

Top Workplaces Publicity Guide

The logo consists of a yellow banner with a pointed top and bottom, containing the text "TOP WORK PLACES" in dark blue, with "TOP" on the first line, "WORK" on the second, and "PLACES" on the third.

Publicizing your Top Workplaces Award

Now that you've earned bragging rights, here are some ideas for spreading the word about your Top Workplaces award.

Announce the news to your employees

Your employees made your Top Workplaces award possible. Share the news and celebrate with them!

- ☐ Make the big announcement. This is most powerful coming from your leader and be sure to thank employees for their input.
- ☐ Throw a party! Earning a Top Workplaces award is a big reason to celebrate.
- ☐ Tout the news at a company meeting or webcast.
- ☐ Feature the news in the company newsletter and on your intranet.
- ☐ Commemorate your achievement with celebration merchandise, such as plaques, pens and balloons. All are available at: americanregistry.com/topworkplaces.
- ☐ Throw a virtual Zoom happy hour, with the option of sending your employees beverages to have during the meeting.
- ☐ Send out an email blast highlighting the announcement, with some points from the survey on what your company does best. Feature some long-standing employees and their story about what they love about the company.

Use the Top Workplaces logo

As a Top Workplace, one of the perks is having our full permission to use the Top Workplaces logo to publicize your status. Our suggestions:

- ☐ Post it on your website and blog, especially your homepage and careers section.
- ☐ Include the logo on marketing materials.
- ☐ Add to your letterhead.
- ☐ Put it in employee email signatures.
- ☐ Incorporate it into your Twitter and Facebook cover photos.
- ☐ Create an Instagram highlight reel called `Top Workplaces` showcasing your employees and previous team events.
- ☐ Create a Zoom background with the logo to utilize during internal and external meetings.
- ☐ Get creative: if you are back or still in an office, show it off, in your lobby, common areas-even on your building!
- ☐ Let employees show their Top Workplaces pride with swag.

Share the honor via social media

Use Facebook, Twitter, and LinkedIn to share the news with your network to attract talent, customers, partners, even investors. Encourage your employees to re-share your post or create their own. Across all channels, use the hashtag #TopWorkplaces and tag @TopWorkplaces for the chance to be featured on our social media.

Here are some examples:



Twitter: Include 5-6 hashtags that are relevant to your company, #HR or #employee engagement. We have included some examples in the sample posts. This will increase visibility on your post and your award and make your organization more searchable. You can "pin" the tweet to the top to always keep this visible in your feed.

Copy Suggestion:

1. We've been named on the 2026 @TopWorkplace list. Thanks to our employees, who helped to make this happen! More info here #TopWorkplace: <http://bit.ly/NTW13> @teamenergize.
2. We are proud to announce we've been named a 2026 @TopWorkplace. Thanks to our employees, [tag newspaper name], @topworkplaces and @teamenergize who helped make this happen! Read more about our award here: [link to press release] .



Facebook: Multiple hashtags are not as relevant on this channel, and can be considered spam if you include them.

Copy Suggestion:

1. We're proud to announce that we've been named a #TopWorkplace by [tag newspaper name]! A big thank you to all of our employees, who helped make this happen. Read more here @topworkplaces: <http://bit.ly/NTW13>.
2. Honored to announce our team has been named a 2026 #TopWorkplace by the [tag newspaper name] for our culture that values its people and amplifies talents. Learn more @topworkplaces [link to press release] ✓ Add the award to your Facebook timeline .



LinkedIn: Include 5-6 hashtags that are relevant to your company, #HR or #employeeengagement. We have included some examples in the sample posts. This will increase visibility and search capabilities on your company page, post and your award.

Copy Suggestion:

1. [Tag your company name] is proud to announce we've been named to the 2026 @TopWorkplaces list. We're thrilled to have been included and thankful to our employees, who made this happen! Read more at: <http://bit.ly/NTW13> #TopWorkplace @Energize #HR #Employee Retention #Employee Engagement.
2. We're thrilled to announce that we made the [tag newspaper name] 2026 #TopWorkplace list. This award means the world because it's based on 'feedback from our people! Thank YOU, team. Read more here [link to press release] @Energize #HR #recruiting #careers #culturematters.

Issue a press release

Use Facebook, Twitter, and LinkedIn to share the news with your network to attract talent, customers, partners, even The media kit includes a press release template. If you have a public relations department or outside firm, they should be able to handle this. If you don't have that option, no worries!

Here are some easy steps:

1. Prepare the press release:
Start with the template we provided in the media kit. Add relevant information (e.g., [COMPANY NAME] or [INSERT RANK]). Include a direct quote from your company's CEO, president, or other leader, reflecting on the meaning of the recognition.
2. Distribute the press release:
Share on newswire services. These services automatically distribute your press release to print, broadcast, and online media in your region, and also make your news searchable on Google and other search engines. Prices vary depending

- on the service and the region served. Reputable services include Business Wire, PR Newswire, PRWeb and MarketWired.
3. Send an email to appropriate media contacts. Embed the content of your press release in your email message- reporters don't like attachments, which should go to the general editorial email address of local media organizations or trade journals (these email addresses are usually available on the media company's website).
 4. Post the press release on your company website or blog. Let your visitors see the good news!

Write a blog post

If your organization has an online content presence, you can get deeper and more personal with a blog post.

- ☐ Share insights about why your company made the list - your specific strengths (take a look at the Energage survey results and Insights for content).
- ☐ Share employee comments from the survey that reflect these strengths (see your Energage Insights).
- ☐ Link to the winners list on the Top Workplaces website(www.topworkplaces.com).
- ☐ Link to your company profile on the Top Workplaces website.
- ☐ Embed the Top Workplaces logo (and link through to your Top Workplaces profile on the Top Workplaces website).