

Best practices for featured Commitments

Highlight the priorities your company
is committed to.





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and how to add them

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Stand out in a changing market by giving candidates information that matters to them most.

When millions of workers quit their jobs in 2021, this economic trend fundamentally changed the talent market and shifted job seeker priorities for good. Candidates want to understand what it's really like to work for a company and they're making stronger demands of potential employers.

Because of this, **employer branding is now a top investment priority for many companies.**

Backed by data, below are the five values job seekers care about most.

Strengthen your brand by showcasing what you're doing to prioritize any of these areas:



Diversity, equity,
and inclusion



Career growth
and learning



Work-life
balance



Social
impact



Environmental
sustainability

* [LinkedIn Workforce Confidence Index](#)

80%

of Gen Z job seekers want opportunities that better align with their interests and values — it's their **#1 job hunt priority***








Enhance your employer brand more easily with featured Commitments.

Commitments are promises to your employees and the broader community. Use them to help job seekers understand what it's really like to work at your organization.

Prominently featured on the "About" tab of your Page.

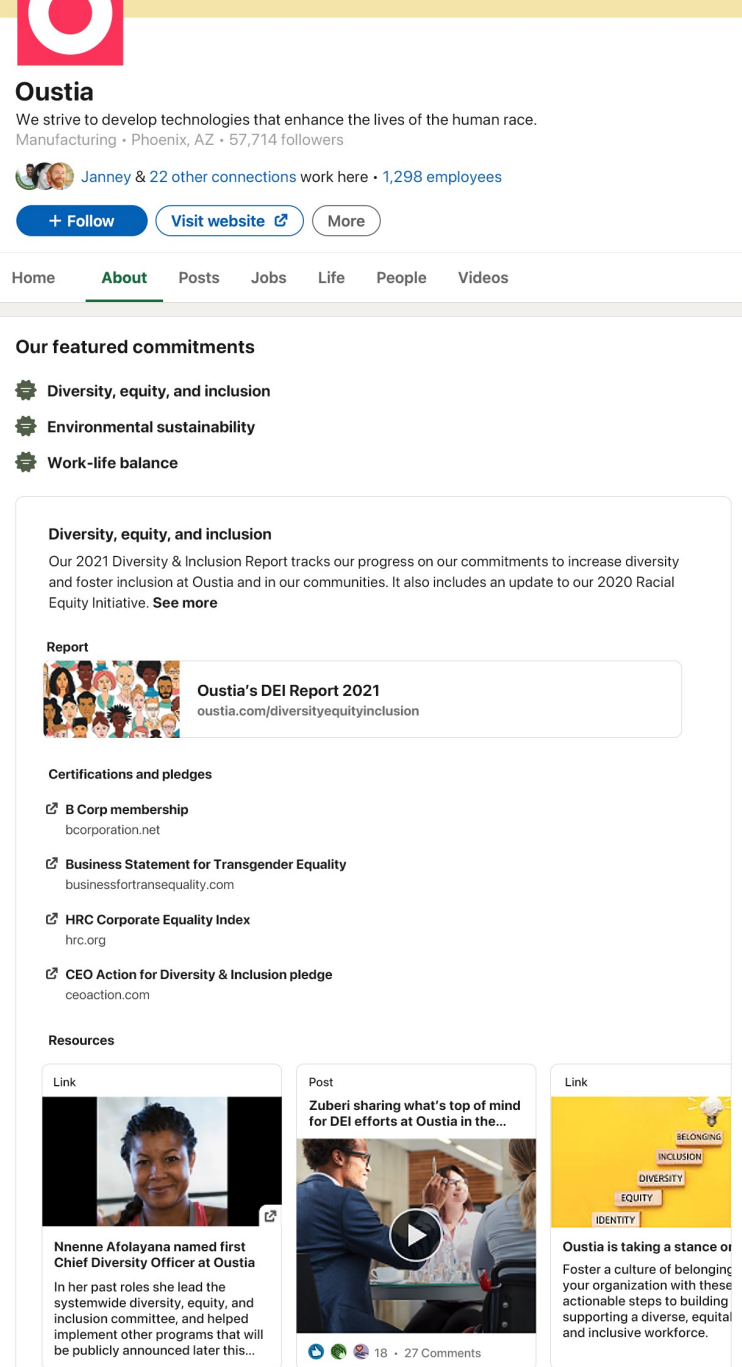
Up to 5 Commitments

Our featured commitments

-  Diversity, equity, and inclusion
-  Environmental sustainability
-  Work-life balance
-  Career growth and learning
-  Social impact

