

RIPPLEMATCH

Spring 2023 Intern

RippleMatch is the career matching platform that brings your dream job or internship to you. No more getting ghosted after spending hours applying on job boards – RippleMatch is the new way to find work.

ripplematch.com

RippleMatch is a job-matching platform that helps companies recruit faster and more conveniently. We are shaping the way college students find jobs and internships. We work with a number of top-tier companies, Fortune 500's, startups, and nonprofits.

Examples: Ebay, Microsoft, Reddit and Estee Lauder

By Tania McDonald

One on one

Use your Network Sheet to connect with people either face to face (F2F) or via direct message (DM), including email. The best approach is to meet with someone F2F and walk them through the signup process right then and there. The second best option is chatting with someone F2F and then following up via DM at an agreed time later that day with the link & more info on RippleMatch



Social Media

- **Creating engaging posts:** The goal of any post is to create something short and engaging, that forces people to interact
- **Sourcing with humor:** Use social media as a sourcing tool, not just a way to get immediate signups. Students are often fast to scroll through long posts so you should use memes to get their attention
- **Add value:** Don't just post messages about the job search process, share some of the tips and advice our Content Team has put together.



Other marketing tips

- you should be following-up with past sign-ups who have matches and have not activated yet
- Flyering can yield solid results when done strategically. While it may be tempting to put flyers up all over campus
- Presentations in front of classes or student organizations can be incredibly impactful