



'A SECURE AND SUPPORTED WORKPLACE'

The income plus the extra benefits you receive for working and living in a remote location.

Company Reviews

Real Reviews. Real Insights.

Your EVP in the right place, at the right time.



Inside this pack:

SECTION ONE

Introduction to SEEK Company Reviews

2

SECTION TWO

And Now, The Review Page

6

SECTION THREE

Things To Show & Share

16

“More and more we’re hearing from candidates that they are not just looking for a job, but a company that aligns with their **personal and career values**.


We want to help companies promote their employer brand to candidates, to help both hirers and candidates **get a better fit.**”

Fernando Tinoco,
Product Manager, SEEK



Introduction to SEEK Company Reviews

SECTION ONE



SEEK company reviews provide candidates with information at the right time to help them make career-related decisions. The platform also helps businesses attract more relevant and informed candidates and ultimately, employees who are engaged and a great cultural fit.

Your page, your way

Welcome to SEEK Company Reviews. If you're reading this, it's likely that your company or organisation already has a review page on SEEK, or perhaps you're going to have one soon. Here's the very first thing to know: how you engage with your page is completely up to you.

Whether your page has hundreds of reviews or none at all, there's no one way of doing this, and your approach is up to you.

INFORMATION PACK – EVERYTHING YOU NEED TO KNOW

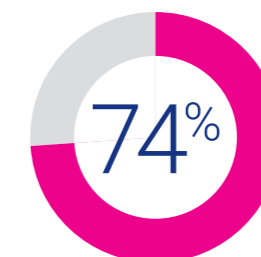
You can choose how to engage with review content on your review page. Some companies like to simply browse the page occasionally and others like to dive a little deeper to discover rich insights into their employment community. We've compiled the best resources to support you, no matter your approach.

Let's begin

New ways of learning and researching.

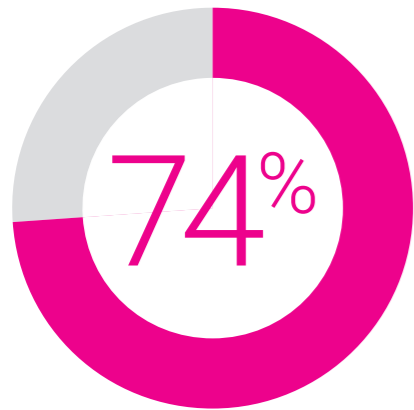
Consumers are increasingly using online platforms to find information about all kinds of things, from products and services, to restaurants and travel. Review sites featuring user generated content play a key role in helping people to research available options and make informed decisions. Job seeking is no different.

Company reviews is a trusted destination for companies to promote and position their employment brand, making it more likely to match applicants to the roles and cultural fit of their organisation.



In fact, 74% of people begin researching information about companies in the very early stages of their job search.

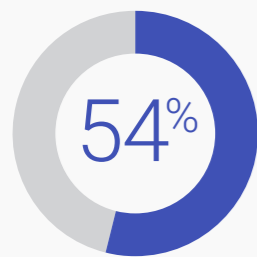
Company Reviews



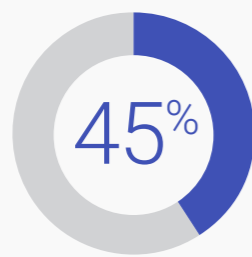
74% of people start researching potential employers in the very early stages of their job search¹

¹ Source: Independent research conducted by Survey Sampling International (SSI) on behalf of SEEK. Interviewing 4800 Australians annually with data being weighted to be nationally representative of age, gender, location, employment status and income (based on ABS).

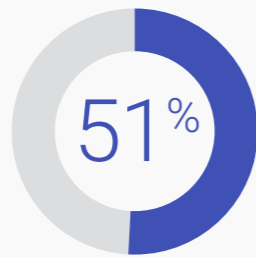
Half Of The Working Population – 51% have felt that a company didn't align with their initial impressions.



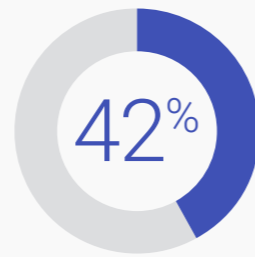
Role Description



Bonuses, Salary & Performance Reviews



Working Environment



Company Culture

Bring it all together: Company Reviews.