They help your company:




- Attract qualified candidates by giving them the information they care about most in their job search
- Demonstrate what you're doing to create a culture aligned with your values using proof
- Easily build awareness of your organization at scale



Oustia
We strive to develop technologies that enhance the lives of the human race.
Manufacturing · Phoenix, AZ · 57,714 followers
Janney & 22 other connections work here · 1,298 employees
+ Follow Visit website More

Home About Posts Jobs Life People Videos


Our featured commitments

-  Diversity, equity, and inclusion
-  Environmental sustainability
-  Work-life balance





Diversity, equity, and inclusion

Our 2021 Diversity & Inclusion Report tracks our progress on our commitments to increase diversity and foster inclusion at Oustia and in our communities. It also includes an update to our 2020 Racial Equity Initiative. [See more](#)

Report


 **Oustia's DEI Report 2021**
oustia.com/diversityequityinclusion

Certifications and pledges

-  [B Corp membership](https://bcorporation.net)
bcorporation.net
-  [Business Statement for Transgender Equality](https://businessfortransequality.com)
businessfortransequality.com
-  [HRC Corporate Equality Index](https://hrc.org)
hrc.org
-  [CEO Action for Diversity & Inclusion pledge](https://ceoaction.com)
ceoaction.com

Resources

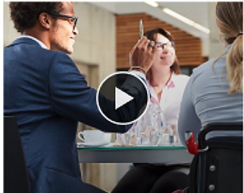
Link



Nnenne Afolayana named first Chief Diversity Officer at Oustia
In her past roles she lead the systemwide diversity, equity, and inclusion committee, and helped implement other programs that will be publicly announced later this...


Post

Zuberi sharing what's top of mind for DEI efforts at Oustia in the...



18 · 27 Comments

Link



Oustia is taking a stance
Foster a culture of belonging your organization with these actionable steps to building supporting a diverse, equal and inclusive workforce.

Get started by adding Commitments to your Page.

Follow these simple instructions.

