**Excellence in Innovation - Student Engagement**

**Nexen**

Oil and Gas Industry

Engaging with students in non-traditional ways:

Nexen's campus strategy focuses on 6 target schools but that is not to say that we don't hire students from all across Canada. Over the course of a year we typically bring 200 students into Nexen through summer, co-op, intern and new grad positions with our key recruitment periods being January, May and September. We are not limited to only hiring engineering and geoscience students but are often recruiting for accounting, finance, marketing, human resources, supply chain management and information technology (to name a few).

In 2014 we reviewed the data and metrics of our student programs and decided to change the mix of career fairs and information sessions we were attending annually. Our focus was on the amount of time and money we were spending travelling each year and the best way to reach our target students across Canada and still engage them if we weren't there face-to-face.

Oil and gas companies have not been well known for using social media to engage with students or to think outside of the box of attending career fairs and information sessions. Last year we decided to challenge that norm by securing an campus twitter handle and working with a couple of University's to host virtual information sessions.

twitter (no budget)

- @nexencampus was created in August 2014

- 156 tweets

- 300 followers

- provide information on postings, events we are attending, reminders, deadlines to apply, links to articles, etc.

Virtual Information Sessions (no to low budget ? not greater than $200-300 for snacks & giveaways)

1. University of Ottawa

- 140 students in attendance (various disciplines)

- Presentation and open Q & A with the Campus Team

2. McGill University

- 80 students

- Engineering student society

- Presentation and open Q & A with the Campus Team & Engineering New Grad

We feel that adding a campus twitter handle and engaging with students virtually to our current mix of attending career fairs, hosting face-to-face information sessions, our LinkedIn student group and the many other targeted events that we sponsor and attend, that this will help us to stand out as being best in class when engaging and creating authentic connections with students.

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

Low ($1-$1,000)

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

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