62% of Australian internet users read online reviews or blogs²

66% of users look at up to 5 reviews before making a decision²

Seek Company Reviews showcases your brand and EVP. Featuring both employee and company generated content in a review-style format. This platform will help you attract more relevant, informed candidates and ultimately, employees who are a great cultural fit.

² Source: Independent research conducted by Survey Sampling International (SSI) on behalf of SEEK. Interviewing 4800 Australians annually with data being weighted to be nationally representative of age, gender, location, employment status and income (based on ABS).

What Does This Mean To Me?

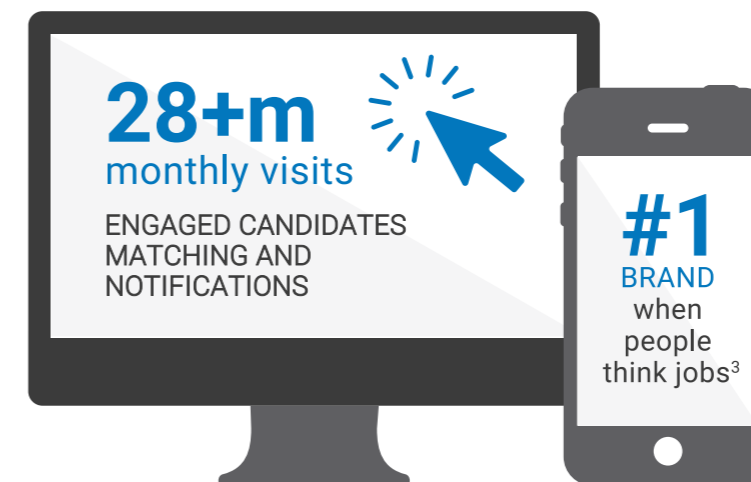
Aligning candidate and employer expectations early can contribute to great organisational culture & happy, productive people.



Show and Share.

Enabling knowledge and engagement with user generated content. Candidates want to understand:

- A** An employers workplace reputation
- B** Whether people at the company would recommend it
- C** A company's products, services & strategy



Why SEEK?

Candidates are 9x more likely to find a job on SEEK than any other employment site.

SEEK has more company reviews than any other competitor in Australia.

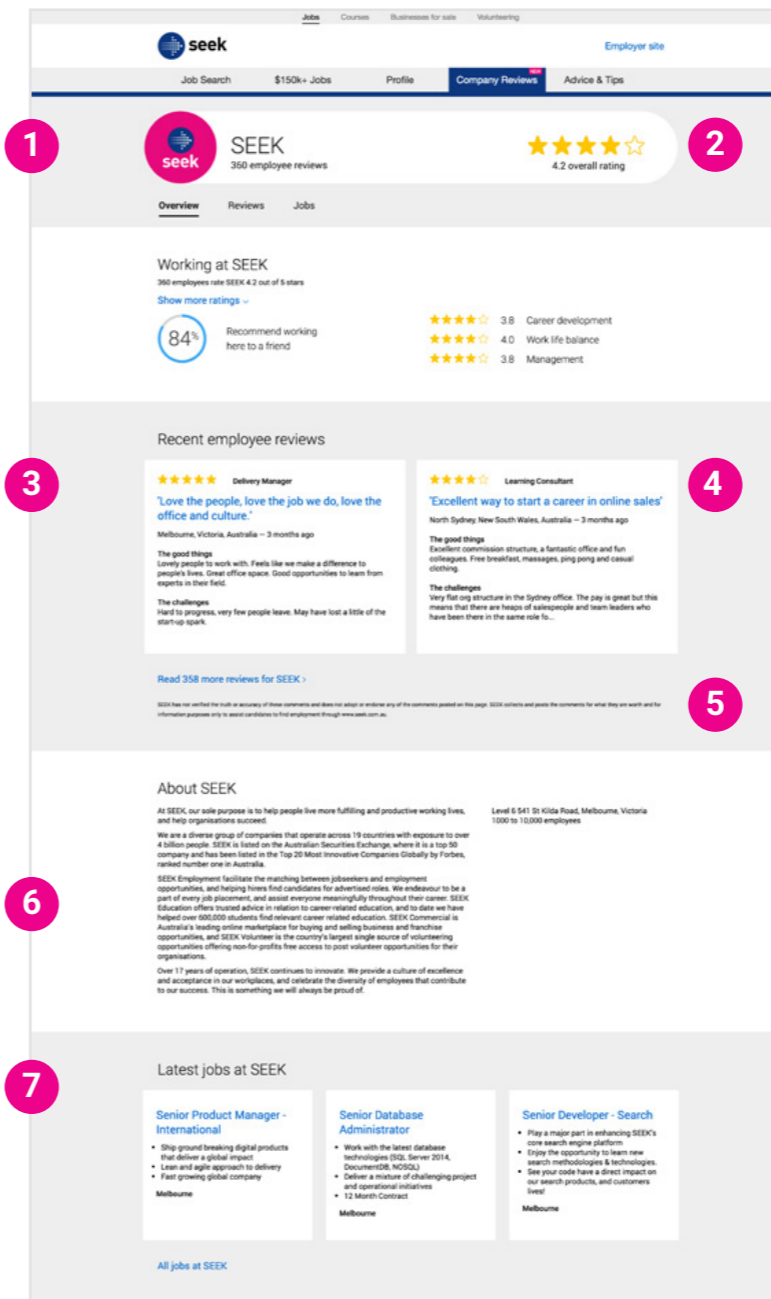
³ Source: Independent research conducted by Hall & Partners | OpenMind on behalf of SEEK (Apr-15 to Jun-16).

