

## LinkedIn Brand Communications Campaign

### Sponsor Update #1

**Theme:** Announcement Campaign of New UMMS LinkedIn Web Site Pages

**Audience:** Existing 5,450 UMMS followers

**Date of Distribution:** Early to mid January

**Communications Objective:** Build brand awareness; drive traffic to our website; retrieve new job candidates/leads

**Call to Action:** “Like” “Comment” “Share” “Write Recommendation”; Apply for job

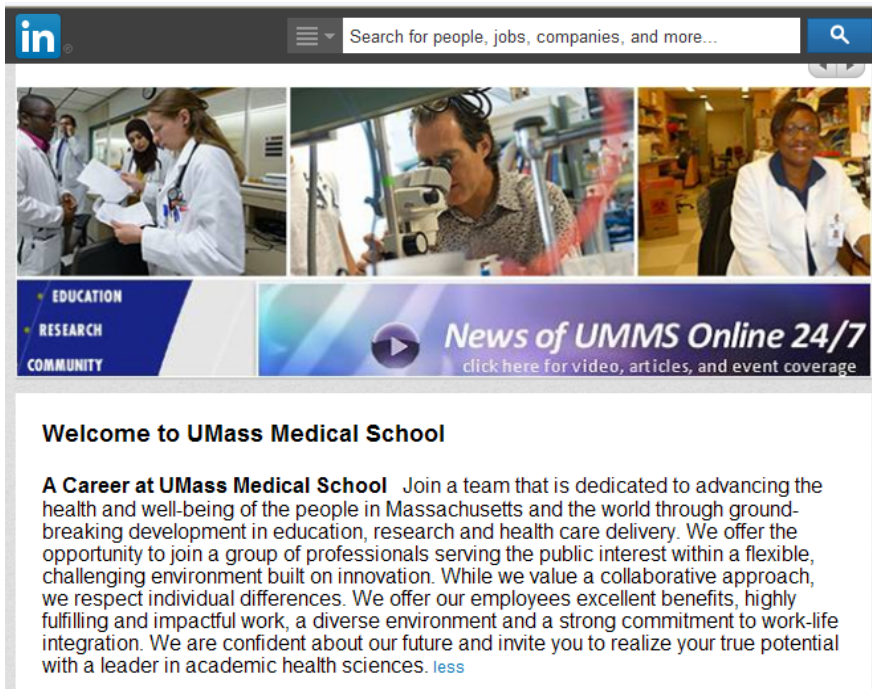
**Measurement:** Number of clicks on image; Number of times people have liked, commented on, shared or recommended each update; How many followers gained by sponsoring each update.

## Careers at UMass Medical School (UMMS)

We are confident about our future and invite you to realize your true potential with a leader in academic health sciences.

## View Our New LinkedIn University Web Site Pages <sup>NEW</sup>

*Click on images.*



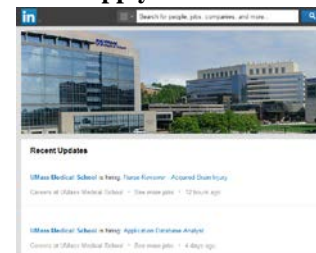
**Welcome to UMass Medical School**

**A Career at UMass Medical School** Join a team that is dedicated to advancing the health and well-being of the people in Massachusetts and the world through ground-breaking development in education, research and health care delivery. We offer the opportunity to join a group of professionals serving the public interest within a flexible, challenging environment built on innovation. While we value a collaborative approach, we respect individual differences. We offer our employees excellent benefits, highly fulfilling and impactful work, a diverse environment and a strong commitment to work-life integration. We are confident about our future and invite you to realize your true potential with a leader in academic health sciences. [less](#)

### • UMMS Confidence in Our Future Learn More About Who We Are



### • UMMS LinkedIn Home Page View/Apply to UMMS Job Postings



## Sponsor Update #2

**Theme:** Awareness and Call to Action Campaign to Increase Candidate Pool for UMMS Job Postings

**Audience:** Existing 5,450 UMMS followers

**Date of Distribution:** Mid to late January

**Communications Objective:** Retrieve new job candidates/leads

**Call to Action:** View, apply or share UMMS job postings; “Like” “Comment” “Share”

**Measurement:** Number of clicks on image; Number of times people have liked, commented on, or shared each update; How many followers gained by sponsoring each update.

