

UT Media channels for staff recruitment

This document provides an overview of different media channels which are used by the University of Twente for the recruitment of new employees. Furthermore, several frameworks and guidelines have been set up that explain the further placement of vacancies.

Which media channels are used most often (standard)?

According to a data-analysis, it became clear that we received more respond on vacancies which have been placed on the following media.

Every vacancy is always (standard) placed on the following:

- <https://www.utwente.nl/en/organization/careers/vacancy/?educationlevel=74185,74187,74186,74189,74188,74184>
- Academic Transfer
- Academic Positions (not for support staff)
- Researchgate (not for support staff)
- Euraxess (not for support staff)
- Facebook page - UT Vacancies
- Indeed
- Twente.com
- Remarketing campaigns:
 - Remarketing (also called: retargeting) is an online marketing method which approaches the visitors of the UT website again with image-, text- or video advertisement. The goal of this method is to get the visitors once more in contact with the UT website and hopefully to apply for the vacancy or view the vacancy again.

What kind of additional media can I use?

It might be the case that not enough response has been provided on your vacancy. This means that you, as vacancy holder, can ask for extra media attention at the HR unit of your department. This additional media will be paid from the central budget under the following conditions:

- Textio score 80+ (manual (instructions) can be found in the appendix/attachment **and is only applicable on English Academic personnel (WP) vacancies**)
- Vacancy is shared by the vacancy holder on LinkedIn (see attachment)
- Vacancy holder has shared the vacancy with at least 5 people in his network (for example, via e-mail or a LinkedIn message)

Would you like to receive more information about the conditions? Please contact your HR-advisor.

Examples of additional (paid) media channels

- Specific niche website which are focused on the discipline
- Indeed (paid version)
- More general websites, for example: academics.de, Researchgate, Nature, Science, Intermediar.

More information

Vacancy placement:

[Inge Busschers](#)

telephone: 4299

Recruitment & selection: Mette Strubbe

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