

## 31. ADVERTISEMENT CATEGORISATION (continued)

### Guidelines

### Reference

#### Examples of Recruitment Advertisements:

Advertisements which promote career opportunities within an organisation and changes to key manpower resources will be considered as recruitment advertisements (even if they do not specify positions or appointment).

Examples include:

- A. Career fair advertisements placed by any organisation
- B. Image building advertisements which carry subtle recruitment messages
  - a. Career/Industry branding
  - b. Employer branding
- C. Advertisements encouraging candidates to apply for monetary incentives such as scholarships, bursaries, traineeship and grants
- D. Key Manpower Changes  
Announcements on the appointments and changes of key management staff e.g. CEO, General Manager, etc.
- E. Other advertisements categorised as recruitment ads
  - a. Recruitment of volunteers ,e.g. social workers, participants for medical research
  - b. Job application acknowledgements and thank you acknowledgement to applicants

*(Please note that the list of examples given is not exhaustive)*