



What to do about negative online reviews

In this increasingly digital age, online reviews make up an important aspect of commerce and community. It is almost routine to rely on online reviews to get the inside scoop on everything from restaurants to dentists, and now it appears that one's work environment is fair game as well.

With the advent of websites like Glassdoor, Vault.com, and Career Leak, it is now easier than ever for current and former employees to share their opinions of an organization with a large and public audience. While these websites can provide a platform for honest reflection, they can also become a theatre of defamatory and disparaging commentary. This kind of critique, regardless of its merits, can have a serious impact on an organization's reputation with both the public and with the talent it seeks to attract.

DID YOU KNOW?

94% of workers believe that negative comments on employer review sites damage an employer's brand

62% of job seekers visit social media sites to evaluate an employer's brand

15% of job seekers start their search by visiting employer review sites such as Glassdoor

Data courtesy of CareerArc, a social recruiting platform based in Burbank, Calif

However, employers do not have to sit by waiting for an employee to share a negative opinion about them on one of these sites. Instead of waiting until a negative comment is posted and being forced to do damage control, employers are advised to address the issue explicitly in all releases, contracts and policies. Remember, however, that any changes to existing agreements are only enforceable if they are exchanged for proper consideration. With that, a few simple additions to your existing documentation can ensure employees will not be able to post on these sites without serious repercussions.

If you want to discuss your options and exposure, please contact us at the information below. We're also happy to provide you with information about how to amend your current systems, and how to protect yourself going forward.