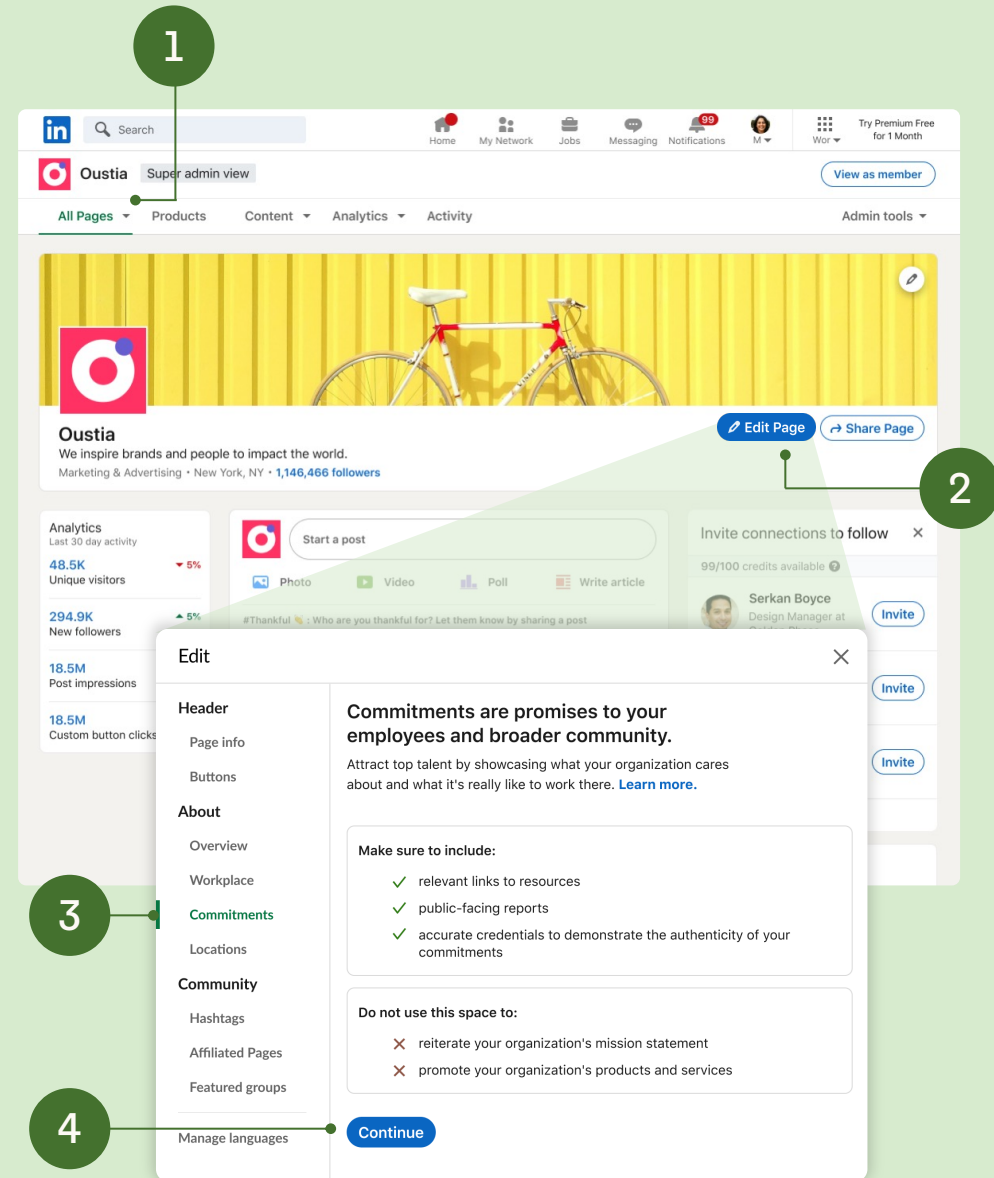
You must have **Super Admin** permissions to be able to add your Commitments to the “About” section of your Page.

1 Once you verify permissions and are signed in to your account as a Super Admin, click “**Home**” under “**All Pages.**”

2 Select “**Edit Page**” in the upper-right corner below your background photo.

3 Select “**Commitments**” on the left-hand side under the “About” header.

4 Click “**Continue**” to begin adding your Commitments.



Step-by-step instructions, continued

5 Click the **“Add a commitment”** button and select a Commitment from a predefined list. You can add a maximum of five Commitments from the dropdown menu.

6 After selecting your Commitment from the dropdown menu, additional fields will appear allowing you to add proof and resources to back up your commitments. The **“Description,”** **“Proof,”** and **“URL”** fields marked with an asterisk must be completed to save and add your Commitments.



Note: some proof is optional and varies by Commitment.
For more examples of proof for each Commitment type, reference pages **8–12**.

7 Select **“Save”** once you’ve filled out all required fields and added additional resources. Save your work on a Commitment before adding another.

Your Commitments and proof will then be prominently displayed on the **“About”** section of your Page.



7

Discard edits Save

Header

Page info

Buttons

About

Overview

Workplace

Commitments

Locations

Community

Hashtags

Affiliated Pages

Featured groups

Manage languages

Featured commitments On ☒

Select commitments that are important to your company to feature on your Page. Please provide proof for each, such as reports, websites, blog posts, articles, or videos. [Learn more about commitments.](#)

* Indicates required

+ Add a commitment

Diversity, equity, and inclusion

Environmental sustainability

Social impact

Career growth and learning

Work-life balance

6

Diversity, equity, and inclusion (DEI) ✕

Discover ways to advance your DEI goals [here](#).

Description*

0/1200

Proof* URL*

Report Ex: yourcompany.com

Certifications and pledges (5 maximum)

Provide links to any DEI certifications or pledges.

+ Add a certification or pledge

Resources (5 maximum)

Provide links to supporting materials, such as articles, blog posts, company pages, videos, podcasts, etc.