And Now, The Review Pages

SECTION TWO

Page Overview

Now we've talked about the 'why', let's look at what company review pages look like.



1. BRANDING

Make your page your own! Add your logo here.

2. OVERALL RATING

This is the overall rating, showing the average across reviews for your company page.

3. ORDER OF REVIEW

Reviews are currently ordered based on their helpfulness rating. This rating is determined by SEEK's own algorithm, which accounts for multiple factors such as review: freshness, relevancy, constructiveness and balanced opinion.

4. MODERATION

Before being published, all reviews go through a four-stage, industry best-practice moderation process:

- Software: our program targets content by key words and phrases to detect profanities, identify proper names etc.
- Human moderator: all reviews are read by a real person, who will moderate them following business rules set up by SEEK.

c. Decision: content is approved or rejected.

- Approved content is published
- Rejected content is not published

d. Once published, on site content can be flagged as inappropriate by anyone, which will trigger a new review process by the moderation team.

5. FULL REVIEW VIEW

The full review card is easily viewable by clicking on 'Read full review'. Reviews can also be responded to here.

6. ABOUT YOU

When researching potential employers, candidates have told us they want to know about a company's services, products and strategy. This is a great place to share this information and communicate your story to an engaged audience.

7. JOB ADS

Your job ads will be presented on this page, making it easy for potential candidates to discover opportunities.



Optimised across all platforms:
SEEK desktop and mobile websites,
iPhone & iPad Apps.

Who is writing reviews and why?

Most people who write a review will do so as they arrive at the company reviews pages. There are two steps that a reviewer needs to go through in order to write their review:

- 01 Sign in to their profile.
- 02 Choose a company from the list of employers in their profile.

The review is then sent for moderation.

A company review may include multiple-choice questions and free text entries. Employees are asked for overall ratings and recommendations about their experience at a current or former workplace, as well as specific ratings on topics such as 'work-life balance' and 'opportunities for career development'. Optionally, they may also submit salary information and details such as location and how long they've been at the company. All this information is displayed anonymously.

WHY WOULD A CANDIDATE SHARE A REVIEW?

