



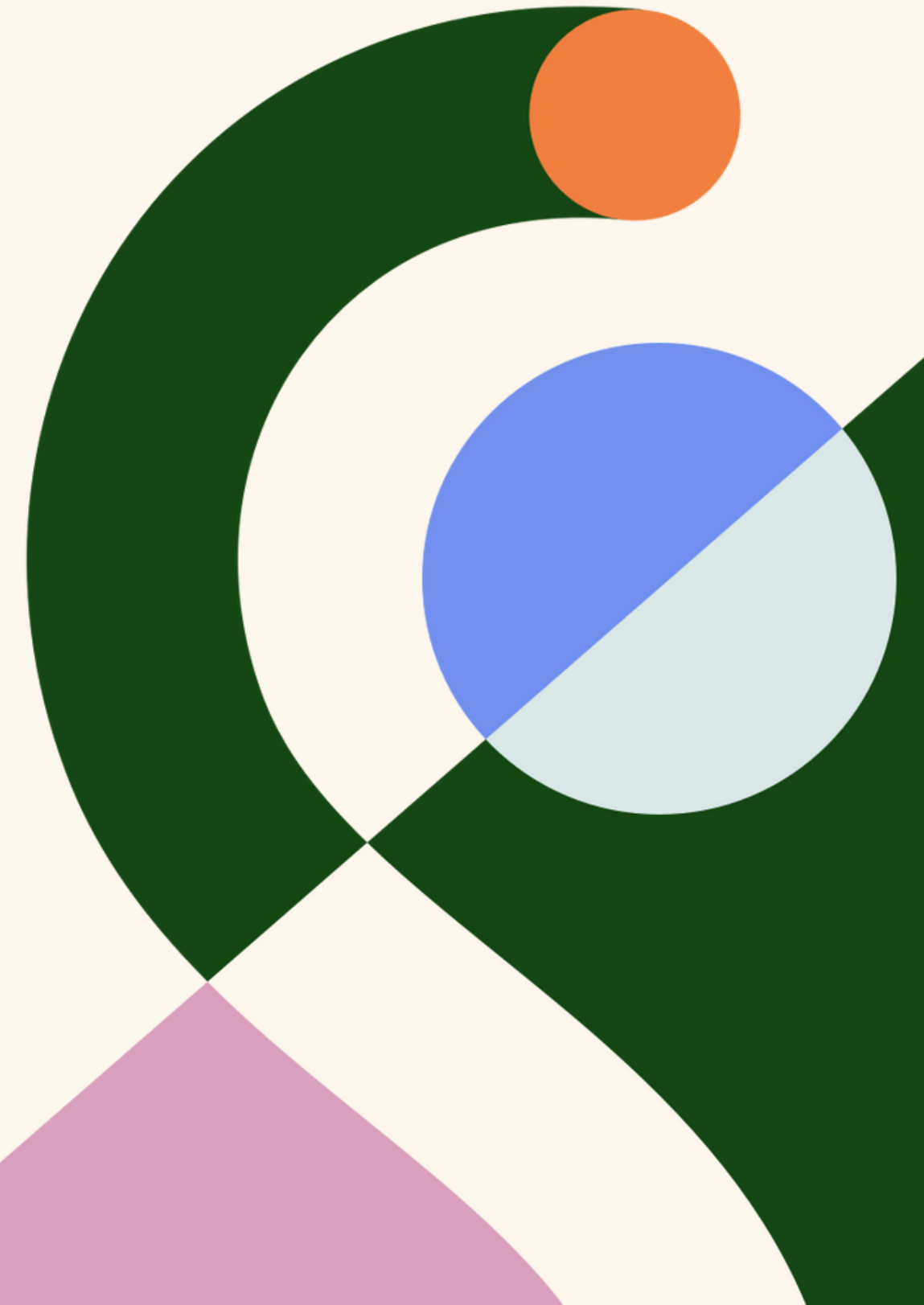
**Forage**

# Marketing Toolkit

Simple, effective strategies to promote employer job simulations on Forage, and guarantee all of your students work experience with the world's greatest companies.

