

Information for Social Media Takeovers NU Employer Engagement

Thank you for working with Northeastern's department of Employer Engagement and Career Design! Our employer takeovers will offer students the opportunity to gain insight into your work through social media and allow you to promote any upcoming virtual or on-campus events.

This guide will provide the information needed to easily connect with Northeastern students and alumni and share what makes your company stand out.

We hope that each employer takeover will take place over 1-2 days. It is best to post in intervals throughout the day, showcasing different aspects of your workplace.

For the username and password and to schedule a takeover of the EECD Twitter account, please contact Lara Petersen at l.petersen@northeastern.edu.

The login information is confidential. Please make sure to log out of the account when you have completed the takeover to prevent future account confusion.

As an employer, feel free to post whatever you think will be most interesting to students who are still navigating their place in the professional world. Here are examples of what to post:

1. Start with an introduction! Take a photo of yourself/your team and provide some information about you and your company.
2. Feel free to talk about your company's missions and goals. Attach an article about your company or a video feature!
3. See our partnership in action. Take photos of your workplace, your co-workers collaborating, employees at a conference, etc. This will allow students to learn about the company itself and what it's like to work there.
4. Showcase fun (or quirky) aspects of your company. Students will appreciate a video tour of your workspace, photos of the company building, fun decorations in the workplace, etc. Not every post should be about the company itself; make sure to have some casual posts and connect with students!
5. Employee features. Remember, your audience is mainly college students and young professionals. Feature some employees who may be in the same position to provide insight into what it's like to work at your company through the eyes of someone your audience can connect with!
6. End with ways to connect. Be sure to end the takeover with ways for students to reach out to your company, whether it be your website, email, or through your social media accounts. If you have an on-campus or virtual recruiting event, let students know when and how they can sign up to attend.

Now here are some tips for creating posts:

Include multimedia with each post! Attaching photos, videos, articles, polls, GIFs make posts more interesting.

If you are on a mobile device, click the feather icon on the top right to attach multimedia. Above the keyboard, you will see icons for “photos,” “GIFs,” polls,” and “location.” Tap an icon based on the form of multimedia you want to add. Make sure you add a caption to introduce your media!

1. To add an article, copy the link to the article and paste it into the caption section. Twitter will automatically attach a link to the article. Make sure to add a caption as well.
2. Use hashtags - tag your company, anything that will encourage viewers to click and follow up with your media. This will also encourage followers to interact with you!
3. Keep it casual. You only have 280 characters, don't feel the need to sound super professional!

Again, thank you for working with us. You help make our content more engaging and useful for our followers. We hope that you will find it fun and an excellent way to enhance your brand, and we look forward to working with you again in the future!