



# Online Employee Testimonials

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## EMPLOYEE GUIDE



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Department of Human Resources  
County of Los Angeles

## ONLINE EMPLOYEE TESTIMONIALS

### General Information

#### ***What are employee testimonials?***

An employee testimonial is a brief statement you make about your personal experience and perspective on working for the County. The statement is featured on the Department of Human Resources (DHR) website with your photograph.

#### ***Why are the testimonials being placed on the DHR website?***

As the primary recruitment portal for the County, the DHR website attracts and informs potential applicants about County employment. Research shows that potential applicants are more attracted to an organization when employees' first-hand perspectives are shared via online testimonials.

Employee testimonials can help promote the County as being a desirable place to work. They may also provide the supplemental benefit of highlighting the functional diversity of the County's 35 departments by showcasing the specific service your department provides.

#### ***Who is eligible to provide an employee testimonial?***

Any willing current County employee in good standing can provide a testimonial. Each department is responsible for selecting the specific employee(s) to represent the department via a testimonial.

#### ***What general steps and resources are required to produce a testimonial?***

Sign a release form, respond to a questionnaire, and submit these materials to your departmental human resources office. After the materials have been reviewed and approved at the departmental and DHR levels, schedule a time for your photograph to be taken at a departmental work location. All of these activities can take place on County time with prior supervisor approval.

#### ***How long will each testimonial be "live" on the DHR website?***

Depending on the number of suitable testimonials received, DHR plans to periodically "refresh" the employee testimonials. For example, a given group of five employee testimonials may be on the website for a month, after which they would be replaced by another group of testimonials.

#### ***What if an employee testimonial needs to be removed?***

You, your department, or DHR may request to remove a testimonial at any time due to unforeseen circumstances. To do so, you must contact your departmental human resources office which will then notify DHR's Talent Management Division.

## ONLINE EMPLOYEE TESTIMONIALS

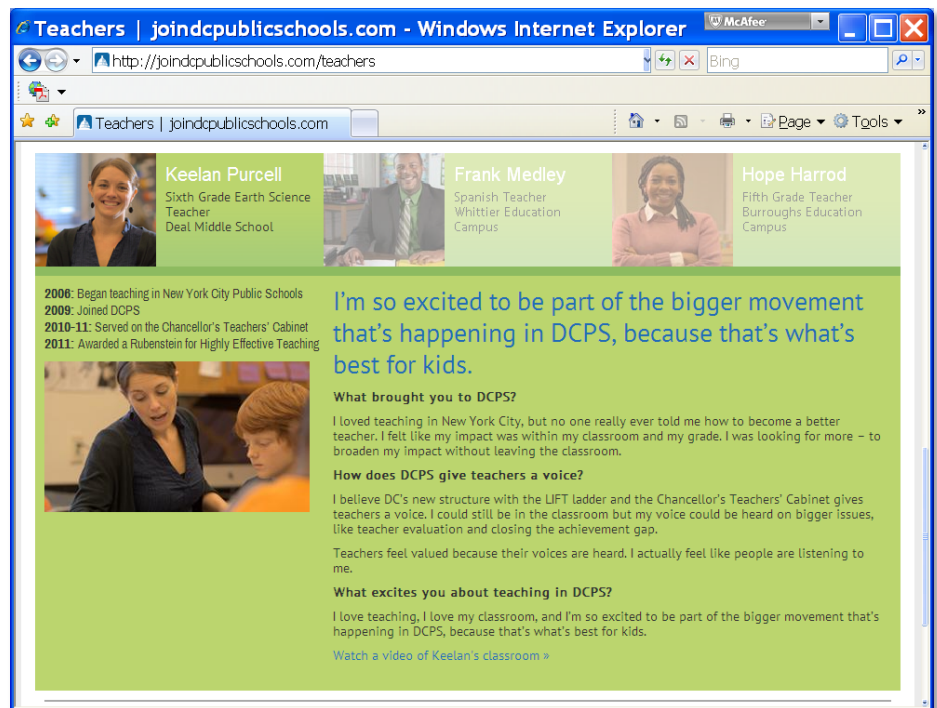
### Example Testimonials

As shown in these examples, many public agencies use employee testimonials to recruit.

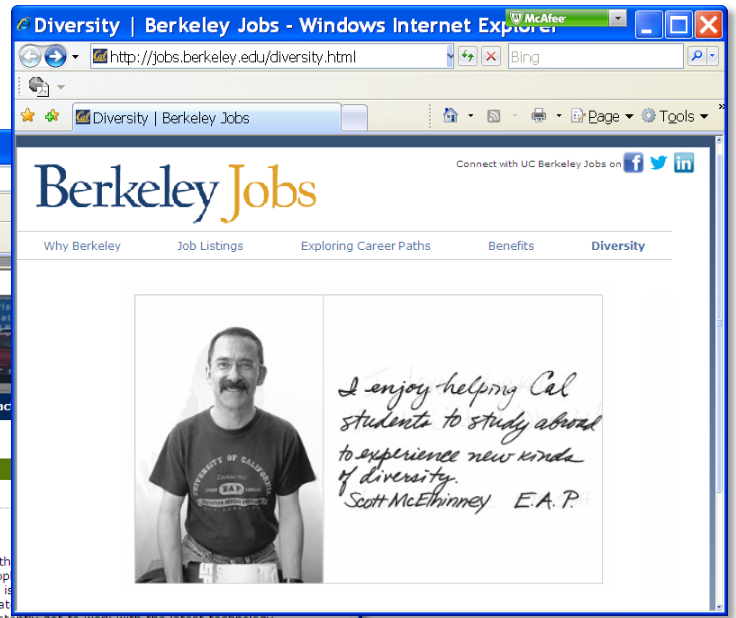
#### Los Angeles Airport Police



#### District of Columbia Public Schools



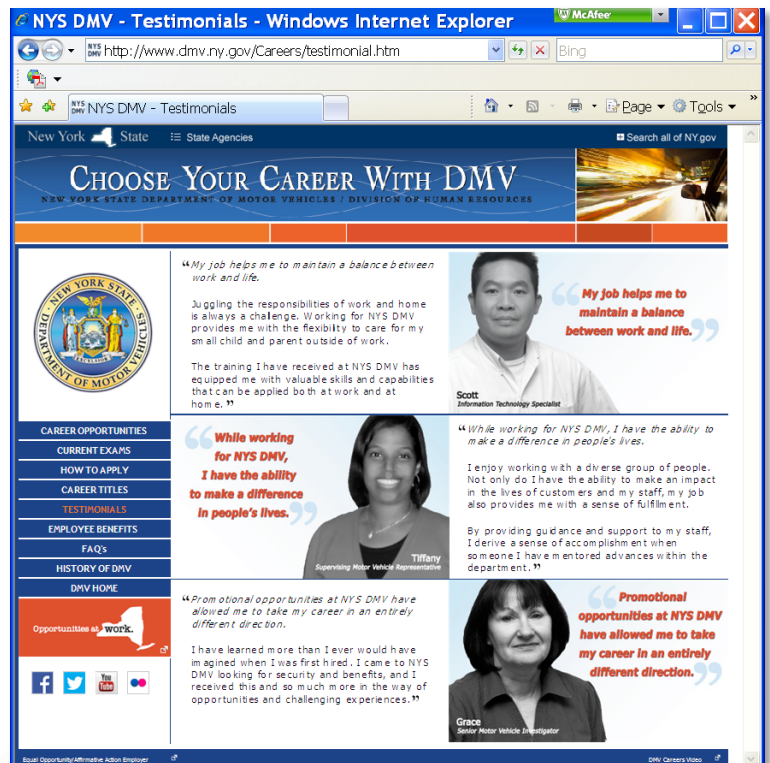
## State of North Dakota



## State of New York

### Other Examples:

- US Bureau of Labor Statistics - <http://www.bls.gov/jobs/workenviron.htm>
- Federal Bureau of Investigation - <https://www.fbijobs.gov/322.asp>
- State of Georgia - [http://www.audits.ga.gov/Careers/Meet\\_our\\_People.html](http://www.audits.ga.gov/Careers/Meet_our_People.html)
- State of Washington - <http://www.atg.wa.gov/Testimonials.aspx>
- Fairfax County, VA - <http://www.fairfaxcounty.gov/911/testimonials.htm#>
- Coconino County, AZ - <http://coconino.az.gov/index.aspx?NID=475>





## ONLINE EMPLOYEE TESTIMONIALS

### Employee Instructions

- 1. Decide whether you want to participate.** Carefully review the general information about employee testimonials provided in this Guide. Keep in mind that your perspectives and photograph will be openly displayed on the Internet. If you decide to participate, obtain your supervisor's prior approval to participate during your regular work hours.
- 2. Complete the Employee Information section of your *Employee Response Form*.**
- 3. Review and complete the Employee Release section of your *Employee Response Form*.** This release grants DHR permission to publish your written statements and photograph on the DHR website. It also specifies that you can withdraw your consent at any time. Carefully review the release, sign it, and obtain your supervisor's signature.
- 4. Provide responses to the Questionnaire section of your *Employee Response Form*.** You do not need to respond to each question. Instead, respond only to the question(s) that spark your interest or which are meaningful to you. There is no specific guideline on the number of words required for each response. Provide enough information about *your story* to convey to potential applicants why they should work for the County. Lastly, be sure to use plain conversational language (e.g., simple words and straightforward phrases).

Note: Questionnaire responses will be reviewed at the departmental and DHR levels for content (e.g., specific work experiences discussed), tone (e.g., positive and professional), and form (e.g., grammar and spelling).

- 5. Submit your completed *Employee Response Form*** to your departmental human resources office. Follow any specific guidelines the office provided about when and how to submit your materials. Your departmental human resources office may follow-up with you to make minor revisions to your testimonial before it is submitted to DHR. DHR may also contact you to obtain more information about your testimonial.
- 6. Prepare for your 30-minute photography shoot.**  
If DHR approves your testimonial<sup>1</sup>, your departmental human resources office will contact you and your supervisor to arrange for DHR to take your photograph during your regular work hours at a departmental work location. On the day of the photography shoot, you should wear regular work attire. The photographer will take multiple photographs that you can review and approve on-the-spot.
- 7. Confirm your final testimonial.**  
DHR reserves the right to use your questionnaire responses in whole or in part. You will have the opportunity to approve your final testimonial before it is posted on the DHR website. DHR will notify you when your testimonial has been posted.

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<sup>1</sup> If DHR does not approve your testimonial, we will contact your departmental human resources office to discuss ways to work with you on improving the submission.