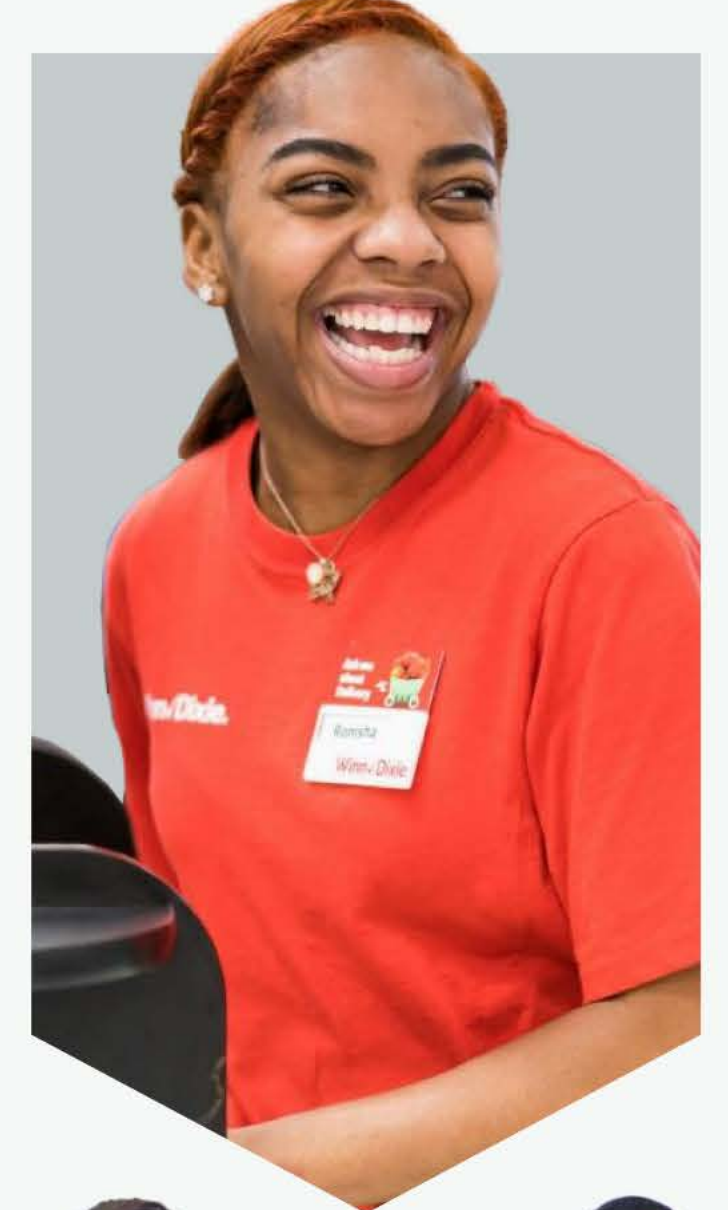




Customer Action Kit

Social Media Copy

Certification Nation Day **October 16, 2024**



How to use this guide

By following these steps and using the Certification Nation Day Action Kit, you can effectively celebrate Certification Nation Day on October 16 and showcase your company's pride! 🎉

Identify Account Owner:

If you're not the owner of your company's social media accounts, locate the person who manages them. Seek their permission and collaborate with them to feature your Certification Nation Day (CND) posts on October 16.

Content Option 1:

Ready-to-Go Materials: The kit comes with pre-made copy, images, and posters. Simply download the images and copy/paste the content onto your social media platforms. It's easy and requires no additional work!

Content Option 2:


Customize or Create Your Own: If you have the time and creativity, feel free to customize our suggestions or create your own unique copy, images, and social campaigns. We encourage you to let your creativity and company culture shine!