+ Add resource

Career growth and learning ✕

Description*

0/1200

Programs (separated by comma)

List of programs*

Ex: Mentorship program, Internal rotation, Conference stipend

Add programs separated by a comma 0/500

Resources (5 maximum)

Provide links to additional supporting material you'd like to highlight, such as articles, blog posts, company pages, videos, podcasts, etc.

+ Add resource



Share proof to authentically showcase your values.

Strengthen your brand story and differentiate your organization by linking content that backs up the Commitments you want to showcase. If you don't yet have existing content, here are some guidelines to help you choose what proof to share.

Make sure your proof is:



Relevant

Give job seekers interesting, up-to-date content that clearly communicates what you stand for. Make sure it's free-form text, under 1,200 characters, and that all links are active.



Objective

Your proof should be informative, factual, and unbiased to give people useful data about your Commitment. This can include links and references to third-party certifications.



Tangible

Ensure you give job seekers concrete examples of how you've demonstrated your Commitment, including specific deadlines and dates.



Diversity, equity, and inclusion

Share specific ways that you're committed to sourcing and hiring fairly, building a more inclusive culture, and supporting employees to retain diverse talent.



Credentials accepted

- **Report:** A document that highlights trends, opportunities, and strategic efforts to promote the inclusion and equitable practices for all identities and backgrounds that make up your workforce
- **Pledge:** Actions or efforts to cultivate an inclusive culture that addresses the needs and concerns of employees from underrepresented groups and increases equity for all communities
- **Certification:** A designation that your company meets high standards of diversity, equity, and inclusion (DEI) to ensure safe work environments for all people

Examples of proof

- Third-party research reports, company diversity reports, highlights of employee research group (ERG) programs, or a public or internal DEI audit that can include language and ADA compliance information
- CEO Action for Diversity and Inclusion pledge or similar coalition
- An initiative in support of DEI through employee experiences
- [EDGE certification](#) for gender and intersectional equity, [DEI workplace certification](#), or participation in the United Nations [Target Gender Equality program](#)

Examples of resources

- Blog posts
- Videos
- Podcasts

For more information, visit our [DEI hub](#) for best practices.



Oustia's DEI Company Pledge
oustia.com/diversityequityinclusion

Proof – Pledge

Post

Hear from our CEO about her vision for a more equitable future...



18 • 27 Comments

1/2

of seekers aged 18–24 say
“inclusive workplace”
information is important
to their job search.*

Resource – Video

Career growth and learning

Demonstrate how your company is committed to upskilling employees, developing new and experienced managers and leaders, and engaging and retaining employees by investing in their professional growth.



Credentials accepted

- **Programs:** Add programs that demonstrate your company's commitment to individual career growth and the company mission. Programs should be entered without spaces and separated by a comma.

Examples of proof

- Learning and development stipends
- Mentorship opportunities
- Employee tuition assistance programs
- Learning courses and classes
- Training programs and initiatives

Examples of resources

Be sure to select URL links that guide visitors through your content to find related programs.

- Career success stories
- Published articles featuring organizational initiatives for employee education and reskilling opportunities
- Links to video series or podcasts about upskilling professionals or similar development programs in your organization

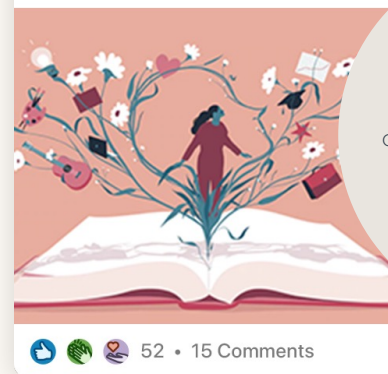


Quarterly Mentorship Program
oustia.com/mentorship2022

Proof – Program

Post

At Oustia, we're proud to cultivate a culture of personal growth, with...



   52 • 15 Comments

47%

of workers say training and opportunities for **learning and development** are top priorities.*

Resource – Blog post

Work-life balance

Clearly identify the steps you're taking to help employees maintain a healthy balance between their personal and professional responsibilities.



Credentials accepted

- **Perks and benefits:** Select from a dropdown menu for a maximum of 10 benefits.

Super Admins can easily choose from a list of more than 30 different employee perks and benefits.

