

Grow Your Own Recruitment Communications

1. Identify your primary **audience**. These are the people you’re trying to recruit.

Consider:

- Middle and/or high school students
- College students
- Current employees
- Community members
- Other: _____

2. Craft **key messages** that will resonate with your audience. What is important for your key audience to know about GYO opportunities? Why does it matter to them?

3. Map your **communications channels** and identify those that are most heavily used by your primary audience. Consider the following list of potential channels:

All	Social media (Facebook, Twitter, LinkedIn, YouTube), email, websites, video, and in-person and virtual events
Students	Morning announcements, student learning platforms, bulletin boards, posters, and events such as student assemblies job fairs, and student activity meetings
Employees	Newsletters, teachers’ lounge or break room, online employee portals, and events such as staff meetings, workshops and professional development
Community	Radio, newspaper, flyers, Nextdoor app, and events such as job fairs, PTO meetings, school events, and community events

4. Develop outreach strategies to engage with your audience. These should be tailored to your target audience. For example, if you want to target community members from outside the education sector, it may be helpful to engage in career fairs organized by community-based organizations. If you’re targeting current employees, you may want to use internal communications channels such as bulletin boards, online portals, email, and newsletters. If you want to recruit students, it might be helpful to work with adults who have close relationships with students like parents, teachers, and student activity advisors.

Tip: Be intentional about setting goals and a timeline to help you plan!

For more guidance on improving your brand to support your recruitment efforts, see our resources on how to [use your employee brand](#).