CONTACT

[education@theforage.com](mailto:education@theforage.com)



# 1. Add Forage to your uConnect site

The first step to share information about the free job simulations world-leading companies have hosted on Forage is by making the opportunity clearly available to your students on your uConnect website.

Hundreds of institutions globally have added a link to your careers website about Forage, so that eager student can find the opportunity, learn about the benefits and participate for free.

There are countless examples of ways that institutions around the world have added Forage on their careers websites. Simply click the logos below to find inspiration. On the next slide, you'll find template text you can use when adding Forage to your uConnect website.



**Yale**

**Tufts**  
UNIVERSITY



Idaho State  
University



WAYNE STATE  
UNIVERSITY



**Tulane**  
University



UNIVERSITY OF  
**LIVERPOOL**



**Queen Mary**  
University of London



UNIVERSITY OF  
**BIRMINGHAM**

UNIVERSITY OF  
**Southampton**



**UNSW**  
SYDNEY



**UTS**



MACQUARIE  
University  
SYDNEY · AUSTRALIA



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA



THE UNIVERSITY OF  
**WESTERN**  
**AUSTRALIA**

# Template text for your uConnect site

Forage is a free and open-access online library of employer-designed job simulations. Develop your skills and gain a real understanding of different roles and sectors by working through self-paced modules, tackling tasks that mirror what you'd do if you were a real employee for that company.

During the program, you will work through a set of materials and tasks set by the company, which are designed to replicate the sort of work that you would undertake as an intern or graduate. All of our programs are self-paced (taking between 5 to 6 hours to complete) ensuring that you can fit your participation flexibly around other commitments.

These programs include:

- Video instructions and materials created by employees within your chosen organization
- Work that reflects real day-to-day tasks of interns and graduates
- The chance to compare your work with that of a graduate at your chosen organization

What are the benefits?

- Sample what work is like at leading companies
- Discover career paths that you may not have previously considered
- Build confidence and gain skills to get you 'work-ready'

Our programs are completely free and open-access for students, and there are no length application processes to complete one of our programs.

To learn more about Forage, and join 2 million students worldwide, get started here! (Link to the resource on your careers website)

## 2. Email students to drive awareness

Once you've added Forage to your careers website, send an email campaign to your students making them aware of the valuable resource available to them.

Your email campaign will drive the initial enrollments in employer job simulations at your institution and will lead to some strong word of mouth amongst students.

If you have a newsletter, add a section about Forage's job simulations to the newsletter, so that students receive periodic reminders that these opportunities are available and accessible to them.

We've provided template text on the next slide to help you get started...

Dear students,


We are pleased to announce that Careers Advisory Service has partnered with Forage (previously called as Inside Sherpa) to offer all UNM students with practical work experience through **Virtual Work Experience Programs**.

Get a free taste of industry experience by completing short, real world, company-backed online projects provided through Forage. Experiences are **free** and created by world-leading companies, including Accenture, BCG, Citi, Deloitte, General Electric, Microsoft, JPMorgan Chase and many more.

**What will I gain?**

- By completing virtual experience programs, you'll build the practical skills that these top employers are looking for, receive a personalized certificate of completion, and you can share the experience on your resume and LinkedIn profile.
- When you go on to apply for an internship or full-time role, your virtual experience is a fantastic way to stand out.
- Typically, each program takes 5 – 6 hours to complete. You can go at your own pace - any time, any place!

