Promoting Through the EEC: Guidelines and Requirements

The Engineering Employment Centre (EEC) is happy to help promote your recruitment and career-related information sessions, design challenges, and networking opportunities to Engineering at Alberta talent.

To have your item included on our marketing platforms, simply email the details – including all the required information (see below) – to engineering.employment@ualberta.ca.

To allow us adequate time to promote your opportunity, we ask that requests be submitted to us a minimum of 14 days prior to an event. For inclusion in our weekly newsletter, submissions must be received by 12:00 noon (MT) the Friday before.

Our office reserves the right to determine what is posted on our platforms: our ability to promote your item/event is dependent on the timing and volume of requests received.

Information required:
- Title, Date, Time (MT).
- Contact person (name, phone #, email).
- Company social media accounts: Twitter, Facebook, LinkedIn.
- Short event summary, include most important information & call to action (character limits dependent on platforms, see below).
- Include URL to event page/registration. If the URL is to a third party registration site (e.g., Eventbrite), please also provide a link to your website.
- Target audience:
  - Discipline(s): chemical, civil, computer, electrical, environmental, engineering physics, materials, mechanical, mining, petroleum;
  - Degree program(s): BSc, BSc Co-op, MEng, MSc, PhD; and
  - Year(s): Class of 2020, 2021, 2022, 2023 or 2024, or alumni.

e-Newsletter / Events Calendar

What we’ll share: Information sessions, coffee chats/mentorship, design challenges, networking opportunities, and other employment-related or professional development events. Our weekly e-newsletter also provides students with a list of jobs recently added to our database, and a list of jobs closing in the coming week.

Limits / Restrictions:
- 250 words or less.
- No images, videos, or attachments.
Twitter: @UAlbertaEEC

What we'll share: Engineering recruitment events, engineering employment opportunities (only if posting in our jobs database), “day in the life of” videos, or industry networking opportunities.

Limits / Restrictions:
- Maximum 250 characters (including spaces).
- Up to 4 unique images (optional), but recommended (Size: 1200x675px):
  - Maximum file size: 5MB per file.
  - Centre the important content vertically so it is visible in a collapsed view.

Or, to make things even easier, tweet from your company account and @ us, and we will be happy to like or retweet.

Facebook Page: University of Alberta Engineering Employment Centre

What we'll share: Posts that are of interest to our students, such as: engineering recruitment events, “day in the life of” videos, kudos to a UAlberta engineering student or alumni, etc.

Limits / Restrictions:
- Short posts recommended, include most important information & call to action in the first 250 characters to avoid being hidden by the See More tab.
- Short video, recommend less than 3 minutes and preferably 30 seconds or less.
- Up to 3 unique Images (optional), but recommended (Size: 1200x630px).

Or, to make things easier, post on your company page and @ us, and we will be happy to like or re-share from our page.

LinkedIn Company Page: University of Alberta Engineering Employment Centre*

What we'll share: Recruitment events, “day in the life of” videos, kudos to a UAlberta engineering student or alumni, etc. that are of interest to our students.

Limits / Restrictions:
- Maximum 700 characters (including spaces).
- Images (optional), but recommended (Size: 1200x628px).

Or, to make things even easier, post on your company page and @ us, and then we can then like or re-share from our page.

*We also have a closed group with ~4,000 members that’s limited to students and alumni of our Faculty.