

Internet and Online Advertising

In addition to your own Web site and the national AmeriCorps site, there are many other ways to publicize your position(s) online. Some are free, while others charge a fee. Before you commit to advertising on a site, consider these questions:

- How many people visit the site? (Usually the provider can break down the numbers for you on a monthly or yearly basis as well as report how long the average visitor spends on the site.)
- Does the site donate advertising? (Sometimes you can get a better deal or even a free posting.)
- Can you post internships for free? What exposure do these listings have compared to job postings?

Researching job boards and other online recruitment resources can be a time-consuming task, but it can also be very rewarding!

18 great suggestions for getting out the word

1. Your organization's Web site, e-mail distribution lists, and newsletter are great ways to publicize your positions! Make sure they are easily accessible from your homepage. Post in the job, internship, or volunteer opportunities sections. If you have affiliate offices or programs with their own Web sites, make sure that the positions are included on those pages too, if applicable.
2. Encourage your community partners to link to your organization's Web site. Doing this will help your site become more prominent in the various search engines.
3. Craigslist (<http://www.craigslist.org/>) is an online bulletin board that's well known nationally. Craigslist sites are organized by city (usually large cities) and postings are free.
4. Idealist (<http://www.idealists.org/>) is another site that is fairly well known nationally. You can list an organization description and volunteer positions for free. Job listings are available at a modest cost. Idealist also hosts several very visible non-profit job fairs around the country and table registration is typically around \$50.
5. Post on local organizations' Web sites. Check with your local nonprofit and human resources contacts to find out if there are local organizations that host volunteer or job boards. Sometimes these are not well publicized, but are popular with local job seekers.
6. If you or your organization belongs to local professional associations, you may have access to their Web sites. In addition, these organizations may also have newsletters or a distribution list where you could post position announcements.
7. Contact regional and national associations. Many have job boards that are accessible to association members for free. Depending on the popularity of the job board and how well their demographics match your own, you may find that joining the association is money well spent toward your recruitment effort. (For example, the Association for Experiential Education at www.aee.org/ is a popular site for those seeking experiential education positions.
8. Use Yahoo groups and other community listservs. A listserv is a mailing list that automatically distributes a message to everyone on the list. Many organizations use listservs that they have set up on their own or through free services such as Yahoo groups to distribute job information to job seekers.
9. EcoEmploy.com (www.ecoemploy.com/) and Environmental Career Opportunities (www.ecojobs.com/) are popular sites for those seeking environmentally focused

- jobs. Check their site for current advertising rates.
10. Coolworks (<http://www.coolworks.com/>) is geared toward jobseekers who are looking for jobs in great places. Check their site for current rates. If one of your strong selling points is the location of your positions, this site may be for you.
 11. Check out your local college and university Web sites. Most provide an opportunity to post positions for free through a career center. If you know of other colleges or universities that have degree programs that closely match your position's focus, be sure to check out those sites, too. Many schools (3,800 nationally at last count) are now opting to use www.experience.com to publicize job opportunities. To use [experience.com](http://www.experience.com) you must receive permission from a college or university career center. Internship postings are free.
 12. Orion Grassroots Network (www.orion-online.org/pages/ogn/ics.cfm) offers a monthly e-mail update sent to more than 1,800 individuals and contacts at career centers at 400 schools. This listserv is geared toward environmental and social change work, and unlimited free postings come with a membership. Check their site for current charges.
 13. Volunteermatch.org, justvolunteer.org and servenet.org are three volunteer boards that are fairly well known. Typically, in any given area, there are one or more volunteer-based Web sites.
 14. Many alumni groups host job boards or listservs that are geared toward helping their alums find employment or service positions. Examples include City Year AmeriCorps, National Outdoor Leadership School, and Student Conservation Association.
 15. US Teach (www.usteach.com) is a national site that allows you to list your position (for a fee) by location or job type.
 16. Some Web sites are geared toward jobseekers who are transitioning to new careers. One example is www.40plus-dc.org.
 17. Regionalhelpwanted.org allows you to tailor your online advertising to your region.
 18. Also consider advertising on your state employment department Web site.