

'GLASSDOOR'

UGC Photography Guidelines

Come and put yourself in the frame

In an ever-changing working world, we feel it's more important than ever that all of us at Glassdoor rally around our culture and each other. We want every employee to feel valued, proud of their contribution, and free to innovate like they always have.

That's why we'll soon be launching our new employer brand. It's a project that will change the way we communicate everything about the employee experience here at Glassdoor – and we need you to help bring it to life.

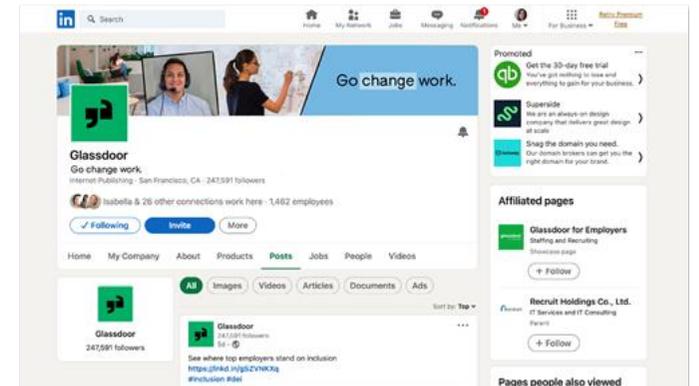
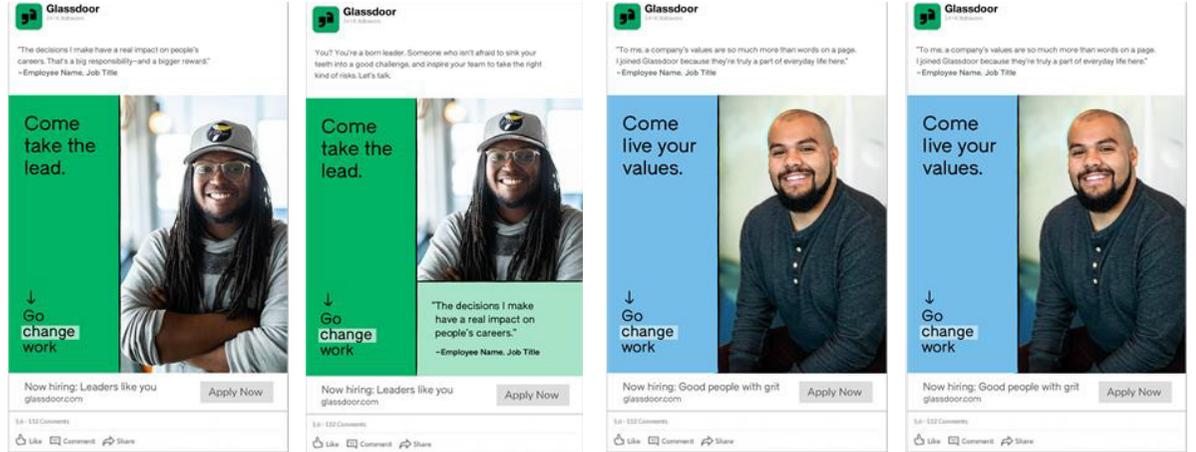
Leaning into our long-held value of transparency, we'd like you to use the guidance in this document and capture photos of yourself and your colleagues that show the best of life at Glassdoor. We'll use these snaps in our employer brand, from social media posts to recruitment ads and new starter welcome packs, and more besides. So your skill with a camera can play a vital part in shaping the future of our company.

We pride ourselves on being the leading community for workplace conversations, and this is your invitation to go change work for your colleagues, future Glassdoor employees, and of course, yourself!

Go Change Work

The line that defines our new employee brand is ‘Go change work’ – and we want your photography to embody that statement, with authentic body language that captures the energy and motion of animated, fully engaged workplace conversations.

Our employee brand, like our culture, is about transparency of the workplace experience. Our people are inspired to build brilliant things, drive progress, lead from the front and sell our company vision for a better working world. We want your images to capture that spirit and show our people, in all different kinds of roles, doing what they love and changing work for everyone for the better.



Photography style

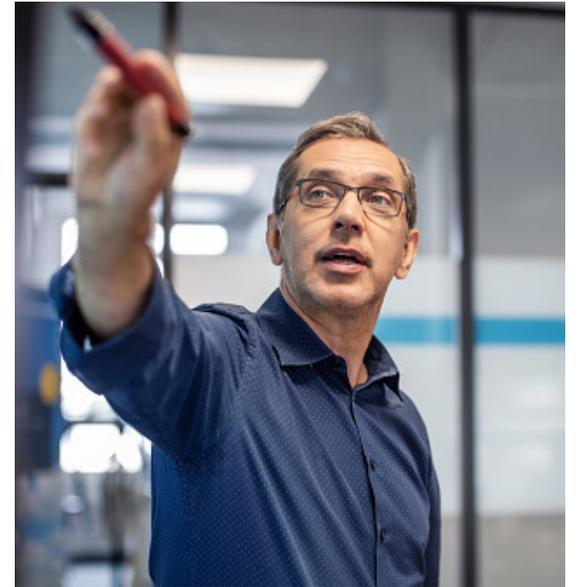
Portraying the full breadth and depth of life at Glassdoor through our employee brand will necessitate several different kinds of photographs. Follow these tips to bring your employee experience to life.

