

TIPS FOR PROMOTING YOUR RECOGNITION



Congratulations! You're one of the 2024 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 20, 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.
- Plan an employee luncheon or party to celebrate
- 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

SOCIAL ENGAGEMENT

- 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, and values as well as messages about your mission, diversity and other efforts
- Feature employee stories and recognition on your social media i.e. interactions with each other, students

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", "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

EXTERNAL COMMUNICATION

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

