

University of Hertfordshire – Event Posting Guidance

Purpose

These guidelines set out the criteria for promoting events to students through University of Hertfordshire careers and employment platform, My Careers Portal, and via our newsletters, social media and digital screens.

The aim is to ensure that promoted events provide clear value to students' career development, employability, networking opportunities, and graduate outcomes.

This framework applies to all external organisations and employers requesting promotion of careers events to University of Hertfordshire students.

This includes, but is not limited to:

- Employers
 - Recruitment agencies
 - Professional bodies
 - Event organisers
 - Careers related events
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1. Eligibility Criteria

Events must meet the following requirements to be considered for promotion:

1.1 Careers and Employability Relevance

All events must have a clear connection to one or more of the following:

- Graduate recruitment
- Internships or placements
- Employability skills
- Careers related Industry insights
- Career pathways
- Networking with employers for our students and graduates
- Entrepreneurship

The University reserves the right to decline events that do not demonstrate a meaningful careers related content.

1.2 Timing

Events requests must be submitted at least 2 weeks prior to the date of the event.

2. Events That Will Not Be Promoted

The University of Hertfordshire will not promote events that include any of the following:

2.1 Paid Attendance Events

Events that require students to pay to attend will not normally be promoted.

This includes:

- Ticketed networking events
 - Paid conferences
 - Paid workshops or seminars
 - Membership only access events
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2.2 Product promotion

Events that are primarily intended to market, advertise, sell products or services to students will not be promoted.

This includes:

- Sales events
 - Brand awareness campaigns without careers relevance
 - Product demonstrations
 - Influencer campaigns
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2.3 Course Promotion

The University will not promote events whose primary purpose is to recruit students onto:

- External training paid courses and certifications
- Tuition services

This applies whether the courses are online or in person.

2.4 Non-Careers Related Activity

Events that are unrelated to employability, careers will not be promoted through My Careers Portal.

2.5 Inappropriate content

The University reserves the right to refuse promotion of events that:

- Conflict with University values or policies
 - Include discriminatory, offensive, or inappropriate content
 - Promote unsafe, misleading, or unethical practices
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3. Priority Criteria

Due to limited capacity, priority promotion will be provided to:

- Strategic employer partners
 - Employers with established University relationships
 - Organisations actively recruiting University of Hertfordshire students or graduates
 - Employers participating in placements, internships, mentoring, or graduate recruitment
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4. Approval Process

All event promotion requests are subject to review and approval by the Graduate Success Team.

Submission of a request does not guarantee promotion.

5. Communication Channels

Approved events may be promoted through:

- Careers newsletters
- My Careers Portal
- Social media

- Digital screens
- Academic communications
- Careers fairs and events

Promotion method and frequency will be determined by the Careers and Employment team.

6. Review of Policy

This policy will be reviewed annually to ensure alignment with university priorities, employer engagement strategy, and student employability objectives.

Contact

For event promotion requests or further guidance, please contact the University of Hertfordshire Careers and Employment team – **recruit@herts.ac.uk**