Examples of proof

- Flexible working hours
- Collaborative working space
- Dedicated focus hours
- Company offsites and events

Examples of resources

- Links to blog posts highlighting employee experiences with work-life balance
- A link to your company's "About Us" page where you can showcase your approach to employee well-being
- A document overview of the benefits your organization offers employees



Oustia Employee Benefits
oustia.com/benefits

Proof – Benefits

Post

Employee wellness is not just a trend, but a founding principle for..



   17 • 24 Comments

63%

of members are **prioritizing work-life balance** in their job search.*

Resource – Video

Social impact

Share how you're effectively creating positive social change, supporting social causes, and helping to serve communities in need.



Credentials accepted

- **Pledge:** Actions or efforts to cultivate a socially conscious culture and publicly commit to improve or continue your organization's social impact
- **Certification:** A designation that your company meets high standards of social impact by working to find innovative solutions and influence positive change
- **Report:** A document outlining the steps your organization has taken to improve its socio-economic impact on the community or society

Examples of proof

- Corporate social responsibility (CSR) report or statement
- Information about philanthropic giving
- Nonprofit partnerships
- Community engagement efforts

Examples of resources

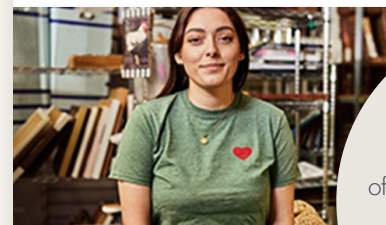
- Links to website content that defines any steps or pledges your organization has taken to partner with nonprofits for a good cause
- Blog posts or published articles that share the social impact your organization has made to the community it serves



Oustia's Social Impact Report
oustia.com/socialimpact

Proof – Report

Link



Help us support local families in need through our annual holiday drive

blog.oustia.com/holidaydrive

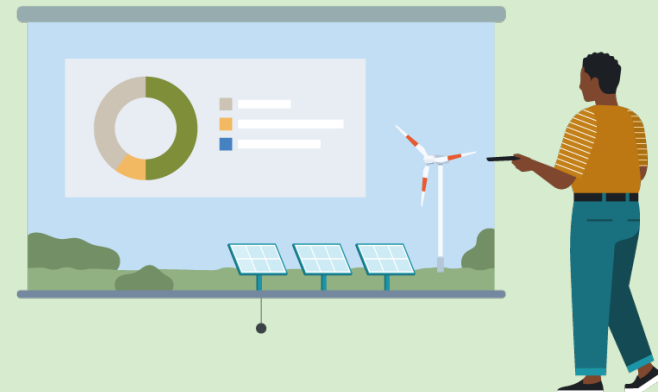
Resource – Blog post

~40%

of millennials say they selected their job **because their employer's social impact was better** than that of alternative companies.*

Environmental sustainability

Highlight all that your organization is doing to practice sustainability and consider the environmental, social, and economic impacts of your company's decisions.



Credentials accepted

- **Pledge:** Actions or efforts to cultivate a culture focused on making a positive impact for a better planet
- **Certification:** A designation that your company is meeting high standards of environmental performance and accountability
- **Report:** A document that highlights opportunities and strategic efforts to foster sustainable practices
- **Third-party ratings:** An unbiased assessment of impact given by someone outside of your company and based on set requirements, measures, and risks

Examples of proof

- Sustainability pledge ([SBTi](#), [the Climate Pledge](#), [SME Climate Hub](#), etc.)
- Certifications ([B Corp](#), [Green Business](#), [Green Seal](#), etc.)
- ESG rating from [S&P Global Index](#), [Morningstar and Sustainalytics](#), [FTSE4Good](#), environmental management system (i.e., ISO 14001)
- Questionnaires and scoring ([CDP](#), [EcoVadis](#), etc.)
- Sustainability reporting through the [Global Reporting Initiative](#)

Examples of resources

- Blog posts
- Published articles



Corporate Sustainability Pledge
oustia.com/sustainability-pledge

Proof – Pledge

Link



How Oustia is Innovating for the Future of Sustainable Design

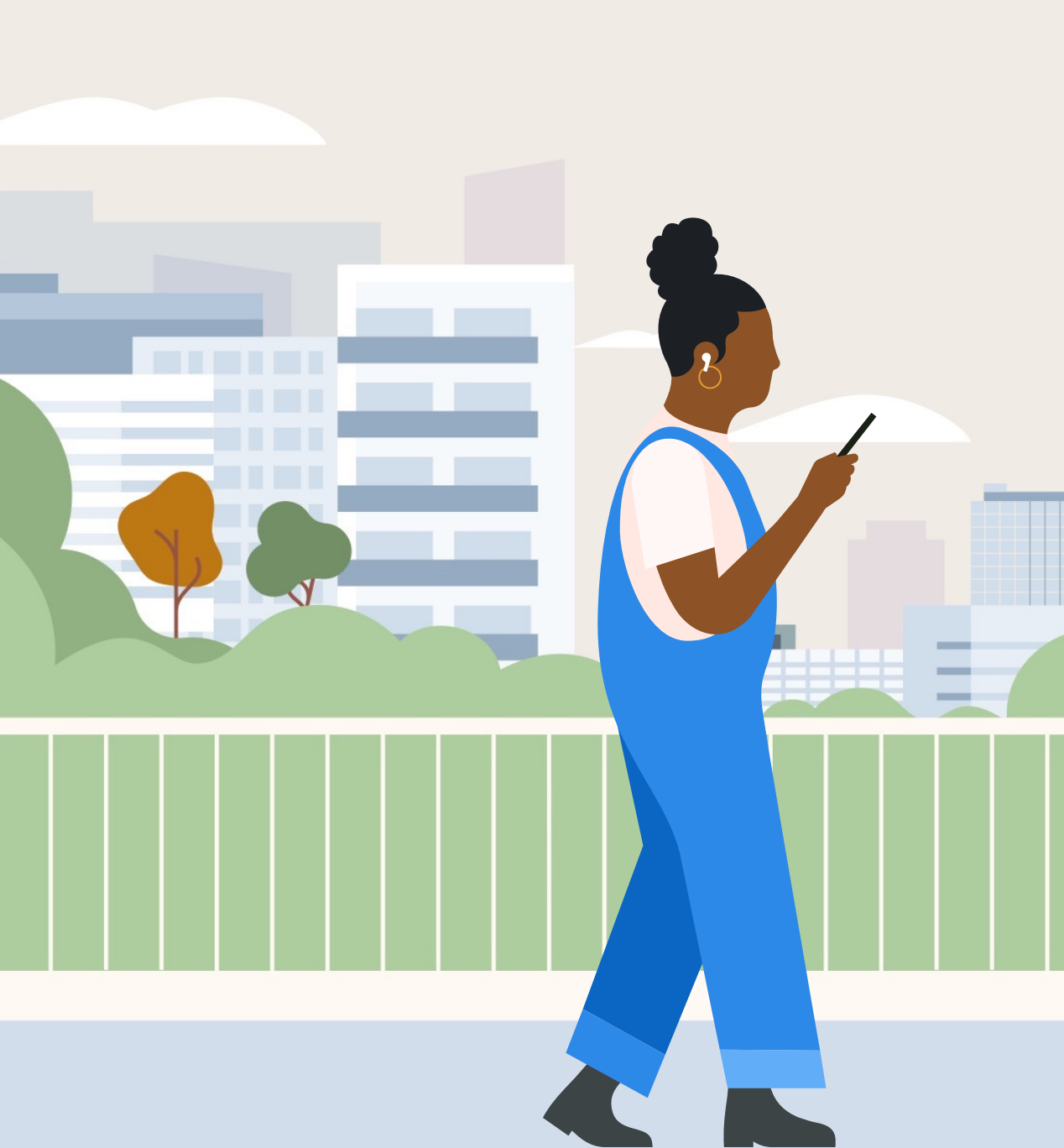
fastcompany.com - 6 min read

Resource – Article

~40%

of millennials have taken a job with a company because of the company's **sustainability practices**.*

* [LinkedIn data](#)



Start connecting with candidates based on shared values.

Add Commitments to your company page and start attracting a new pool of talent today.



Appendix

Get answers to your questions about Commitments.



How are Commitments different from the “Life” tab that already exists?

