

# EMPLOYER BRANDING TOOLKIT

## Free Branding Tools You Can Use

### Promote your opportunities and engagements on social media

Share your opportunities and engagements to connect with the UofSC network. If you connect with UofSC Career Center, we'll do our best to reshare when you tag the UofSC Career Center on one of these platforms on social media:

- ❖ **LinkedIn**- #UofSC, #HireAGamecock  
@UofSC Career Center, @University of South Carolina
- ❖ **Facebook**- #UofSC, #HireAGamecock  
@uofsc, @UofSCCareers, @CareerCenterCEC
- ❖ **Twitter**- #UofSC, #HireAGamecock  
@UofSC, @UofSCCareers, @CareerCenterCEC
- ❖ **Instagram**- #UofSC, #hireagamecock  
@uofsc, @uofsccareers

### Message Students on Handshake

Approved employers with a Trust Score above 80 have the ability to message students in Handshake. Visit [here](#) to learn more about how to message students and best practices in communication.

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## Free Branding Tools You Can Request

### Promote opportunities on Campus with Working Wednesdays

Each week, the Career Center highlights open job and internship opportunities in our Working Wednesday social media posts. Employers hiring all majors can request to have their posting be recognized across campus. Employers hiring STEM-only can request to have their opportunity highlighted in the CEC.

### Highlight your opportunity in Career Center Newsletters

The Career Center Coaches regularly send newsletters to their targeted student populations. We can recognize your job opportunities within one of our targeted student outreach newsletters.

### Employer Social Media Spotlights

The Career Center has limited ability to spotlight and promote your organization's events and job postings through social media.

### Gamecock Giveaways

Do you have promotional items to market your company? Send them to the Career Center and we'll utilize them in student giveaways at career events and market them in the Career Center and through our social media.

Visit [here](#) to request our branding services

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## Premium Branding Tools You Can Request

### Advertise with the Garnet Media Group

Gain market exposure by purchasing an ad in the Daily Gamecock or Garnet and Black Magazine and on air with WUSC or Student Gamecock Television. Review **GMG's Media Kit** for advertisement options and rates.

### Advertise with Gamecock Sports Properties

Grow your brand visibility in the Gamecock community and with the collegiate fan base. Contact **Nick Kistler, Associate General Manager**, to get started.

### Event Sponsorship

Sponsor Career Center events like Career Fairs or Networking Nights.

### Partner Program

The Partner Program is designed to develop your brand recognition and recruitment pipeline on campus and entitles you to exclusive benefits to network with students and alumni at UofSC. Our **Partnership Tiers** (Garnet, Gold and Platinum) include:

- ❖ Company listed on Career Center website as a Partner (**Garnet Partner**)
- ❖ Featured on the flat screens in the Career Studio (**Garnet Partner**)
- ❖ Recognition at Career Fairs and Networking Events (**Garnet Partner**)
- ❖ Sending emails to targeted student populations (**Garnet Partner**)
- ❖ Partner Day with weeklong company branding (**Gold Partner**)
- ❖ Social Media Takeover Day (**Gold Partner**)