Find out more and get started — **ENROL NOW: [bit.ly/2T5TVXU!](https://bit.ly/2T5TVXU)**



The banner features the text 'VIRTUAL WORK EXPERIENCE PROGRAMS' in large white letters on a purple background. Below it, in smaller white text, it says 'GAIN REAL SKILLS EMPLOYERS WANT TO SEE. THIS PROGRAM IS FOR YOU.' and 'ENROL NOW: BIT.LY/2T5TVXU'. At the bottom left are the Forage and Careers Advisory Service logos. On the right, there is an illustration of a person sitting on the floor, working on a laptop.

### TIPS

Be sure to highlight the key benefits of virtual work experiences in your emails to students

- 1 **Zero barriers to entry. NO application, NO competition. Open to all!**
- 2 **All job simulations are SELF PACED. NO DEADLINES. Build work experience whenever wherever.**
- 3 **Earn a certificate of completion showcasing skills for your resume LinkedIn**
- 4 **Serious employment advantage. 71% more likely to earn an offer**



# Template text for your emails to students



You can build your employability and experience what it's like to work at a range of world-leading companies, from the comfort of home!

Get a free taste of industry experience by completing short, real-world, company-backed online projects provided through Forage.

Experiences are FREE and created by world-leading companies, including JPMorgan Chase, Citi, Accenture, BCG, Deloitte, General Electric, and many more. You can complete the programs without having to submit an application or go through an interview.

By completing a job simulation, you'll be building the practical skills that these top employers are looking for, receive a personalized certificate of completion, and you can share the experience on your resume and LinkedIn profile. When you go on to apply for an internship or full-time role, your virtual experience is a fantastic way to stand out.

**Students who complete a company's virtual experience are found to be 4x more likely to land the job than the average applicant.**

How does it work?

Each individual program is created by a participating top global company. Once you register and choose your program of interest, you will be briefed online and will complete and submit all tasks virtually.

How long does it take?

Typically, each program takes 5 – 6 hours to complete. You can go at your own pace - any time, any place!

Find out more and get started below!

Button: "Get started" (link to the resource on your school's careers website)

# 3. Post about offering Forage on social media and LinkedIn

Use both your institution's social media accounts and your personal accounts to reach students on LinkedIn, TikTok, Facebook, Instagram and Twitter. Be sure to highlight that Forage virtual job simulations are offered by big name brands, for free, and can be completed in as little as 5-6 hours. We've provided some template text for your posts on the following slide.

**Alexis Rampaul** (She/Her) • 1st  
UCLA Career Center | Talent Development & Empowerment  
3w • 🌐

It's been a while since I posted about [Forage](#), but if you've attended any of my 10 workshops in the last 5 months you know I'm a fan!

As summer approaches for UCLA students, I highly recommend checking out [Forage's](#) 70+ FREE virtual work experience programs. They work with Fortune 500 companies around the world and add new programs regularly. This means you can stay up-to-date as the future of work continues to evolve!

[Forage](#) enables students from all class and degree levels to explore companies, industries, and roles, develop skills, and build their personal brand!

5 new programs launched in May, including the Software Engineering Virtual Experience Program from [Electronic Arts \(EA\)](#)!

- Full Course Catalog: <https://lnkd.in/g/dgqiz>
- New EA Program: [https://lnkd.in/g/j2T\\_92](https://lnkd.in/g/j2T_92)

#futureofwork #skilldevelopment #HireUCLA

**Showcase your skills.  
Find your career fit.**

At Forage, our virtual work experience programs give students the opportunity to learn career skills from Fortune 500 companies.

[Start Now →](#)

Explore all Free Virtual Experience Programs - Forage  
theforage.com • 1 min read

**Amanda Sanseverino** • 3rd+  
Assistant Professor of Accounting  
1mo • Edited • 🌐

There are some great online opportunities out there for students looking to gain experience this summer. For example, you can consider adding the KPMG Virtual Data Analytics Consulting Internship to your resume. Data analytics skills are a big selling point on the job market as an accounting (or any business) major. <https://lnkd.in/dgeVyus>

Business students can also complete the Microsoft Office Specialist: Excel Certification to demonstrate Excel proficiency to potential employers (at both the associate- and expert-levels). <https://lnkd.in/dreZsAt> <https://lnkd.in/d-Xi6NN>

#analytics #accounting #career #opportunities The O'Malley School of Business at Manhattan College

**KPMG**

Digital - Innovation - Technology

**Virtual Internships**

KPMG Virtual Internship - Forage  
theforage.com • 1 min read

**UNM Careers** • 2nd  
Careers Advisory Service  
5d • 🌐

Calling out UNM students!