While both can help you showcase your company’s culture, there are a few key differences:

- Commitments will live on the “About” page, which has greater visibility. This information is also standardized, which means it can be leveraged later on to connect seekers to your company based on a shared set of commitments.
- Commitments are also more global in nature compared to the “Life” tab that serves as a double click into specific areas (teams, functions, or office locations). They can also already target specific audiences.
- Commitments will serve as the entry point for Interests (a paid feature), which will be a high intent signal from candidates that can help connect back to the ROI of your efforts.



What’s customizable with Commitments?

Learn what can be tailored and what is fixed when building Commitments.

1. As they are uploaded, titles of credentials and proof will render based on the URL link provided. However, you can customize the names of certifications and pledges for the environmental sustainability Commitment and the diversity, equity, and inclusion Commitment.
2. Thumbnail images that appear alongside your chosen proof reflect the image provided from your website’s metadata and cannot be customized. To change the thumbnail image, we recommend contacting your site developer and asking them to review the source codes or HTML setup.
3. Commitments cannot be customized to geotarget a specific region. Sensitive content related to regional nuances or that has legal ramifications should not be used for Commitments. We recommend using a broader approach to select your proof pieces, leveraging Career Pages to customize your content based on your region or country.

Disclaimer: While these are our current customizations, we are constantly updating our products.



Get answers to your questions about Commitments.



How can I be sure I'm using language that makes everyone feel safe, welcome, and included?

Here are some questions to determine if the language you're using is inclusive:

- Is there any language that's potentially offensive, disempowering, or not person-first?
- Is there any language that unnecessarily references gender?
- Do any examples shown include diverse portrayals of people and avoid common stereotypes?
- Are there any words or phrases that could be considered culturally specific?
- Is this language easily understandable?

Here are some questions to ask stakeholders involved in adding or building your unique Commitments:

- What assumptions (implicit or explicit) does this language make about our audience?
 - How might this language imply a single story or experience as the right or preferred way?
 - If there is a form to fill out, are there appropriate selections for everyone?
-



Explore Commitments case studies.

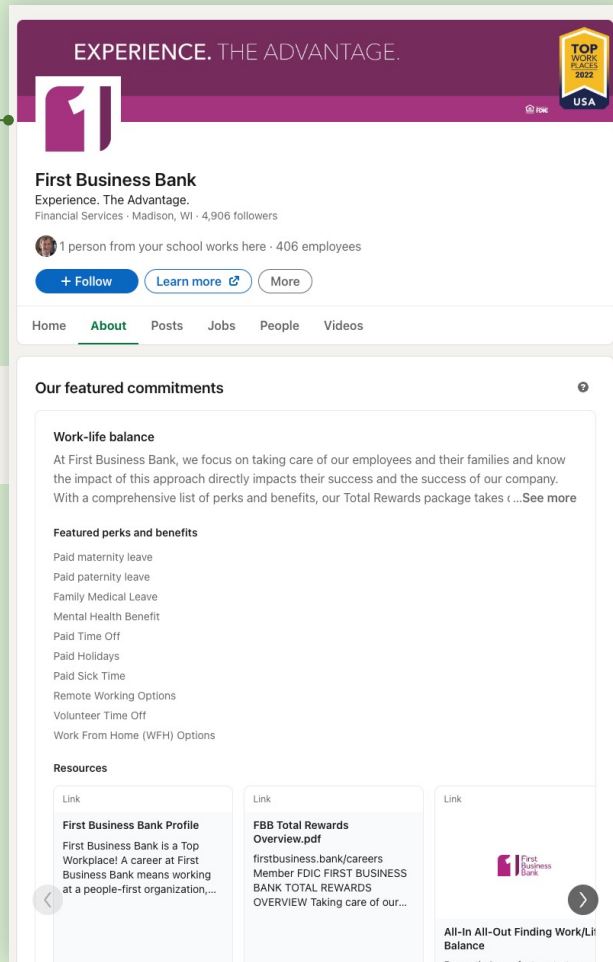
Learn how other companies are using the feature.

First Business Bank

Employees on LinkedIn:
406

Industry:
Financial Services

Visit First Business Bank's [Page](#)



EXPERIENCE. THE ADVANTAGE.