In every case, these photos should be shot from slightly below at dynamic angles, lending the subject a slightly heroic appearance without having their face fill the full frame. Leave some space to show their upper torso and the background, too.

In terms of dimensions, please take different photos in portrait, landscape and square formats, factoring in that different sizes might need different framing and zoom levels.

In terms of image content, the subject themselves should be shot mid action or interaction, while engaged in a task or during dialogue with another person slightly out of frame.

The pictures should feel authentic, conveying a degree of energy, movement and emotion, without ever coming across as staged. Snaps with a cheesy, stock photo feel full of people looking directly into the lens should be avoided at all costs – they don't convey what life at Glassdoor is all about.



Do's

Incorporate subtle but noticeable gestures that you would expect to find in a workplace scenario.

Capture the subject expressing positive emotions like joy, surprise, curiosity or concentration.

Don'ts

Depict employees overly gesticulating or produce false-feeling, over-the-top shows of emotions acted out especially for the camera.

Bring in extra props that create a feeling of falseness – such as the paper in the shot to the right.



Wardrobe

What you wear each day says something both about you, and the environment you work in. Our culture is one where you can be your self, while operating as part of a professional group to do great work and make amazing things happen.

These tips will help you pick an outfit for photos befitting our new employer brand.

Do's

Wear solid colors. If possible, look for options that are in contrast to the colors of your background. Simple patterns are okay too.

Wear an outfit that makes you feel comfortable. We want to see the real you!

Don'ts

Avoid wearing vibrant patterns like stripes, plaids, or anything else that might vibrate on camera.

Lighting

The way you light a shot can have a profound effect on the mood, clarity and feel of the image. Our employer brand is designed to highlight the brightness of our people and our fun, energetic and colourful working environment.

Consider these do's and don't when lighting your shots.

Do's

Find the brightest room or outdoor space. Natural light is your friend.

Consider turning your desk to face a window. This setup will allow a natural source of light to shine on your face and remove shadows.

Keep your light source in front of you. If that's not possible, aim for the side.

Don'ts

Avoid placing your light source behind you, as this will darken your image.

Location and composition

Do's

Curate your background and keep objects to a minimum.

Keep it professional. Offices, living rooms and kitchens work well.

If possible, stay at least 3 feet away (or at the very least, arm's length) from walls or objects behind you. Depth and dimension help add interest.



Don'ts

Avoid backgrounds that distract viewers.

Avoid bedrooms and being overly casual.

Avoid framed photos of people. We have your consent to be in the photo but we probably don't have theirs.



Method

The approach you take to physically snapping pictures.

Do's

Enlist help from someone else to take the photos of you, if possible. This will allow for more options.

Feel free to use a phone camera. They're so powerful these days, you should be able to get good results.

Have fun! Look for ways to bring your unique self into the photo shoot (e.g. if a pet wants to join in, go for it).

Don'ts

Avoid taking exclusively selfies –these can look overly staged and don't help to create a conversational, authentic depiction of life at Glassdoor.



Solo shots

Do's

Take shots that show your day to day – capturing reactions to authentic interactions.

Frame the shot to focus on the subject's upper torso, cutting the shot at the thighs, waist or lower torso.

Take selfies using the timer function to allow you to depict yourself in an authentic working setup.

Don'ts

Take selfies where you can be seen visibly holding the camera.

Take selfies from a top-down angle – shots should be angled either head-on or from slightly below the subject.



Working together shots

Many companies would call these 'group shots.' But our employer brand captures the spirit of 'Go change work,' and we want your photos to depict that in the moment.

Rather than showing a group of employees facing the camera as a collective, please have your chosen photographer move around your workspace taking shots of your team working together in your normal, natural way.

Shots should feature people engaged, interested, entertained and even excited – with some instances where some employees are slightly out of shot, lending the image depth and showcasing what we all are here at Glassdoor: individuals within a wider, happy team.



Framing example

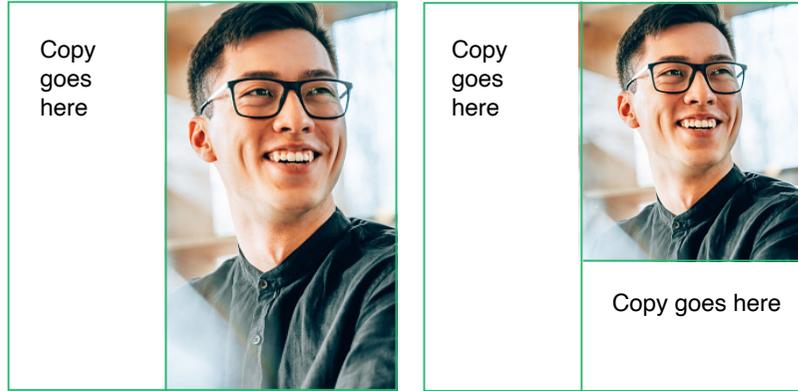
On the photography style page we mentioned taking different shapes of shots - portrait, landscape and square.

These graphical treatments show how those different approaches might be adapted for use in our employer brand.

Because the different shapes allow for different amounts of background space, please adjust the zoom level or step back when taking the shot to compensate.

Make sure you leave enough room in the composition to get in all important elements - background, the subject's expression, and also parts of their upper torso.

We'll then be able to take these images and use them in all kinds of ways, just like you see here!



LinkedIn Square Formats



LinkedIn Header Formats

Thank you