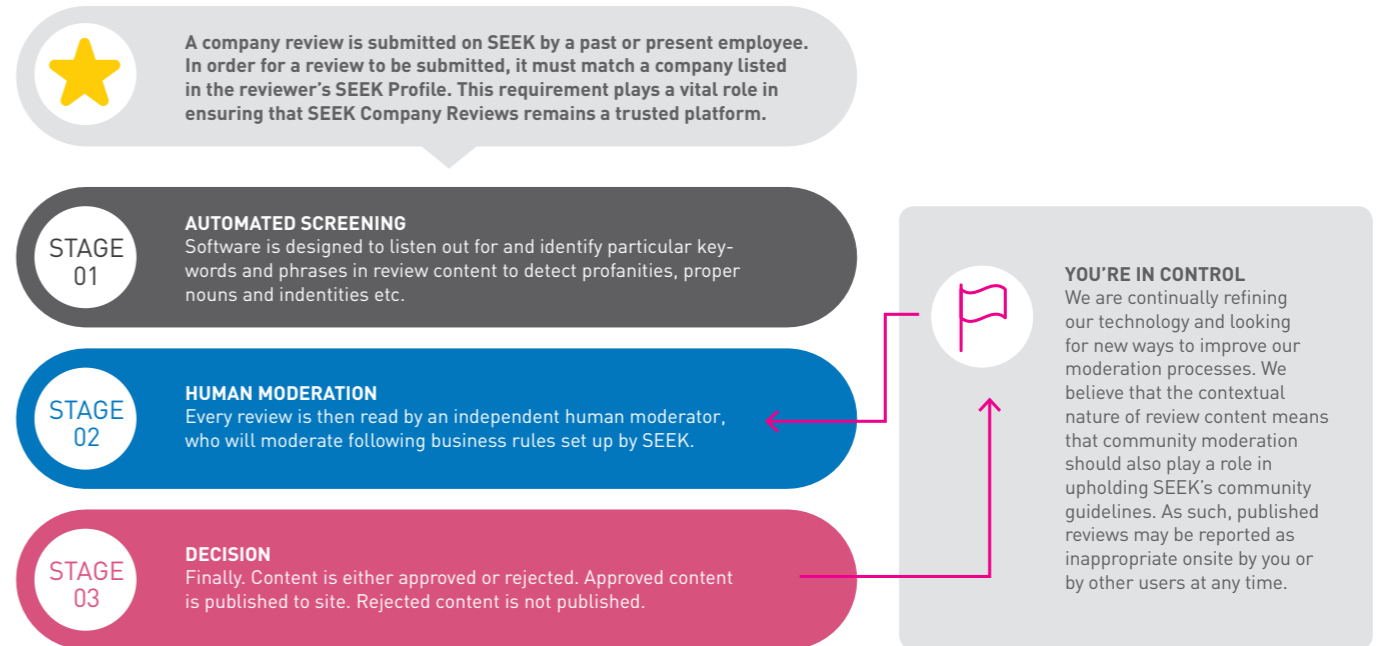
Just as reading reviews to make a decisions is becoming commonplace, writing reviews is also a behaviour that people increasingly feel comfortable doing. In the case of employees, it may surprise you to learn that the majority of reviews are 3.5 stars and above. That is, the vast majority are actually positive reviews. In summary, people write reviews to help others find a right fit at work.

For a review to be published, it must match a company listed in the reviewer's SEEK profile. This process is a vital to ensure that SEEK Company Reviews remains a trusted platform.

Creating a helpful and authentic community

How moderation works on company reviews.

Before being published, all submitted reviews must go through a four stage, industry best-practice moderation process.

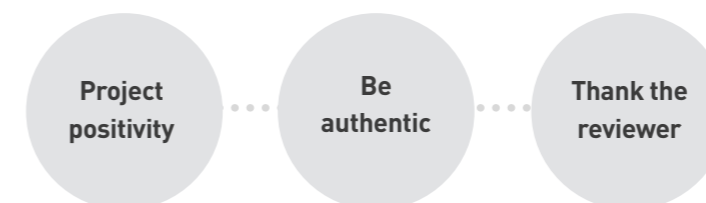


In order for a review to be submitted, it must match a company listed in the reviewer's SEEK Profile. This requirement plays a vital role in ensuring that SEEK Company Reviews remains a trusted platform.

Responding to Reviews

If you choose to respond to reviews, here are some tips.

