

27 TIPS for Promoting Your Recognition

Congratulations! You're one of the 2021 Great Colleges to Work For!

This sets you apart, and everyone from job candidates to the competition should know about it! On September 17th, take action. Engage your communication team to support this effort.

EMPLOYEE ENGAGEMENT

- Email your employees to announce the big news
- Notify employees in your institution's newsletter
- Have leaders share the news during team and institution meetings
- Reward employees with logo apparel, pins, merchandise, etc.
- Plan an event on campus to celebrate collectively

SOCIAL ENGAGEMENT

- Post messages about the award on your institution Twitter, Facebook, LinkedIn, Instagram, and Glassdoor pages
- Ask employees to share the news with social media
- Publish a post on your institution blog
- Create a short video showing a behind-the-scenes look at what makes your institution great. See our image gallery for examples.
- Be a part of the Great Colleges community! Like us and follow us.



WEBSITE UPDATES

- Place the official recognition logo on your home page
- Link to our program website from your institution website
- Update your institution's "awards/news" page
- Update your "careers" page
- Update your institution "overview" and "about us" pages
- Update your institution's Wikipedia page
- Update your institution's job listing descriptions
- Update the "about us" section on your institution press releases

EXTERNAL COMMUNICATION

- Issue a press release
- Alert bloggers and media that follow your institution
- Update your mobile app
- Create an online and offline advertisement
- Create flags to announce your award to your campus and community
- Update recruiting brochures
- Update institution letterhead, business cards, and email signatures
- Announce your recognition during campus sporting events
- Circulate the news in your alumni newsletter

