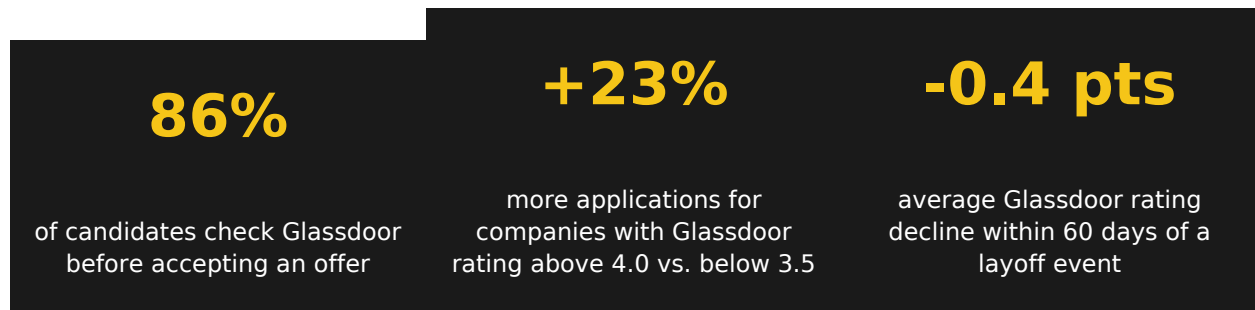


HR RESEARCH SERIES 2026 - REPORT R38 OF 10 (EXTENDED)

# Glassdoor Strategy and Employer Brand 2026

How to manage your Glassdoor presence, respond to reviews, and turn transparency into a talent acquisition advantage.

Glassdoor is the most influential employer reputation platform in European professional hiring, and the one most consistently mismanaged. Most organisations treat Glassdoor reactively: responding defensively to negative reviews, ignoring positive ones, and taking no proactive approach.



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The organisations with the highest Glassdoor ratings are not those with the best employer brand marketing, they are those with the best actual employee experience, communicated authentically by employees who feel genuinely valued.

## Understanding the Glassdoor algorithm

Factor	Weight	Implication
Recent reviews (last 12 months)	High, ~70% of score	Current experience matters more than historical, improvement is visible quickly
Review recency	Logarithmic decay	Old negatives fade, generating recent reviews matters
CEO approval rating	Separate metric	Leadership credibility affects overall brand significantly
Interview experience reviews	Separate section, high views	Hiring process quality visible to all candidates
Salary / comp review data	Cross-referenced with job ads	Pay transparency data increasingly visible
Response rate	Displayed publicly	Low response rate signals disengaged employer brand

## Review response strategy

- **Respond to all reviews**, positive and negative, response rate is visible, 100% is gold standard.
- **Positive review response**: 2 sentences, thank, reinforce one specific thing.
- **Negative review response**: acknowledge, do not dismiss, reference specific change without being defensive, invite direct contact.
- **Never try to identify the reviewer**, even implicitly, destroys trust.
- **Tone, professional and human**, not corporate, not defensive, the reader is a candidate, not a complaints department.
- **Response timeline**: within 5 business days, anything older signals neglect.

## Building review velocity ethically

**Not acceptable: asking employees to write positive reviews, providing incentives, or coordinating campaigns. Glassdoor detects and removes incentivised reviews, and discovery of manipulation permanently damages employer brand trust. Acceptable: making employees aware Glassdoor exists, sharing the company's profile, and asking for honest experience.**

## Managing negative review periods

Event	Typical Glassdoor impact	Recovery strategy	Timeline
Layoff (10-20%)	-0.4 to -0.6 star rating	Transparent communication, severance quality, alumni engagement	3-6 months
CEO change	±0.2 rating, increased volume	New leader transparency, early culture signals	1-3 months
Culture / scandal news	-0.3 to -0.8 rating	Authentic acknowledgement, visible change	6-18 months
Rapid growth / culture dilution	-0.2 rating, 'culture changed' reviews	Culture investment, manager training	6-12 months
Pay restructuring	Variable	Proactive communication, transparency on changes	1-3 months

## The Glassdoor-to-application funnel

Element	Candidate impact	Optimisation action
Company overview	First impression, credibility signal	Specific, human, regularly updated
Response to reviews	Shows engagement and culture	100% response rate, human tone
Jobs section	Direct to applications	Link all open roles, keep current
Photos section	Culture glimpse	Authentic workplace photos, regularly updated
Awards section	Third-party validation	Pursue and display relevant employer awards
CEO approval rating	Leadership trust signal	CEO Glassdoor profile active, direct engagement

## Forward outlook 2026-2030

EU Pay Transparency data integrates into Glassdoor profiles in 2026. AI-generated fake reviews become detectable and removed systematically by 2027. Glassdoor-equivalent platforms launch in Eastern European markets by 2028. By 2030, employer reputation data is standardised across platforms; candidates access consolidated employer brand scores from multiple sources simultaneously.

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