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Cloud for good glassdoor

Today, technology has changed everything. One aspect of technology that has progressed beyond what most have predicted is the way we now store digital data. You've probably heard the term the cloud or cloud computing, regarding digital storage. And you've probably heard it a lot – it's becoming more and more popular as a solution for storing and retrieving a plethora of files. If you're looking for an explanation of exactly what those terms mean and what the cloud really is, look no further. What is it? Essentially, cloud storage is a way to store or access information to and from remote servers, after which you store that space (or at least not require you to have the actual data) on your device. Many times, when someone says cloud, we immediately think of methods of storage, but that's not always the case. You'd probably be surprised to find out how much we use as a population cloud-based services. Cloud-based services There are the obvious examples – such as iCloud, Google Drive, or Dropbox: services that offer you offsite storage – but this only makes up a fraction of the services we use that rely on cloud computing. Your favorite streaming sites, such as Netflix, Hulu, or Amazon Instant Video, all use cloud technology to give customers access to a host of files. None of these files are actually present on the device you use to stream them: they are simply shared from these companies' offsite servers. It might surprise people to know that their favorite social media outlets are also run using cloud technology. Once you think about it, however, it makes sense: Facebook, Twitter and other websites allow you to access previous posts that aren't stored to your device. Similarly, any service that allows you to access information only through that particular service probably uses the cloud in some way. Email, for example, allows you to access all your messages from anywhere as long as you go through your provider. When you sign in to your email, you access the data through some offsite storage provided by the company. Finally, the cloud is used in any service that allows you to see information that you yourself has not saved. Without cloud storage, our devices would be cluttered. If every email is stored directly on your computer, or every post you made on Facebook must be stored on your drive, we will find ourselves overwhelmed with data. But thanks to the cloud, we can use the services we enjoy without delivering the storage space. Glassdoor features employee reviews from more than 700,000 companies, including most of the tech world—and Glassdoor itself. As of last week, 416 Glassdoor workers have reviews the company. Employees are encouraged to post them, said Lisa Holden, who runs Glassdoor's company profile on his website. Since urging other companies to be transparent, she says it is trying to live through its own philosophy. No company has been released, she says. We believe in drinking our own champagne and using our own services. Now 10 years old, Glassdoor is a job-looking website that offers reviews from employers as part of its offerings to potential employees. They can also find data on salary, photos from the offices and tips on how to interview. In theory, when job seekers know more about a company, they're more selective about where they apply, and companies are getting more targeted applications. Glassdoor's own employees think pretty highly of their company, which assends it an average of four out of five stars — the average company rating is 3.3 stars — and they're guessing about CEO Robert Hohman, giving him a 91% approval rating. But Glassdoor's rating has shrugged off in the past two years; it used to be as high as 4.7 stars. Through the search glass. While most Glassdoor reviewers praise its relaxed, collaborative culture, some curl over low pay and that the company's growth has led to staff shortages and mixed messages about goals. Some complaints are shown: I would not recommend joining the company at this time. They are so focused on being public that they've lost their full sense of what Glassdoor is all about. We preach transparency, but recently we've all been in the dark. Having their dirty laundry aired in public is part of the price companies pay to be on Glassdoor, said Holden, who admitted there were some growing pains as Glassdoor expanded. No company is perfect and we're not perfect either. Along with reviewing Glassdoor on Glassdoor, Glassdoor also uses Glassdoor to recruit employees to Glassdoor. And if that wasn't confusing enough, under the work it recruits for is head of recruitment. Update: This post has been updated to reflect that Glassdoor now has reviews from more than 700,000 employers on its website. When hiring, growing your reputation as a big employer is one of the most effective ways to attract better candidates. Whether you actively maintain it or not, you already have an employer brand. To find out what it is, specifically what makes you attractive to candidates and what makes you different from your competitors, you need to talk to your employees. Building an employment brand also involves the scope of your competitors: figure out how their brands are performing and where they invest their recruitment efforts. In the end, you'll take all this feedback, develop a brand that resonates with the people you want to attract, and roll it out through your recruitment materials, such as your career page, your job descriptions, and everything you use to attract prospective hires. Do it right and you see more awareness and positive sentiment about your company and more work for you. Glassdoor, the fastest growing career community online, started out as a place for employees to share feedback on employers. Glassdoor has since surpassed employers as the most reliable place to get information about what it's really like to work for a certain company. Now it boasts 24m members and 300,000 companies in 190 countries. It's a smart place for employers to build their brands, gather competitive intelligence and source more candidates. Recruiting on social media? Workable is the industry leader with recruitment features to find and hire the best candidates. Sign up for our 15-day free trial. Build your employment brand on Glassdoor The most driven candidates (your purple squirrels, probably) are motivated by more than just a paycheck. They'll do their homework to get a glimpse of your workplace culture, work-life balance and career development opportunities. More than half of all candidates look at word-of-mouth reviews before making the decision to apply for a job. And, half of all job seekers use Glassdoor to review reviews, salary information, benefits, and maintenance .C. To attract these candidates when you recruit on Glassdoor, you need a few things: An employee value proposition (EVP). In other words, what employees work out at your company. Start collecting feedback from your team. What makes people want to work at your company? What motivates them to do good? How would they describe your company to a friend? An employer profile. They are free and easy to set up. Use your EVP to find out which content will resonate most with your candidates. Add status updates, benefits, and images. Reviews. Request reviews from your employees, and when they come in, respond immediately. Be sure to address specific comments and strengthen positive sentiments. Related: Innovative recruitment tools and techniques for modern HR teams That perform against competitors How do your competitors' talent brands perform and how does your company measure up? What does their hiring process look like? What does your talent pool look like? Before recruiting on Glassdoor, use their data to gather competitive intelligence. Here are some tips to get you started. Try a talent brand audit. Even if you haven't collected a stock of data about your own company, you can learn a lot about the respective reputations of other employers. Useful metrics include CEO approval ratings, employees' perspectives on the business outlook and whether or not employees will recommend this company to a friend. * all images via Glassdoor Compare your hiring process. Where do your competitors invest their recruitment efforts? Campus recruitment? Staffing agency? Credentials? How long does the process take? Who is involved in job interviews? This information can be obtained for free by clicking on the page on Glassdoor's employer profiles. * all images via Glassdoor Dig into demographics. When you site on Glassdoor, you can look at the demographics of the people who visit your page, and compare them for free with your competitors' visitors. Use this data to identify your target audience and customize your recruitment strategy accordingly. * all images via Glassdoor Promoting your work With this legwork done you must now have a live and up-to-date employer profile. You have glowing employee reviews, an equally sunny reputation word cloud and are ready to recruit on Glassdoor. Sounds like a good time to advertise. Here are Glassdoor's paid ad options. Job ads. Use it to promote your work on Glassdoor's Job Search page, both web and mobile versions. Your work will also be promoted in weekly job alert emails and on partner sites like CNN Money and Fortune. Displays ads. Catch the candidates you're looking for while they look at your competitors. This ad will promote your company on employer profiles of your competitors. Improved company profile. Get more ownership of your talent brand by adding jobs, photos, videos and social feeds (Twitter and Facebook) to your employer profile. Your improved profile also comes with a Why Work for our division, where you can highlight specific teams, projects and HR initiatives such as a diversity and inclusion program. Related: How to place a job on Glassdoor Job ads on Glassdoor, based on their data, delivers higher quality applicants at a lower cost-per-hire than traditional workboards. Glassdoor also integrates with your hiring software of choice, making it easier to track where candidates come from and streamline communication throughout the hiring process. Process.

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