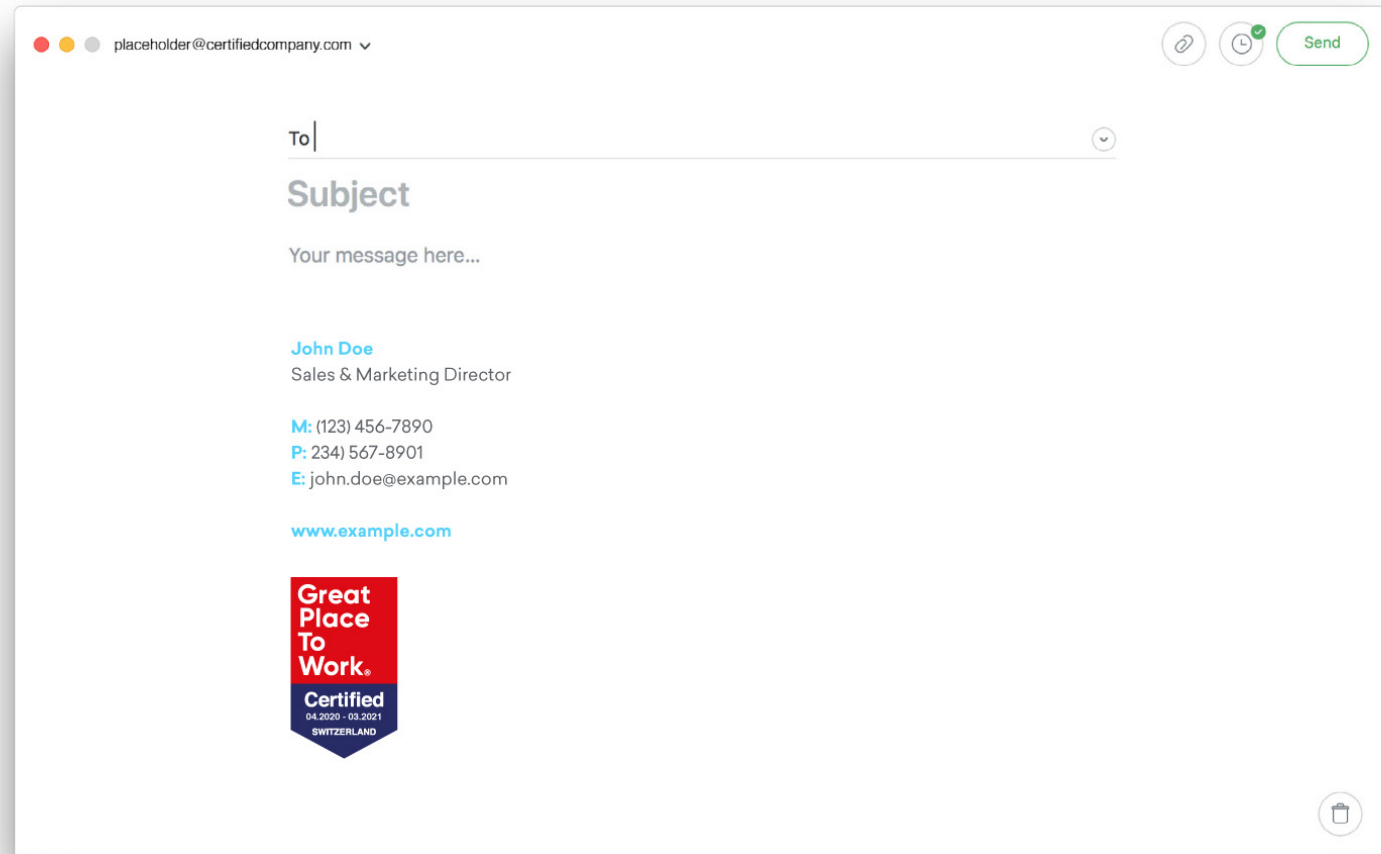
## Merchandise

For example, decorate your reception area with Great Place to Work® sitting cubes or a trophy with the certification logo.



# Email Signature

Use the certification logo in your email signature.



## Further Ideas

### **Use your certification logo on:**

- Promotional items
- PowerPoint presentations
- (Email) newsletters, mailing lists

### **Communicate your certification internally:**

- Employee magazine
- Newsletters and mass emails
- Intranet
- Company events
- Blackboard, notice board, business TV/screens

Any more questions?  
Feel free to get in touch with your  
contact person at any time!