**Excellence in Innovation - Student Engagement**

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Abstract:

Every day, more than 60 million pictures are uploaded onto Instagram by its 200 million users. Since 37 percent of Instagram users are between ages 18-29, it is one of the best platforms to reach this demographic. In this new reality of recruiting tech-savvy students, Devon Canada's Corporate Communications and Campus Recruitment teams partnered to use the social media platform, Instagram, to leverage and engage students and new grads in a new way.

In July 2014, #DevonEnergized was born. “In the past Devon Canada hasn't found a presence through social media, so our students can't see who we are and how we differ from other energy companies”. Through this medium, students go back to school and tell their friends about their positive experiences with the company and have the opportunity to “show” their student experience with the organization. In addition, a hashtag, #DevonEnergized, the campaign's Instagram hashtag, provided students an opportunity to engage with each other and educate about the culture at Devon, increasing the chance of prospective students becoming future employees. Devon student employees were encouraged to post photos of their on-the-job experience as part of a summer Instagram photo contest. To date, @DevonEnergized has 120 followers and 151 photos have been shared with the hashtag #DevonEnergized. There has been one known offer accepted by a student who received multiple offers accepted Devon's offer based on what he saw on #DevonEnergized.

Due to the conservative nature of oil and gas companies, best practices were rolled out to existing students to help them understand what is and isn't appropriate to post. To date there have been no issues with students posts. A budget of $1000 was spent on social media monitoring for 2 months in order to ensure there were no issues during the early stages of this project. Devon continuously employs a Plan>Do>Check>Adjust and is currently in the Check phase.

#devonenergized Instagram Campaign

**What was the budget range of this project?**

Low ($1-$1,000)

**What was the size of the team working on this project?**

Size of Project Team: 2

Size of Campus Recruitment Team: 1 full time plus a coop student