Use our hashtags & mention us

Hashtags

#GPTWcertified
#CertificationNationDay
#GreatPlaceToWork

Social Handles

 @greatplacetoworkUS
 @gptw_us
 @greatplacetowork
 @GPTW_US

Copy for LinkedIn

Tag @greatplacetoworkUS

- It's #CertificationNationDay! 🎉 Today we celebrate everything that makes [COMPANY NAME] great! Our leadership, our purpose, culture, and most importantly our people. We are proud to celebrate with @greatplacetoworkUS and all the companies that build outstanding workplaces. #GPTWCertified
- It's #CertificationNationDay! 🎉 What humbles us most about being Certified by @greatplacetoworkUS is that the decision is based on feedback given directly from our people. It truly is a great feeling knowing our team feels valued and understands the key role they play in making [COMPANY NAME] #GPTWCertified
- Happy #CertificationNationDay! 🎉 Let's give a big shoutout to our amazing employees who make [COMPANY NAME]'s culture truly special. They are why we get to celebrate our great today! 💙🌟 #GPTWCertified
- Let's Celebrate! 🎉 Today we're proud to be certified by @greatplacetoworkUS and participate in #CertificationNationDay - a global celebration of #GPTWCertified workplaces that put their people first.
- It's @greatplacetoworkUS Certification Nation Day, and we can't contain our excitement! 🎉 Today, we celebrate the driving force behind [COMPANY NAME]'s amazing culture: our employees! 🌟 Join us in celebrating everything that makes us Great! #GPTWCertified
- Today on #CertificationNationDay we take pride in celebrating everything that makes our company Great! [COMPANY NAME]'s culture is powered by our amazing people. 🎉 Join us in celebrating them along with all the people first companies! #GPTWCertified
- Happy #CertificationNationDay! 🎉 Let's give a big shoutout to our amazing employees who make [COMPANY NAME]'s culture truly special. Your unique contributions create the magic that defines us! 💙🌟 • We are honored to be certified by @greatplacetoworkUS 🎉 [Company Name] is dedicated to our people-first culture, and we are proud to celebrate Certification Nation Day with our wonderful employees!
- Our people are the reason we get to be part of #CertificationNationDay. Because of them, we get to call ourselves a #GPTWCertified company!

Copy for Instagram

Tag @gptw_us

- Our people-first culture is the reason why we get to be part of #CertificationNationDay - because of our people we get to call ourselves a @gptw_us! Happy Certification Nation Day! 🎉 #GPTWCertified #CertificationNationDay
- Happy Certification Nation Day! We're shouting our #CertifiedPride from the rooftops today as we show off what makes [COMPANY NAME] one of the best companies to work for - our people! We are great because they are great. Our team brings care, dedication, innovation, and fun to our workplace every day. We're so proud to be a @gptw_us Certified company! #GPTWCertified
- 🎉 On #CertificationNationDay, we take a moment to cherish our incredible employees who bring passion and dedication to work every day. It's an honor to be part of a global celebration among other #GPTWCertified™ companies, recognizing the value of our team members. 💙🌟
- Happy #CertificationNationDay! 🎈 [COMPANY NAME] is so proud to be part of @gptw_US global celebration. Today, we're tipping our hats to all the companies that create great workplaces where Mondays feel like Fridays and where every voice matters. #GPTWCertified
- 🎉 Happy #CertificationNationDay! Today, we're amplifying our incredible company culture. It's not just about the work; it's about the incredible community we've created. Here's to our people, the ones who truly shape our culture.
- Today, it's all about [COMPANY NAME]'s heart and soul - our incredible culture! On #CertificationNationDay, we're celebrating the values, relationships, and shared experiences that have helped shape who we are. We are so proud to be #GPTWCertified
- On this special #CertificationNationDay, we are overjoyed to be among the world's best companies. Our people-first culture has paved the way for this incredible achievement. Here's to our incredible team 🎉 #GPTWCertified
- Today, we join the community of @gptw_us Certified companies across the country to celebrate #CertificationNationDay 🎉 to honor and recognize businesses that are working to create great place to work for their people. [COMPANY NAME] is fueled by our people-first culture and proud to celebrate on this day! 💙🌟

Copy for Facebook

Tag @greatplacetowork

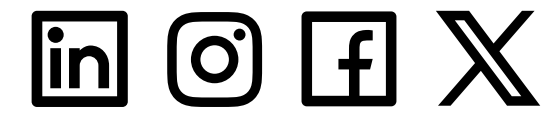
- It's Certification Nation Day 🎉 [COMPANY NAME] are proud to be part of the @greatplacetowork Certified community. We know what makes it all possible: our PEOPLE. Thank YOU for everything you do each day! #GPTWCertified #CertifiedPride
- It's #CertificationNationDay 2024! We believe that building great workplaces goes beyond physical spaces, and that's why we're committed to fostering a culture of innovation and excellence at [COMPANY NAME]. We're excited to be able to celebrate with the best companies in the country! Kudos and hearty congratulations to the entire team. #GPTWCertified
- [COMPANY NAME] is proud to participate in Certification Nation Day - a global celebration of the Certified companies. Our team is what makes us great. Thank YOU for everything you do each day! #GPTWCertified #CertifiedPride
- In the words of Tony, the Tiger, we're grrrrreeeaaat! We couldn't be more excited to celebrate our great people and the workplace culture we've built together. #GPTWCertified #CertificationNationDay
- 🎉 Happy Certification Nation Day 2024! We are proud to show our #GPTWCertified Pride along with other people-first companies across the globe. We're so proud of our team and the contributions they provide every day. 💙
- Today is #CertificationNationDay, we want to take some time to celebrate all our employees who work everyday to make our company culture as great as it is! 🎉 Here's to all of you! #GPTWCertified