One of the most important messages we want to impart is that it's up to you as to how much you want to interact with you page, and how often (or if at all!) you respond to reviews. Once a moderated review is published, you can simply use it to gather insights or you can share a response. Or you can do a combination, and respond sometimes but not other times. It's completely up to you.



What's the average star rating?

It's 3.5 out of 5. ★★★★★

Review & Reply Example

The pages have been designed with a simple review and response format, which is different to an ongoing 'conversation'. If you choose to respond to a review, people reading the reviews will be able to hear from you directly.

★★★★★ Software Engineer

'An excellent company to work for!'

Melbourne – this month

The good things
Excellent team of people to work with. There is a great and inclusive culture, and managers that challenge me (in a good way!)

The challenges
Every day is busy at ACME Corp. We don't really get any down time.

[Read full review](#)

Reply from ACME Corp
a few days ago

Thanks for the review! While no down time can be a challenge, we like to think that we're keeping you from being bored ☺

Dealing with negative reviews

We understand that reading reviews that seem critical of your company can be challenging. Our user experience testing showed that people researching companies are equally interested in positive and negative reviews and actually use a combination of these to build a balanced and realistic view. In fact, negative reviews help to provide credibility and authenticity to your page.

Typically your page will include a mix of reviews which will be within our community guidelines, but may describe a particular element of a reviewer's experience that they found to be less than ideal, for example "Great culture, but there could be more learning and development opportunities".

The value in this honest feedback is that as an employer, you can gain insights into where there might be room for improvement, or where your organisation is performing really well. You may even choose to respond, showing that your organisation is listening and open to development and growth.



Always up-to-date

We've introduced email alerts (RSS feeds) throughout all company review pages to allow you, or multiple people within your organisation, to subscribe and be notified every time a new employee review is published. Set up is easy - we've put together a helpful guide on how to do this [here](#).

RSS feeds are notifications that remove the need for you to manually check your page for updates. Here are a few ways that can make RSS feeds work for you:

3 WAYS YOU CAN USE RSS FEEDS TO STAY UP-TO-DATE

- 1 In your email inbox**
Setting up email notifications can be easily configured in your email client. Simply search your provider's support or help pages to find out more. For example, in Outlook you can subscribe to a RSS feed through your 'Account Settings' under the 'File' menu.
- 2 Through a third-party tool like an RSS reader**
There are a variety of tools that can collate and house your RSS feeds. If you already have one set up, just search through the help or support pages to learn how to add a new RSS feed.
- 3 Within your social media monitoring platform**
To set up a subscription to a new RSS feed, have a look through your social media monitoring platform's help or support pages, or give your provider a call to see if this is something they are able to support.

By setting up these notifications, you'll be able to track your page activity and keep up-to-date with new employee reviews as they're added. Get in touch with your technology providers or give us a call if you have any questions.

Useful Free Things



TRAINING AND WEBINARS:

Our specialist product training team runs an extensive program of free webinars, designed to help you get the most out of SEEK products and to support your continuous learning.

Visit our brand-new dedicated training page where you can view the webinar program, register for a session or connect with the team.

talent.seek.com.au/Support/Training



INSIGHTS & RESOURCES:

We've consulted experts about employer value proposition and employer branding. You can read their contributions and stories here at the newly launched Insights & Resources content channel.

insightsresources.seek.com.au

FAQ's

Answers to the top questions from employers.

Are company review pages free?

Yes, company review pages are free. In the future, there will also be paid opportunities for companies who would like to invest in advanced branding options and in building awareness of their review page.

Does SEEK screen reviews?

Yes. Before a review is published it goes through a two stage moderation process which include automated screening as well as manual review by a moderator to ensure that every review published meets our community guidelines.

We do not assess reviews for accuracy or verify facts or the extent of any allegation about a company. The reviews are posted by our candidate community based on their opinion of working at a specific company, and are shown as published without any editing.

Despite our best efforts, occasionally an inappropriate review may be published. In these rare cases you can report a review as being inappropriate if you feel it is suspicious or violates our community guidelines.

Do I have to respond to all reviews?