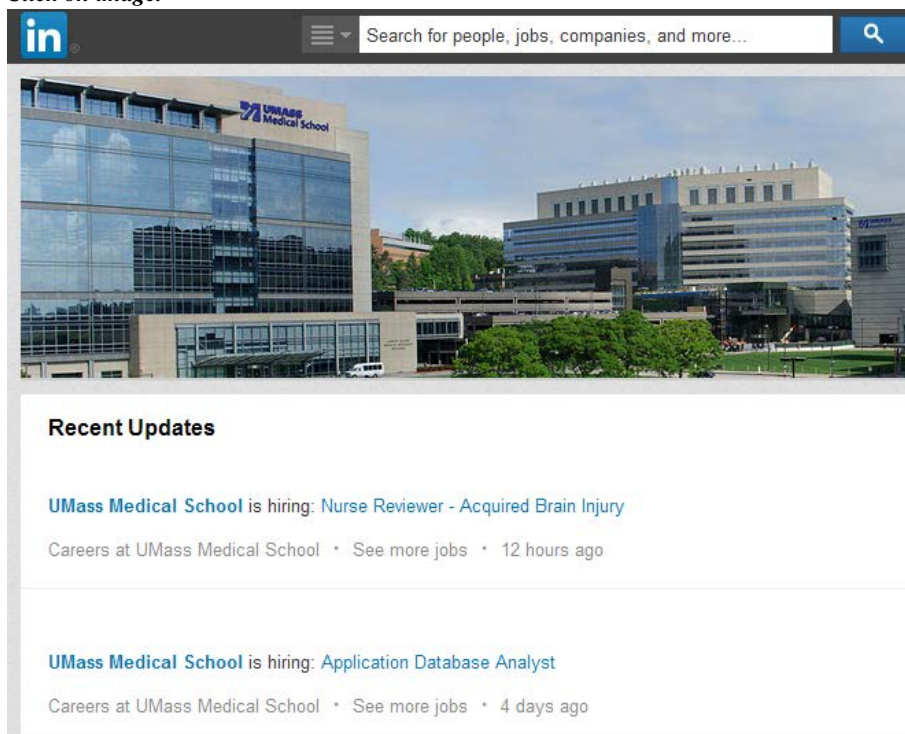
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## Careers at UMass Medical School (UMMS)

We are confident about our future and invite you to realize your true potential with a leader in academic health sciences.

**View, apply or share UMMS open job postings.**

*Click on image.*



The image is a screenshot of a LinkedIn page for UMass Medical School. At the top, there is a search bar with the text "Search for people, jobs, companies, and more...". Below the search bar is a large image of the UMass Medical School building. Underneath the image, there is a section titled "Recent Updates". This section contains two job postings:

- UMass Medical School** is hiring: [Nurse Reviewer - Acquired Brain Injury](#)  
Careers at UMass Medical School • See more jobs • 12 hours ago
- UMass Medical School** is hiring: [Application Database Analyst](#)  
Careers at UMass Medical School • See more jobs • 4 days ago

### Sponsor Update #3

**Message:** Awareness Campaign of “Who We Are”

**Audience:** Existing 5,450 UMMS followers

**Date of Distribution:** Early February

**Communications Objective:** Build brand awareness; drive traffic to our website

**Call to Action:** “Like” “Comment” “Share”; Click/subscribe to UMMS YouTube site and/or our UMMS website

**Measurement:** Number of clicks on image; Number of times people have liked, commented on, shared or recommended each update; How many followers gained by sponsoring each update.

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## Careers at UMass Medical School (UMMS)

We are confident about our future and invite you to realize your true potential with a leader in academic health sciences.

### Learn More About Who We Are

*Click on image.*

