Faculty & Department Branding

There are many ways in which faculty can use their personal/department Websites, social media, YouTube channel, and journals and media to assist in faculty onboarding, faculty recruitment and equity efforts, promoting the faculty profession, student recruitment, and clarifying meta majors. This chart is intended as a conversation starter for many of these efforts.

	FACULTY ONBOARDING	FACULTY RECRUITMENT/ EQUITY	FACULTY PROFESSION	STUDENT RECRUITMENT	META MAJORS
WEBSITE	X	X	X	X	X
SOCIAL MEDIA					
Facebook		X	X	X	X
Linkedin	X	X	X		
Twitter			X		
Instagram			X		
Pinterest				X	X
TikTok				X	X
Twitch (Streaming)	X		X	X	X
Academia.edu	X	X	X		
YOUTUBE	X	X	X	X	X
JOURNALS/MEDIA	X	X	X		X