

## MYTH VS. REALITY

### What Have You Heard About Glassdoor?

Employers occasionally have misconceptions about how Glassdoor works. We're here to set the record straight—and help you improve your employer brand and find employees that you love.

**Let the myth busting begin...**

<p><b>1</b></p> <p><b>MYTH</b></p> <p>Glassdoor is just a rant site!</p>	<p><b>REALITY</b></p> <p><i>Hardly the stuff of ranting!</i></p> <p>2 out of 3 employees posting on Glassdoor profiles report they are "OK" or "Satisfied" with their job and company.</p> <p>The average company rating on Glassdoor is 3.3 (on a 1-5 scale).</p>
<p><b>2</b></p> <p><b>MYTH</b></p> <p>Anybody can post anything they want!</p>	<p><b>REALITY</b></p> <p><i>No, they can't.</i></p> <p>Glassdoor's community guidelines clearly outline what's acceptable and what content will trigger removal.</p> <p>Sharing balanced and constructive reviews is encouraged, disclosing confidential information isn't.</p>
<p><b>3</b></p> <p><b>MYTH</b></p> <p>No one reviews company reviews!</p>	<p><b>REALITY</b></p> <p><i>Not true.</i></p> <p>All reviews are vetted via a multi-tier process, including technology-based review and human review.</p> <p>5-10% of reviews are rejected by our content services team.</p> <p>Any Glassdoor member can flag a review for a second look.</p>
<p><b>4</b></p> <p><b>MYTH</b></p> <p>Glassdoor is only for job seekers!</p>	<p><b>REALITY</b></p> <p><i>Glassdoor serves employers, too.</i></p> <p>With a Glassdoor profile, employers can influence job candidates at the moment they're looking for jobs, as much as 3x more than traditional job boards.</p> <p>Adding employer branding, "Why work for us?" content and company benefits helps attract 2x more qualified job candidates.</p>
<p><b>5</b></p> <p><b>MYTH</b></p> <p>Employers get to manipulate Glassdoor reviews!</p>	<p><b>REALITY</b></p> <p><i>That's not possible.</i></p> <p>Employers can only respond to their company's reviews.</p> <p>Employers cannot delete, edit or order reviews.</p>
<p><b>6</b></p> <p><b>MYTH</b></p> <p>You can pay Glassdoor to be chosen as a "Best Place to Work!"</p>	<p><b>REALITY</b></p> <p><i>Not a chance!</i></p> <p>Our methodology for our annual Employees' Choice Awards, a list of the Best Places to Work, is based solely on the quality of reviews and employee experiences with each company.</p> <p>Learn more by emailing <a href="mailto:bestplacetowork@glassdoor.com">bestplacetowork@glassdoor.com</a>.</p>
<p><b>7</b></p> <p><b>MYTH</b></p> <p>Glassdoor helps employers uncover who wrote negative reviews!</p>	<p><b>REALITY</b></p> <p><i>Nope.</i></p> <p>Reviews and salary reports shared by our members are completely anonymous.</p> <p>Employers can respond to reviews but are not able to identify the source.</p>
<p><b>8</b></p> <p><b>MYTH</b></p> <p>Only Millennials research companies using Glassdoor!</p>	<p><b>REALITY</b></p> <p><i>Not true.</i></p> <p>Almost 2 out of 3 Glassdoor users (65%) have 10+ years of work experience.</p> <p>9 out of 10 job seekers find the employer perspective useful when learning about a particular job or company.</p>
<p><b>9</b></p> <p><b>MYTH</b></p> <p>Employers can't ask employees to write reviews!</p>	<p><b>REALITY</b></p> <p><i>They can and do!</i></p> <p>Who knows better what it's like to work at a company than current employees?</p> <p>However, it's against Glassdoor guidelines to offer incentives in exchange for reviews.</p>
<p><b>10</b></p> <p><b>MYTH</b></p> <p>Employers have no voice on Glassdoor!</p>	<p><b>REALITY</b></p> <p><i>On the contrary.</i></p> <p>Employers can sign up for a Free Employer Account and join the conversation, answer reviews, update basic company information, flag content as inappropriate, and post awards and workplace photos.</p>