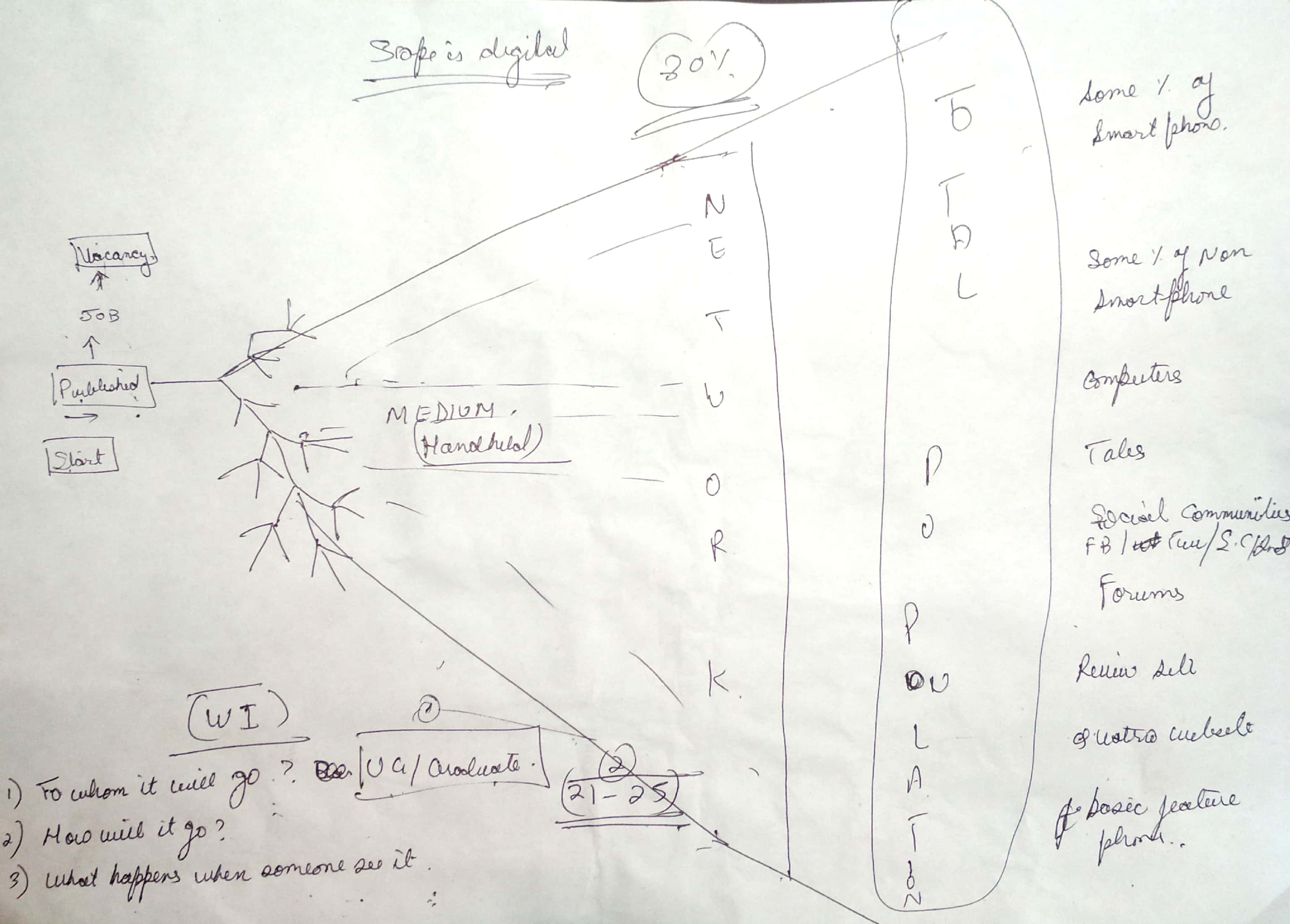
**Reaching out to Undergraduate and Graduate students digitally:**

Paper from initial discussion:



**Standard methods for college recruitment:**

-Contact college to offer campus placements

-Offer internships, leading to possible employment

-Reach out to students via student ambassadors

-Host a stall during college fests

-Sponsor a research center at the college

**What we can use for digitally reaching out:**

-Contact college to offer internships:

Standard procedure, inform them that you wish to recruit students, have them send the resumes to you, then conduct interviews for capable candidates. Everything up to the interviews can be done via e-mail, and interviews can also be done via Skype or Discord.

If there is a student-run placement cell, this is usually a better spot to start, as word of mouth from another student is often more valuable.

-Offer internships on online portals:

Post offerings on websites such as Internshala and LetsIntern, which are frequented by students. LinkedIn is also a useful site but is less commonly used.

-Reach out to students via student ambassadors:

This strategy works better for companies which wish to host events such as hackathons and codejams at the college. The student acts as the company intermediary and helps with organizing events on the campus. This does require the company to sponsor the events however, otherwise having an ambassador becomes rather moot.

Events like cryptic hunts and workshops to learn new skills are also quite popular. Many of these can be organized without needing company personnel on-campus, with the company providing via monetary and organizational support, and the student ambassador coordinating on-campus.

-Reaching out using social media:

Posting openings and opportunities on the company Facebook and Twitter pages is not uncommon. However, this needs the company pages to have a decent following to begin with. Need to be cautious that it is not overly intrusive, as that can bring a negative reaction due to students feeling that the company is overstepping.

There are many Facebook groups for internships, which can be utilized.

-Advertisements on websites:

Will require an advertising budget but posting advertisements on websites frequented by college students. The issue with this is that the sites frequented by these students tend to be social media sites to begin with, and a company advertising job offerings in such a manner can seem odd, and give a negative image.

I met with several students of my college’s undergraduate and graduate diploma program and these are the methods I came back with. There is one rather unorthodox method which I thought of, which plays into using a student ambassador.

-Putting QR codes on campus eateries:

The idea behind this is to play on normal human curiosity. If someone sees a QR code, they’ll usually give it a scan and see what site it links to. This could be used to have a QR code link to a landing page giving information about the company, and its job offerings.

If there’s on thing students like, its food. Hence the putting the code on the eatery. If the role is more technical, or requires thinking skills, the code can also be the start of a digital treasure hunt of sorts. The risk is to organize it such that there is tangible reward at the end of the hunt, such that the student feels it has been worth the effort and does not develop a negative image of the company. Done well, it can give a very favorable image of the company to the student and draws in the more creative and curious students.