

Why Sharing Salary Ranges on Glassdoor Is Good for Small Businesses

At a smaller company trying to compete against bigger companies for top talent — it might seem like sharing your (potentially lower) salary ranges online would put you at a disadvantage.

Here are the 4 reasons being transparent about the pay ranges your company offers is actually an important mechanism for attracting the right people: the ones who care about your mission, are content with their compensation, and who are motivated to stick around.

1 Pay is important — but it isn't everything.

Research shows that today's adults may not prioritize pay and benefits as much as one would think. Rather, people are looking to work for a company whose values align with their own and whose mission they can support.

77% of adults across four countries would consider a company's culture before applying for a job there, and 79% would consider a company's mission and purpose before applying.¹

2 Job seekers understand tradeoffs and adjust expectations accordingly.

No matter the industry, most people will hope for as much money as they can make — but, using tools like Glassdoor's [Know Your Worth](#) calculator — they also have a sober understanding of their value in the workplace based on their chosen industry, level of experience and location.

82% of Glassdoor users in the U.S. say salary & compensation package is among their biggest considerations before accepting a job.²

1. Source: Glassdoor/Harris Poll survey, March 2019
2. Source: Glassdoor.com U.S. Site Survey, August 2018

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Job seekers expect salary negotiation.

Salary negotiation is becoming more common for both men and women since our last survey in March 2016 when only 10% of employees reported negotiating their salary and getting more money.

17% of employees today – 18% of men and 16% of women – report negotiating their salary at their current or most recent job and getting more money.³

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Job seekers expect salary transparency.

Glassdoor's Harris Poll survey conducted in May 2018 revealed that a lack of information about a job's total compensation package, including pay and benefits, is among the biggest frustrations for U.S. workers and job seekers during the interview process.

50% of U.S. workers/job seekers say that lack of information about compensation would be among their biggest frustrations.⁴

While it was once taboo to talk about pay, employees now expect significant salary transparency either through Glassdoor Salary Estimates, reviews or directly from the employer.

There's a clear trend toward more salary transparency, so it's more vital than ever to convey compensation ranges to employees as early as possible. Beyond meeting the changing expectations of job seekers, you'll find that sharing salaries early saves you time, establishes credibility with candidates, and puts an end to the always-awkward conversations about money later in the recruiting process.

To get involved in the conversation on Glassdoor and start managing and promoting your employer brand, email employers@glassdoor.com, call **(415) 339-9105** or visit www.glassdoor.com/employers.

For the latest in recruitment marketing tips, best practices and case studies, follow us on Twitter: [@GDforEmployers](https://twitter.com/GDforEmployers).

3. Source: Glassdoor/Harris Poll survey, March 2019
4. Source: Glassdoor/Harris Poll survey, May 2018