



FACT SHEET | **spark a Conversation**

Recruiting

Social Media Content Management

Your candidates are using social media and we can help you connect with them. Communicating with healthcare talent through social media strengthens your relationship with the candidates you need to reach.

The David Group's **socialspark** creates a social media plan that fits into your overall recruitment media plan. We build your employer brand on Facebook, Twitter, YouTube and other sites; engage in dialogue with active and passive candidates; and help you create a following that "gets" you as an employer.

With **socialspark**, you can:

- Grow your talent networks, increasing candidate referrals
- Promote a stronger employer brand and optimize your candidate experience
- Pull together multiple social networks
- Track and measure social recruiting ROI

socialspark and social recruiting solutions provide:

- Account planning and social strategy development
- Agency-managed, Hospital-approved continuous content generation
- Employer branded social sites
- Ongoing site(s) monitoring, maintenance and reputation management
- Monthly reporting on key performance indicators (KPIs)



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MORE**

To learn more about how The David Group's **socialspark** and social recruiting solutions can improve your healthcare recruiting performance, please contact your David Group Account Manager or email us at info@davidgroup.com.

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.

