



AmeriCorps



WASHINGTON
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Improving Outreach & Online Presence

Use these tips to improve your recruitment outreach by using different media, job boards, and outreach methods. With these strategies, you can effectively expand your reach and attract qualified candidates to your service opportunity.

Essential Places to Post

Consider posting in the following locations:

- Campus job boards and other platforms
- Your organization's website
- Newsletters
- Social media
- Service learning and student activities offices on campus
- Send an email to your staff, board, current and past students, and volunteers asking them to outreach to their own professional and personal networks about the opportunity

Outreach Methods

Handshake:

Handshake is a recruiting website designed specifically for college students and recent graduates. It is free to use and you can post jobs as well as sign up for career fairs. Click here to view the help center for getting started as an employer: [Handshake Employer Support](#)

See the Handshake Blog for tips on recruiting college students and recent graduates: [Handshake Blog](#)

Campus Job Boards:

Most higher education institutions offer a job board where both school-affiliated and external employers can post job opportunities. To use these boards, you typically must register your organization's profile with the institution's career services or employment center.

Additional Strategies:

- Network with campus staff and professors
- Table at virtual career and club fairs
- Advertise at your local community agency or volunteer center



- Present to classes
- Post on electronic and physical bulletin boards
- Consider posting on LinkedIn, Indeed, Craigslist, Idealist, local newspapers, or parent portals

Social Media

Whether you are using LinkedIn, Facebook, Instagram, or other social media sites, try to keep at least one social media profile updated and point applicants to it. This page could include photos, updated projects your organization is working on, benefits of your program, blog posts, videos, and links to current openings.

Suggestions of what to include in social media postings:

- Testimonials: Include testimonials from current members to improve credibility, demonstrate personal and program-wide impacts, and enhance relatability by highlighting real-life experiences and success stories.
- Day-in-the-life video: Make a video about what a typical day in your program is like. This will help candidates to envision themselves in the service position.
- Interview a program expert: This will help answer potential questions directly by a credible source at your organization.
- Write a project summary: To demonstrate your program's successes, create a summary of your program's work and significant impacts to post and share.
- Other ideas: Surveys and polls, trivia, guided digital tour, behind the scenes, clearing misconceptions. Get creative – the possibilities are endless!

Other ideas?

Do you have other suggestions for how to improve outreach and online presence for member recruitment? We'd love to hear about it! Please contact any [WACC staff](#) to share. Thank you!