You don't have to respond to any reviews, but it will help you to shape the discussion around your organisation. We have created a best practice guide to ensure you are well positioned and confident about how you manage your page. Either contact your Account Manager or Contact Us to receive the guide.

What notifications will I get about my company review page?

Notifications will be sent as each page is about to go live and as each new review is submitted. This will enable companies to respond to reviews and keep their page up to date.

Can my company opt-out and delete our page?

No, company review pages are public information hubs that comprise publicly available information, company submitted information and user generated content. Companies are able to claim their profiles and have a level of control over the branding and company information, but closing or deleting a profile is not supported.

Can I see personal details of who wrote reviews on my company?

To protect candidate privacy all reviews are anonymous.

**More questions?
We're just a phone
call away.**

(See over page)



Get more out of your
SEEK experience with a
dedicated team.

Your SEEK Team

SALES TEAM

Delivering you better value through providing solutions to your needs and challenges.

Contact your Account Manger at **13 64 34**

Monday to Friday, 8am to 6pm AEST

CLIENT SUPPORT TEAM

Support your day to day technical and product needs.

+ 61 1300 658 700

Monday to Friday, 7am to 7pm AEST

CLIENT PRODUCT SPECIALISTS & CLIENT TRAINING TEAM

Our Client Product Specialists and Client Training Team are dedicated to providing you and your team with the learning and training needed to get the most out of SEEK products and services, including Company Reviews. To book a session or attend a webinar, please contact your Account Manager via the above details.





Things To Show & Share

Now that you're across the details, here's everything you've seen, all wrapped up in a handy snap-shot. These could be useful for sharing with others to help them understand Company Reviews.

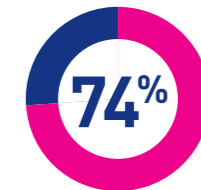
SECTION THREE

How would you like to manage your page?

USER GENERATED CONTENT ECONOMY

Consumers are increasingly using online platforms to find information about all kinds of things, from products and services, to restaurants and travel. Review sites featuring user generated content play a key role in helping people to research available options and make informed decisions. Job seeking is no different.

Company reviews is a trusted destination for companies to promote and position their employment brand, making it more likely to match applicants to the roles and cultural fit of their organisation.



74% of people begin researching information about companies in the very early stages of their job search.

SMALL EFFORT, BIG REWARD

What's involved? SEEK will make sure that only validated and moderated reviews are published on your page. We'll do the checking for you.

That means your level of involvement is completely up to you.



EASY WAYS TO STAY CONNECTED WITH YOUR PAGE



ACTIVATE YOUR RSS FEED

When a moderated review is published to your page, you'll receive an email alert.

TOP 3 THINGS

YOU MIGHT CONSIDER ...

1 MAKE IT YOURS

Include your logo and brief company description to help candidates to understand what's unique about your company or what makes it a great place to work.



2

RESPOND TO REVIEWS (as many or as few as you like)

Our research shows that candidates read your company responses, so taking a few minutes to respond could be a positive and easy way to interact with your page.



3

Read reviews to gain new insights from current and past employees.



SIT BACK & LISTEN

CONSIDER ATTENDING A WEBINAR

This is a quick and easy way to learn about company reviews and get top tips on how to manage your page. There are two webinars to choose from – Live and On-Demand.



WHAT ABOUT NEGATIVE REVIEWS?

We understand that reading reviews that seem critical of your company can be challenging.

Our user experience testing showed that people researching companies are equally interested in positive and negative reviews and use a combination to build a balanced and realistic view. In fact, negative reviews help to provide credibility and authenticity to your page. SEEK has a comprehensive moderation process that will identify and remove any reviews that breach our community guidelines.

Your page will include a mix of negative reviews, but may describe a particular element of a reviewers' experience for example:



The value in this honest feedback means that as an employer, you can gain insights into where there might be room for improvement, or where your organisation is performing really well. You may even choose to respond, showing that you are listening and open to development and growth.