X Copy for X

Tag @gptw_us

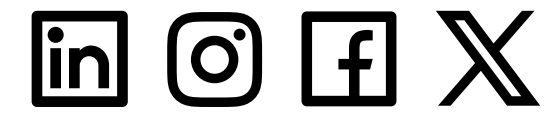
- It's Certification Nation Day 🎉 [COMPANY NAME] are proud to be part of the @greatplacetowork Certified community. We know what makes it all possible: our PEOPLE. Thank YOU for everything you do each day! #GPTWCertified #CertifiedPride
- Today is #CertificationNationDay, where [COMPANY NAME] celebrates everything that makes us great! 🎉 At the core of our culture lies the commitment to deliver exceptional experiences for our customers, colleagues, and communities. Our employees' diverse experiences and backgrounds are invaluable, as they are the driving force behind making us a @greatplacetowork 💙 #GPTWCertified
- It's #CertificationNationDay 2024! We believe that building great workplaces goes beyond physical spaces, and that's why we're committed to fostering a culture of innovation and excellence at [COMPANY NAME]. We're excited to be able to celebrate with the best companies in the country! Kudos and hearty congratulations to the entire team. #GPTWCertified
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- 🎉 Happy Certification Nation Day 2024! We are proud to show our #GPTWCertified Pride along with other people-first companies across the globe. We're so proud of our team and the contributions they provide every day. 💙

Copy for Recruitment/Hiring



- It's #CertificationNationDay! Join us as we honor all our employees who go above & beyond every day. It's because of them that [COMPANY NAME] is a #GPTWCertified company. Want to be a part of our amazing team? 🤝 We're thrilled to announce that we're hiring! Explore exciting opportunities and join us today! #Hiring #JoinOurTeam
- [COMPANY NAME] is so proud to be recognized by Great Place To Work® as a #GPTWCertified company. It's our vision to create an inspired workplace for ALL. Are you passionate about making a difference and being part of a remarkable team? We have exciting opportunities waiting for you! Check out our careers page for open positions. #HiringNow #JoinOurTeam
- Happy #CertificationNationDay 🎉 Congratulations to all the other #GPTWCertified companies. We feel honored to part of this incredible community of people-first businesses. Check out our careers page if you're looking for a new career and want to be part of our amazing team
- It's #CertificationNationDay today! Where all #GPTWCertified companies from around the world come together to celebrate such an achievement! [COMPANY NAME] has been certified for [X] years in a row and is proud to be a great place to work for all! Our people make us great! Looking to join our great team? We are hiring! Head over to our careers page and check out all the opportunities available to you.
- Hooray! 🎉 Today we join in the global community of #GPTWCertified companies in celebration of Great Place To Work's #CertificationNationDay! Getting Certified is a major accomplishment and this day is dedicated to all our employees. They are why [COMPANY NAME] gets to celebrate being great on this day! Learn more about our award-winning culture and join our team: [Link]
- At [COMPANY NAME] we put people at the center of what we do and are proud to celebrate #CertificationNationDay! Learn more about what makes us Great and join our team: [Link]

Copy for Employee Appreciation



- Proud and excited to Celebrate Certification Nation Day! 🌟 As an employee of a #GPTWCertified company, I am filled with #CertifiedPride! 💙 Being part of this remarkable team has been a journey of growth and fulfillment. Today, we celebrate our achievements and the incredible culture we've built together. #CertificationNationDay #ProudEmployee #GPTWCertified
- On this special day, I am bursting with #CertifiedPride! 🎉 I am lucky to be part of a company that values me and fosters an inclusive and positive environment. Each day, we come together as a family, supporting and inspiring one another. Let's celebrate our unity and success! #CertificationNationDay #GPTWCertified
- Happy Certification Nation Day! 🎉 I'm thrilled to be part of a #GPTWCertified company that values its people above all else. Our team's dedication and passion make this workplace truly extraordinary. Today, we celebrate our achievements and the fantastic culture we've co-created! #CertificationNationDay #CertifiedPride #ProudEmployee
- It's a day of celebration and gratitude! 🌟 I'm beyond proud to be part

of a #GPTWCertified company that cherishes its employees and their contributions. Our journey together has been nothing short of amazing. Today, we unite in celebrating our achievements and the exceptional team that makes it all possible! 💙 #CertificationNationDay #ProudEmployee #CertifiedPride

- Proud to be part of a #GPTWCertified company that values its employees! 🌟 Our team's unity and support have made a significant difference in our workplace. Today, on Certification Nation Day, let's celebrate the strong bond we share and our #CertifiedPride! Together, we make magic happen! 🎉 #CertificationNationDay #ProudEmployee
- 🥰 It's Certification Nation Day, and I couldn't be prouder of our #GPTWCertified company! 🎉 Our team's dedication to excellence and inclusivity makes it truly special. I'm excited to join the global celebration and showcase our #CertifiedPride. Let's spread the positivity and joy today! 💙 #CertificationNationDay #ProudEmployee



Questions?

Email hello@greatplacetowork.com

