

## Creating Targeted Messages

WHAT INSPIRES YOU?

### Reach Your Future Workforce Through Inspire

Inspire offers employers a number of powerful tools to connect with their future workforce. One sometimes overlooked tool is targeted messaging. By clicking on “connect with students” once you’re logged into your Inspire (Career Cruising) account, you’ll be able to send messages on career and academic-related subjects to distinct groups of students. For example, your message might inform students about in-demand careers at your company or in your industry, summer-jobs you offer, or scholarships or experiential learning activities that you provide.

1. Log-in to your Career Cruising account and click on “connect with students”.
2. Click on “advanced filtering” to target your message. Then select the combination of schools, counties, grade levels, gender of the students you want to reach.
3. Narrow your results by filtering for students who have saved particular careers and/or career clusters to their Career Cruising profile and even to students who have already indicated they are interested in your company.
4. After you activate each filter, you will see an aggregate number of students who fit the criteria you entered in the upper right hand corner of the message box. Make sure that your message is going to 1,000 or fewer students at a time. If you want to reach more students, send the same message to different groups of students based on school, grade level, county or career interests.
5. Once you’re done with the filters, enter the subject and text of your message. Next, click “preview” to view your message before submitting it. Depending on how many students you are sending your message to, it may take a while to load and send. Don’t close the browser tab before it’s done!
6. Make sure to only send one or two messages per quarter to each distinct target group so that you don’t dilute your efforts and overwhelm the audience. Make your messages count!

Schools across Wisconsin are utilizing Career Cruising to help students build a portfolio of their Academic and Career Planning (ACP) activities. By sending targeted messages to students, you are increasing awareness of your company, industry and the opportunities available to young people who are actively thinking about their futures.

Please visit [www.inspirewisconsin.org](http://www.inspirewisconsin.org) for your region’s admin contact information and more.