

Grad Recruitment Worksheet: Strength to Story

AHEM*

Program:

Strength

What's a positive attribute of the program that you want to promote?

Story

What's one thing you can talk about that would help illustrate the strength you want to highlight? A student profile, a co-interview between a student and supervisor, a piece on an alumni now thriving in their field, even something on program statistics and records (the Xth anniversary of the program, impressive class demographics...).

What kind of image can accompany that story? In some cases this is self-evident, but more thought might be needed in some cases...

How could that story thrive on social media?

Instagram (focus on compelling images; human impact)

LinkedIn (focus on real-world impact; career or business outcomes)

Other channels

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Story growth

If you're profiling a person or people, what networks are they part of that might see the story if they share it themselves with their communities?

What school did they attend, or organizations did they work for, that might be interested in sharing the story once it's published online, or sharing your social media posts?

Organization 1:

Contact person:

Contact email:

Organization 2:

Contact person:

Contact email:

Organization 3:

Contact person:

Contact email: