



FACT SHEET

## Using Social Media to Find and Attract the Best Healthcare Talent

In order to fill the 5.6 million healthcare job openings to occur between now and 2020, high-performing healthcare employers will need to recruit in ways that ensure that their organizations engage candidates, create a positive candidate experience, leverage candidates' interest and enthusiasm, spur applications and stand out from the crowd. Social media is a good platform to help accomplish these goals.

Social recruiting does require thoughtful planning, careful implementation, continued assessment and attention. As with any marketing and communication effort, laying the groundwork facilitates the tactical implementation and allows for results to be measured and improved upon.

Here are a few helpful hints for each phase of your next social recruiting program.

PLAN	IMPLEMENT	MEASURE	ADJUST
<ul style="list-style-type: none"> <li>Align to "traditional" recruiting goals/needs</li> <li>Define audience segments</li> <li>Research and select the right social media channel for each audience segment</li> <li>Design both creative and content to each social media channel</li> <li>Create standards for key messages for each segment/channel</li> <li>Plan measurement by selecting appropriate measures and then benchmarking/setting goals</li> </ul>	<ul style="list-style-type: none"> <li>Create a test group to review and provide feedback as content begins to flow out</li> <li>Create an editorial calendar for each channel, recognizing the right "pace" of each medium</li> <li>Consider using a content delivery tool to schedule delivery of content</li> <li>Remember, consistency of delivery is as important as quality of content</li> <li>Review content to ensure that it reinforces/supports employer promise and brand attributes</li> </ul>	<ul style="list-style-type: none"> <li>Monitor discussions and feedback; respond as appropriate</li> <li>Measure quantity and quality of discussions</li> <li>Measure social/web analytics like click-through-rates, time-on-site, views, etc.</li> <li>Also measure number of applications, number of applicants sourced by social, number of hires from social candidates</li> </ul>	<ul style="list-style-type: none"> <li>Review social recruiting progress regularly, at least quarterly</li> <li>Determine which social media channels are working and which are not</li> <li>Keep a consistent dialog with your test group, making improvements to your social recruiting program based on performance and feedback</li> </ul>

**The David Group** is a leader in healthcare recruitment advertising, marketing and communications. We work with clients to help them find, attract, engage and keep talent. Our services include advertising, marketing, digital, employer brand and talent technology. We know what works.

KEY POINTS

- Social recruiting is a cost effective and highly targeted way to reach an audience that is looking to engage.
- Use of social media channels as a vehicle for recruiting is increasing. High-performing social recruiters know which channels apply to the talent they need and they are tailoring their messages to those talent audiences.
- Successful social recruiters use a program framework that includes three distinct phases: planning, implementation and measurement followed by adjustment to the program based on performance and feedback.