We've provided some tips on how to respond to reviews in our webinars and in our Employer Guidelines

What's the average star rating? 3.5 OUT OF 5

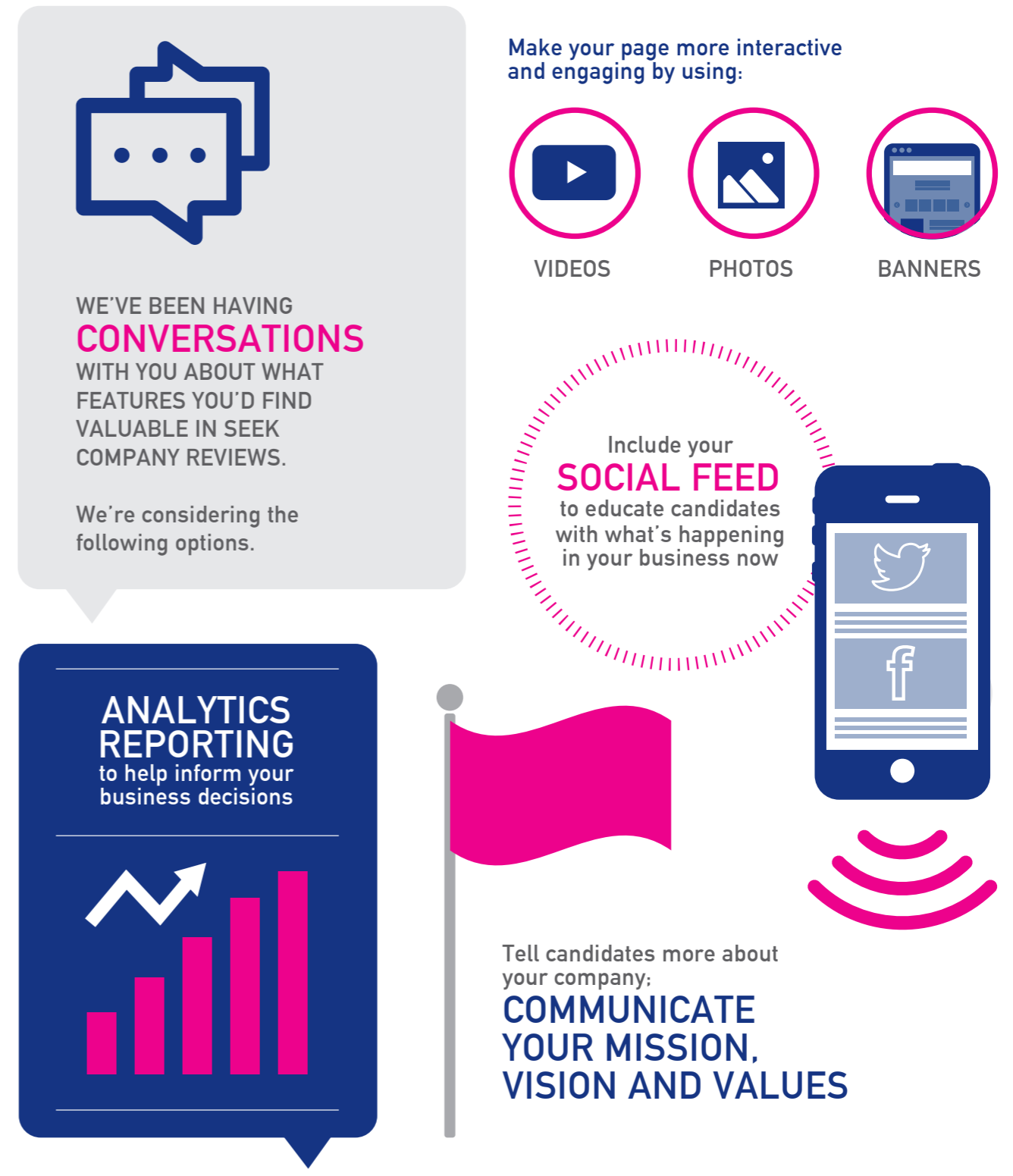


The Now



CONTINUE TO PROVIDE FEEDBACK TO HELP SHAPE THE FUTURE OF SEEK COMPANY REVIEWS

The Future



CONTINUE TO PROVIDE FEEDBACK TO HELP SHAPE THE FUTURE OF SEEK COMPANY REVIEWS



Thank you
for your time