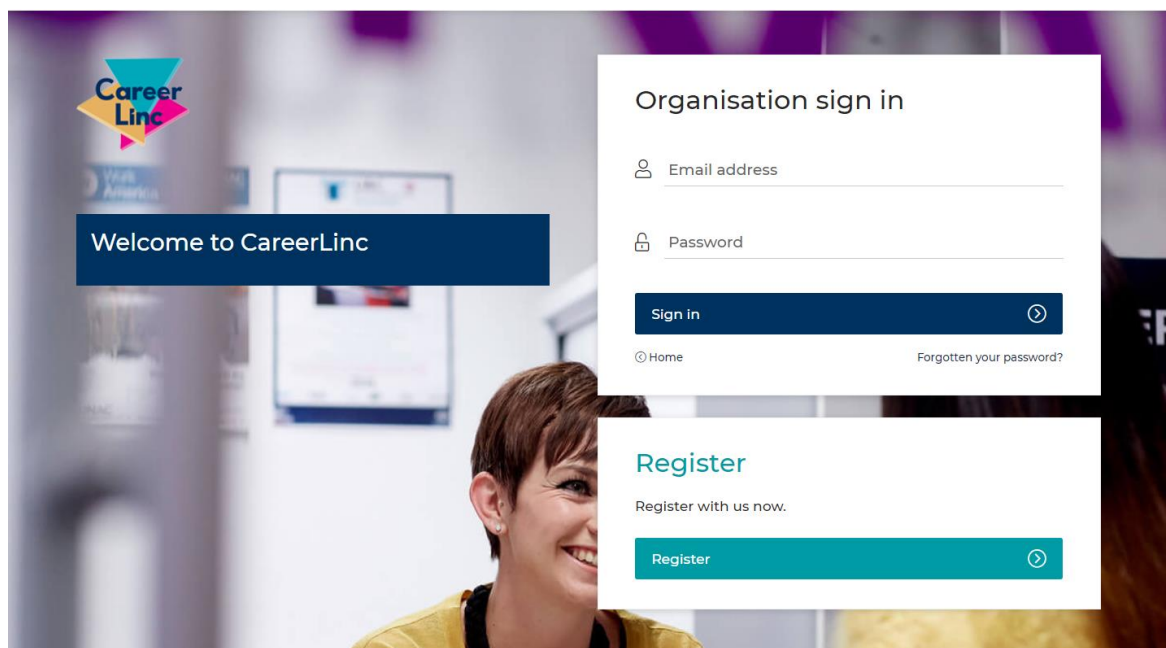


How to reach candidates

Jobs boards

This is one of the most obvious and effective ways to advertise graduate job vacancies. Most universities offer a free job advertising service which gives you good access to upcoming graduates from that university, in a low cost, targeted way. You can advertise your graduate vacancies free of charge using the University of Lincoln's CareerLinc system [here](#).



There are several jobs board where you can upload adverts for free. These include [Indeed](#), [Glassdoor](#) and [LinkedIn](#). These sites can generate a high number of applications and are often the first port of call for jobhunters, but applicant quality can be incredibly varied. There is intense competition between roles and employers, so re-post the job regularly to keep the job on the first page of the search results.

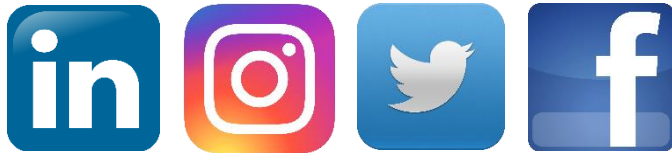
You can also use paid-for, national jobs boards to advertise graduate roles (e.g., [TotalJobs](#), [Monster](#)), but these are typically quite expensive, with prices ranging between £100 and £3000 for one job post. If using these types of jobs boards, you may notice that there is also fierce competition with large employers and well-known brands.

Social media

One of the best ways to advertise jobs to students or recent graduates is by using social media. Most graduates will hope and expect to be able to not only research your business online but also to engage with you through these channels. This expectation comes from not only their experience as consumers, but also their experience with corporate graduate schemes.

Students and graduates will most commonly try to connect via the following social media platforms: [LinkedIn](#), [Instagram](#), [Twitter](#) and [Facebook](#). Whilst you might not have, or wish to have all these platforms, we would recommend having an active account on a minimum of one of these platforms, at the very least a professional business page on LinkedIn. Many graduates will be networking on LinkedIn and connecting with companies and employers they are interested in working for.

What's also important to note when choosing a social media account to grow for your business is that for the *typical* age range of recent graduates between 21-24 (Generation Z), the app of choice is Instagram. However, that is not to consider mature students and graduates who show different social media engagement. According to data as of April 2021, the biggest group of Facebook users are those in the age bracket: 25 – 34 years of age. So, it is worthwhile considering using these in your recruitment strategy.



When thinking about your content on social media, bear in mind the following:

- Create rich and interesting content!
- Include images, photos and video content on your social media as this will create more impressions.
- If you've got good news to share about the business, make sure you post about it (PR, awards, press coverage).
- Celebrate your people (employees, customers) – share stories and testimonials.
- Share new product launches, market disruption or innovative solutions.
- Share articles and thoughts on new market trends.
- Give the opportunity for individuals to ask questions and comment on your posts. If someone replies to a post, make sure to reply!

