

# Get the most from GoinGlobal

Use of GoinGlobal's career & employment resources depends on you!

## Access Link Placement

It is critical that you provide GoinGlobal access in visible locations on your organization's website, intranet, CMS, library database, and alumni portal. During your account setup, we provide access via a unique secure URL. Using this URL on a secure webpage provides instant access to the features of your GoinGlobal subscription. It is important that GoinGlobal access is restricted to students and other authorized users only and not available to the general public.

## Important details

- We recommend providing GoinGlobal access in multiple locations in order to reach a wide audience, as long as the link is password protected by your organization's Single Sign On, a Proxy Server configuration, or contained within your Career Management System.. Locations may include your career center webpage, study abroad and international program pages, alumni services, and library databases.
- Using a CMS like Handshake, Symplicity, or Gradleaders is a convenient way to provide protected access to GoinGlobal on a public-facing web page. Deep linking to the GoinGlobal resource page within your CMS is important so that the link delivers the user directly to the resource page for GoinGlobal once logged in.
- Please use accurate and engaging language when describing GoinGlobal's resources and features. Our [logo](#), [pre-written descriptions](#), and [other promotional materials](#) can be downloaded from our [Marketing](#) page.
- **Off-campus access to GoinGlobal is permitted**; however, the account setup information provided by your organization must provide for such access. If off-campus access to GoinGlobal is not currently available via your organization's link, please contact our Support Team at [support@goinglobal.com](mailto:support@goinglobal.com).
- If your organization is based in the United States, or your student and alumni population has a particular interest in career resources for the United States, we encourage you to use our [USA Careers](#) platform in tandem with GoinGlobal at no extra charge. If you did not receive a URL to USACareers please let our Support Team know.
- Establishing a personal account called "My GoinGlobal" provides your users with the option to customize their GoinGlobal experience by bookmarking and saving content and opportunities of interest. A "My GoinGlobal" account also allows for immediate access to GoinGlobal from anywhere in the world.



## GoinGlobal Marketing Materials

Ready-to-go **promotional materials** are at your fingertips for both email, print and digital marketing purposes: flyers, pre-written email announcements, banners, social media, and more. Links to these materials can be found at the top and bottom of your GoinGlobal homepage and on your analytics dashboard. We welcome suggestions for marketing activities that have proven successful at your institution.

## Training Sessions

Sixty minute, in-depth training sessions are offered several times each month. See our “Training” link in the upper right corner of the GoinGlobal homepage. Pre-written email announcements, available on our marketing page, make it easy to spread the word. The following URLs are public, making them easy to share in emails, newsletters and social media:

- Staff Training: <https://online.goinglobal.com/training/staff>
- Student & Alumni Training: <https://online.goinglobal.com/training/students-alumni>

NOTE: Organizations whose staff have participated in training sessions have significantly higher access numbers. Private training sessions can be scheduled for staff and faculty throughout your organization.

## Inform Other Departments

GoinGlobal’s content is of value to many other departments throughout your school. Many times these departments share in the cost of the GoinGlobal subscription. Use our email **templates** to spread the word!

- **Study Abroad** – GoinGlobal is the **#1 pre-departure resource** for hundreds of study abroad programs around the world. Students utilize GoinGlobal for the career-related aspects of their study abroad experience, including professional networking listings for making connections while in-country.
- **Internship programs** empower participants to make the most of their internships, whether at home or abroad, with expert advice on business and social protocol, professional and personal networking groups and profiles for the top local employers.
- **International Program Advisors** use GoinGlobal’s resources to counsel international students who would like to stay in the country or return to their home country.
- **Library** – With a keen eye for proprietary content, librarians instantly “get” why their colleagues have twice rated GoinGlobal as a “must have” resource (The Library Journal).
- **Alumni Office** – GoinGlobal’s self-service database supports career exploration for experienced professionals interested in finding new opportunities at home and abroad.



- International Admissions promotes GoinGlobal when recruiting international students to demonstrate that their career management needs will be supported; Admission Advisors also use the cultural information in GoinGlobal when recruiting international students
- Faculty use GoinGlobal in coursework and when preparing to teach abroad, especially the following academic departments: Business, Language, HR.

## Get GoinGlobal's Newsletter

Stay informed with our newsletter, which announces training opportunities, features curated career news and highlights special events. Encourage faculty and staff to keep abreast of our evolving resources, and repurpose the newsletter contents for your scheduled outreach to students, alumni and faculty. **[Sign up here.](#)**