We are pleased to announce that [UNM Careers](#) has partnered with [Forage](#) (previously called as Inside Sherpa) to offer all UNM students with practical work experience through Virtual Work Experience Programs.

Get a free taste of industry experience by completing short, real world, company-backed online projects provided through Forage. Experiences are FREE and created by world-leading companies, including Accenture, BCG, Citi, Deloitte, General Electric, Microsoft, JPMorgan Chase and many more.

Great news— each program takes about 5 – 6 hours to complete. You can go at your own pace; any time, any place!

Find out more and get started— ENROL NOW: [bit.ly/2T5TVXU!](https://bit.ly/2T5TVXU)

#virtualworkexperience  
#onlineprojects  
#forage  
#careers

**VIRTUAL  
WORK EXPERIENCE  
PROGRAMS**

GAIN REAL SKILLS EMPLOYERS WANT TO SEE.  
THIS PROGRAM IS FOR YOU.

ENROL NOW: [BIT.LY/2T5TVXU](https://bit.ly/2T5TVXU)

**Forage** | **Careers Advisory Service**

# Templates for your social media posts



*Calling all {institution name} students and graduates!*

*Been questioning how to get that first piece of experience for your resume and LinkedIn profile?*

*Get a free taste of industry experience by completing short, real-world, company-backed online projects on Forage. Experiences are FREE and created by world-leading companies, including Accenture, BCG, Citi, Deloitte, General Electric, JPMorgan and many more.*

*Great news— each program takes about 5 – 6 hours to complete. You can go at your own pace; any time, any place!*

*Find out more and get started— ENROLL NOW*

*{institution name} students and graduates... introducing you to Forage!*

*Forage gives you the chance to experience life at some of the world's top companies including Accenture, BCG, Citi, JPMorgan and many more.*

*Try out employer-made job simulations without an application or any prior experience. These are created by world-leading companies and take just 5 - 6 hours to complete. You can go at your own pace; any time, any place.*

*Upon completion, you'll receive a certificate and can add the experience to your resume and LinkedIn profile. On top of that, you'll be increasing your employability with top companies by 4x!*

*Learn more about Forage and get started - SIGN UP NOW*



## 4. Share Forage in 1:1s, workshops and presentations

When students arrive at career counseling sessions lamenting that they can't secure a role because they lack experience, you now have the perfect solution! Forage is available to absolutely everyone (whether an international or domestic student) and enables all participants to gain experience for their CVs direct from some of the world's most respected companies.

Virtual job simulations should be the first stop on any student's career exploration journey! Be sure to clearly communicate that to students in your interactions with them!

### How can you 'Acquire' more experience?

- ❑ **Gain virtual experience opportunities**
  - ❑ [Bright Network](#)
  - ❑ [Forage](#)
- ❑ **Apply for internship opportunities and/or industrial experience year opportunities**
  - ❑ With a start-up – [Work in Start Ups](#)
  - ❑ With a larger organisation
  - ❑ Look on [QM Careers Hub](#)
- ❑ **Entrepreneurial opportunities**
  - ❑ Apply for [Try It](#) and [Grow It](#) awards
- ❑ **[The Student Consultancy Project](#)**
  - ❑ [Mailing list sign up](#) - to hear more about the next project in the summer
- ❑ **Work on personal projects such as...**
  - ❑ Applying mathematics to what you are interested in...
  - ❑ Create or develop your LinkedIn account





## 5. Speak with faculty about embedding Forage in coursework

Supplement traditional assessment techniques (exams, essays and quizzes) with 'real-world experiences' by embedding Forage in to curriculum as a form of assessed coursework, where students are required to reflect on their experiences and the skills that they developed on one of our programs. This is the fastest and easiest way to get employability in your curriculum, and there are 100's of VEPs to match with any modules.

