

# Questionnaire Recruitment: Perspectives of Jobseekers with Disabilities: The Impact of Employer Messaging

## Questionnaire Promotion: Email to potential partnering organizations

Dear XXX,

The Yang Tan Institute at Cornell University is conducting a study to better understand the perspectives of individuals with disabilities in the job search process and what organizations can do to be more attractive in their online recruiting and outreach. The results will be used to provide employers with information on how they might improve their efforts in recruiting employees with disabilities.

We are specifically interested in adults (18 and older) with a disability who have searched online for a job in the last two years. We are hoping that your organization would be willing to collaborate with us in disseminating a link to this 10-15 minute questionnaire through your channels. Participants who complete the questionnaire will be entered into a drawing for a \$25 gift card (chance of 1 in 10 of winning).

**What we would like you to do:** Cornell University will provide a questionnaire recruitment language with a short description of the questionnaire and a link to it. We ask that you share the information with your constituents through your usual channels that could include your listserv, your social media, or possibly in a regular communication you might send out (e.g., a newsletter).

Many thanks for considering this request,

Sincerely,

XXX (To be signed by team member who is reaching out, different team members will reach out based on their network connections)

## Questionnaire Promotion: Follow up to partnering organization

We greatly appreciate your support in getting the word out about this important questionnaire. The more recent jobseekers with disabilities who participate, the more useful the results will be. We are specifically looking for adults (18 and older) with disabilities who have engaged in a job search online within the past two years.

Below is some sample text to use when promoting the questionnaire. The questionnaire does not open until **XXX** so starting promotions on or just after that date is ideal. If you have questions please let me know (Sarah von Schrader, [sv282@cornell.edu](mailto:sv282@cornell.edu), 607-279-7348).

# Social Media Assets

## Social media week 1

- Facebook Text:

Are you an individual with disability who has engaged in a job search online within the past two years? If so, you are eligible to participate in a research study!

Cornell University is fielding a questionnaire to better understand job search strategies and what information is important to jobseekers with disabilities in evaluating whether an employer is disability inclusive.

Participants will have a 1 in 10 chance to win a \$25 gift certificate for completing the 15 minute questionnaire. Learn more and access the questionnaire here: [www.YTI.cornell.edu/xxx](http://www.YTI.cornell.edu/xxx)

- LinkedIn Text:

Are you an individual with disability who has engaged in a job search online within the past two years? If so, you are eligible to participate in a research study!

Cornell University is fielding a questionnaire to better understand job search strategies and what information is important to jobseekers with disabilities in evaluating whether an employer is disability inclusive.

Participants will have a 1 in 10 chance to win a \$25 gift certificate for completing the 15 minute questionnaire. Learn more and access the questionnaire here: [www.YTI.cornell.edu/xxx](http://www.YTI.cornell.edu/xxx)

- Twitter:

Cornell University questionnaire for people with disabilities who have engaged in a job search online within the past two years. 1 in 10 chance to win a \$25 gift certificate. Learn more here: [www.YTI.cornell.edu/xxx](http://www.YTI.cornell.edu/xxx)

## Possible newsletter/e-blast text – Once questionnaire opens **DATE**

Please complete this important questionnaire!

### **Perspectives of Jobseekers with Disabilities: The Impact of Employer Messaging**

[www.YTI.cornell.edu/xxx](http://www.YTI.cornell.edu/xxx)

**WHO should complete this questionnaire?** Individuals (18 year old and older) with a disability who have engaged in a job search online within the past two years.

**WHAT is asked in this questionnaire?** Participants are asked about their job search strategies and what information is important to them in evaluating whether an employer is disability inclusive. All responses are anonymous and confidential.

**WHEN does this questionnaire take place?** The 15 minute questionnaire will be open on **DATE**

**WHY should I participate?** You get a 1 in 10 chance to win a \$25 gift card and the results will inform employers on how to improve their outreach to and recruitment of persons with disabilities.

**To learn more and access the questionnaire:** [www.YTI.cornell.edu/xxx](http://www.YTI.cornell.edu/xxx)