

TIPS FOR PROMOTING YOUR RECOGNITION



Congratulations! You're one of the 2025 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 the week of September 19, so be sure to use this document to start your planning now!

EMPLOYEE ENGAGEMENT

These suggestions are designed to keep employees engaged and create a continuous sense of pride and involvement around the recognition.

- 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 employee luncheon or party to celebrate
- Host a virtual or hybrid celebration for remote or off-site employees
- Create posters, digital signs and screen savers
- Highlight recognition in New Employee Orientation Materials
- Inform/Train your recruiters on the significance of the GC Award
- Create a dedicated internal webpage or intranet section for ongoing updates and employee stories
- Incorporate recognition in performance reviews or one-on-ones to celebrate individual contributions
- Create a "Thank You" video from leadership to share the achievement and express gratitude
- Offer exclusive perks like extra time, lunch on me or special experiences to celebrate the achievement
- Incorporate recognition into wellness initiatives, framing the award as part of employee well-being

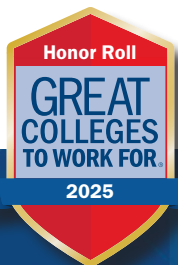
SOCIAL ENGAGEMENT

These strategies help amplify the recognition on social media, fostering wider community involvement and engagement with your institution's positive culture.

- Post messages about the award on your institution's social sites



- Ask employees to share the news on social media
- Create a short video showing a behind-the-scenes look at what makes your institution great. See our image gallery for examples
- Include recognition logo with posts about your company culture, values and mission
- Feature employee stories and recognition on your social media i.e. interactions with each other, students
- Create TikTok or Reels series spotlighting employees and workplace culture (e.g., "Day in the Life," "Why I Love Working Here")
- Pin a recognition post to the top of your LinkedIn, Instagram, or Facebook pages
- Use Instagram Stories and Highlights to collect and share recognition-related content
- Launch an employee-generated content campaign using a custom hashtag (e.g., #GreatCollegeLife or #[YourCollege]Proud)
- Share impact metrics or "by the numbers" graphics from your survey results
- Launch an internal social media or Slack channel for real-time celebration and employee shout-outs
- Run a short employee-generated content campaigns (share videos, hashtags)
- Launch a branded hashtag like #GreatCollegeLife, #ProudToWorkHere, #[YourInstitution]GCTWF





WEBSITE PROMOTION

These suggestions ensure that your institution's recognition is prominently displayed, reinforcing your commitment to a great workplace, while strengthening your brand and values for employees, students, parents, alumni, and other key stakeholders.

- 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", "about us" and "fast facts" pages
- Update your institution's Wikipedia page
- Update your institution's job listing descriptions
- Update the "about us" section on your institution press releases
- Update your employee values
- Launch GCTWF page connecting recognition to culture and strategy
- Add employee testimonials related to the GCTWF recognition
- Embed a leadership message or video connecting recognition
- Include recognition in your "Why Work Here" section
- Optimize for SEO with related keywords

EXTERNAL COMMUNICATION

These ideas help amplify the recognition across a broader network and connect your institution's culture of excellence to both the local and national communities.

- Issue a press release (sample in kit)
- Alert bloggers and media that follow your institution
- Update your mobile app
- Produce flags to announce your award to your campus and community
- Update institution letterhead, business cards, PowerPoint templates and email signatures
- Circulate the news in your alumni newsletter
- Include logo on billboards for recruitment
- Highlight the award in student and parent newsletters
- Host a virtual or in-person community event to announce the recognition
- Update job and internship postings to reflect your award
- Incorporate the recognition in student recruitment materials
- Promote the award through regional or national rankings
- Highlight news in donor communications and events reports, newsletters, appeals).
- Feature recognition in alumni relations materials to reinforce a thriving community
- Use GCTWF status in fundraising campaigns to demonstrate prestige
- Promote recognition in corporate partnerships to attract funding
- Incorporate GCTWF in grant proposals and sponsorship requests
- Announce your recognition during campus sporting events
- Leverage recognition in planned giving campaigns as part of the institution's legacy
- Provide Board with branded recognition swag