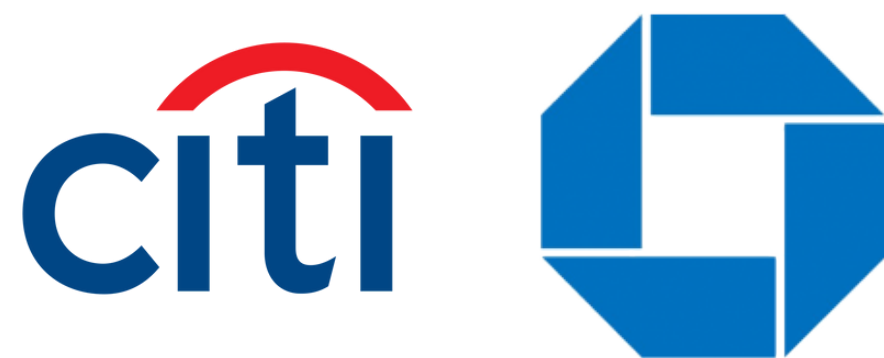
Law



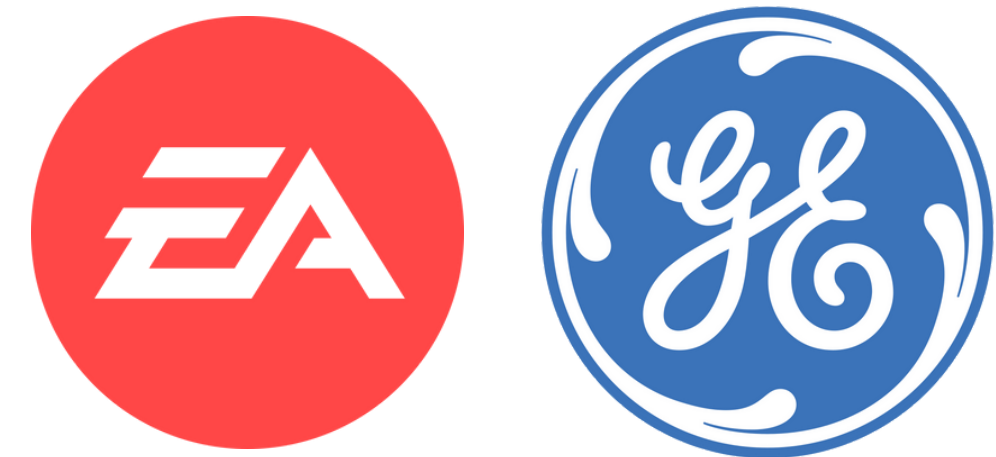
Consulting



Finance



Software Engineering



## 6. Repurpose existing Forage blog posts for your own blog / website

Our blog posts provide guidance to students from Forage employees and Foragers themselves on how to best utilize their time trying out a virtual job simulation. It also showcases Foragers that have gone on to secure full-time internships and graduate roles at some of the top firms in the world off of the back of one of our and how the skills they developed in the simulation assisted them in both the application process and during their time at the company.

Forage blog posts can be found [here](#), and can be repurposed for use on your own blogs and websites to provide students with useful resources on how they can leverage Forage for career success, make the most out of college and many more!



### What is a virtual work experience?

Find out what a virtual work experience program is and understand why they are valuable to learners and employers.



### 5 Ways to Leverage Forage for Career Success

Love using Forage, but not sure how to translate that into career success? Learn the best practices for leveraging your Forage experiences here. **09**