

25 TIPS FOR PROMOTING YOUR RECOGNITION



Congratulations! You're one of the 2023 Great Colleges to Work For!

This sets you apart, and everyone from job candidates to the competition should know about it! Below are some communication ideas based on how institutions have celebrated their recognition in the past. The embargo on making your recognition public lifts on September 11, so be sure to use this document to start your planning now!

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.

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.

WEBSITE UPDATES

- Place the official recognition logo on your home page
- Link to GreatCollegesList.com 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

