

▶ 25 TIPS for Promoting Your Award

Congratulations! You're one of the Best Places to Work!

This sets you apart, and everyone from job candidates to the competition should know about it.

EMPLOYEE ENGAGEMENT

- Email your employees to announce the big news
- Notify employees in the company newsletter
- During team and company meetings, have managers share the news
- Update employee email signatures

SOCIAL ENGAGEMENT

- Post messages about the award on your company Twitter, Facebook, LinkedIn, Google+, and Glassdoor pages. Tag @BestCompaniesGP
- Ask employees to share the news with social media
- Publish a post on your company blog
- Send blog post URLs to social@BestCompaniesGroup.com for sharing via BCG social media
- Create a short video showing a behind-the-scenes look at your company's awesomeness
- Be a part of the Best Companies Group community! Like us, add us to your circles, and follow us!



WEBSITE UPDATES

- Place the official award logo on your home page
- Link to your program website from your company website
- Update your company's awards/news page
- Update your careers page
- Update your company overview and about us pages

EXTERNAL COMMUNICATION

- Issue a press release
- Alert bloggers and media that follow your company
- Update your mobile app
- Update your company's Wikipedia page
- Update your company's job listing descriptions
- Update the about us section on your company press releases
- Create an online and offline advertisement
- Create a decal for your tradeshow booth
- Update recruiting brochures
- Update company letterhead and business cards