Best practices for featured Commitments

Highlight the priorities your company is committed to.
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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

80% of Gen Z job seekers want opportunities that better align with their interests and values — it’s their #1 job hunt priority*

* LinkedIn Workforce Confidence Index
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.

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

Up to 5 Commitments

Prominently featured on the “About” tab of your Page.

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

Certifications and pledges
- B Corp membership
  incorporation.net
- Business Statement for Transgender Equality
  businessfortransequality.com
- HRC Corporate Equality Index
  hrc.org
- CEO Action for Diversity & Inclusion pledge
  ceoaction.com

Resources
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.
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.

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.

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.
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

* DEI Foundational Seeker Insights

For more information, visit our DEIhub for best practices.
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

*Great Reshuffle Seeker Readout

47% of workers say training and opportunities for learning and development are top priorities.*

Quarterly Mentorship Program
oustia.com/mentorship2022

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

Resource – Blog post

52 • 15 Comments

*Great Reshuffle Seeker Readout
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

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*2022 Global Talent Trends*
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

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* Measuring the Business Value of Corporate Social Impact

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~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](https://www.sbtinitiative.org), [the Climate Pledge](https://www.theclimatepledge.com), [SME Climate Hub](https://www.smeclimat hub.eu), etc.)
- Certifications ([B Corp](https://www.bcorporation.net), [Green Business](https://www.greenbusiness.com), [Green Seal](https://www.greenseal.org), etc.)
- ESG rating from [S&P Global Index](https://www.spglobal.com), [Morningstar](https://www.morningstar.com), [Sustainalytics](https://www.sustainalytics.com), FTSE4Good, environmental management system (i.e., ISO 14001)
- Questionnaires and scoring ([CDP](https://www.cdp.net), [EcoVadis](https://www.ecovadis.com), etc.)
- Sustainability reporting through the [Global Reporting Initiative](https://www.globalreporting.org)

Examples of resources

- Blog posts
- Published articles

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* LinkedIn data

~40% of millennials have taken a job with a company because of the company’s sustainability practices.*
Start connecting with candidates based on shared values.

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

**Noodles & Company**

Employees on LinkedIn: 3,480

Industry: Restaurants

Visit Noodles & Company’s [Page](#)

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**Appendix**
Appendix

Explore **Commitments case studies.**

Learn how other companies are using the feature.