First Business Bank
Experience. The Advantage.
Financial Services · Madison, WI · 4,906 followers

1 person from your school works here · 406 employees

+ Follow Learn more More

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Our featured commitments

Work-life balance
At First Business Bank, we focus on taking care of our employees and their families and know the impact of this approach directly impacts their success and the success of our company. With a comprehensive list of perks and benefits, our Total Rewards package takes care of...[See more](#)

Featured perks and benefits

- Paid maternity leave
- Paid paternity leave
- Family Medical Leave
- Mental Health Benefit
- Paid Time Off
- Paid Holidays
- Paid Sick Time
- Remote Working Options
- Volunteer Time Off
- Work From Home (WFH) Options

Resources

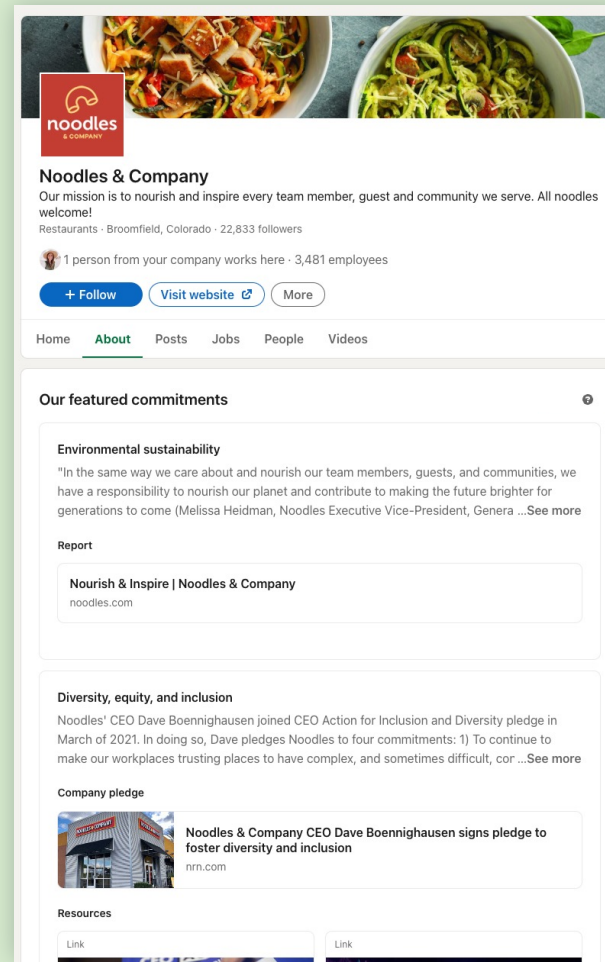
Link	Link	Link
First Business Bank Profile First Business Bank is a Top Workplace! A career at First Business Bank means working at a people-first organization,...	FBB Total Rewards Overview.pdf firstbusiness.bank/careers Member FDIC FIRST BUSINESS BANK TOTAL REWARDS OVERVIEW Taking care of our...	All-In All-Out Finding Work/Life Balance

Noodles & Company

Employees on LinkedIn:
3,480

Industry:
Restaurants

Visit Noodles & Company's [Page](#)



noodles & company

Noodles & Company
Our mission is to nourish and inspire every team member, guest and community we serve. All noodles welcome!
Restaurants · Broomfield, Colorado · 22,833 followers

1 person from your company works here · 3,481 employees

+ Follow Visit website More

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Our featured commitments

Environmental sustainability
"In the same way we care about and nourish our team members, guests, and communities, we have a responsibility to nourish our planet and contribute to making the future brighter for generations to come (Melissa Heidman, Noodles Executive Vice-President, Genera ...[See more](#)

Report

Nourish & Inspire | Noodles & Company
noodles.com

Diversity, equity, and inclusion
Noodles' CEO Dave Boennighausen joined CEO Action for Inclusion and Diversity pledge in March of 2021. In doing so, Dave pledges Noodles to four commitments: 1) To continue to make our workplaces trusting places to have complex, and sometimes difficult, cor ...[See more](#)

Company pledge

Noodles & Company CEO Dave Boennighausen signs pledge to foster diversity and inclusion
nrn.com

Resources

Link	Link

Explore Commitments case studies.

Learn how other companies are using the feature.

Plex, Inc.

Employees on LinkedIn:
174

Industry:
Entertainment

Visit Plex's [Page](#)

