

Focusing Social Media on Recruitment: It Works!

A Region VIII/Region X Webinar, March 27, 2014

Presented by Marisol Murphy-Ballantyne, NACHC Assistant Director of Communications

Hosted by Community Health Association of Mountain/Plains States (CHAMPS), Northwest Regional Primary Care Association (NWRPCA), and Washington Association of Community and Migrant Health Centers (WACMHC)

PRESENTATION RESOURCES

Bitly

Bitly Brand Tools

<https://bitly.com/>

HireRabbit

How to Build a Talent Community on Facebook from Scratch

<http://blog.hirerabbit.com/how-to-build-a-talent-community-on-facebook-from-scratch>

How to Recruit with Facebook (Infographic)

<http://blog.hirerabbit.com/how-to-recruit-with-facebook-infographic/>

hootsuite

Social Media Management

<https://hootsuite.com/>

National Association of Community Health Centers (NACHC)

Sample Social Media Policy

www.nachc.com/client/SAMPLE%20Social%20Networking%20Policy%20Guide.pdf

PewResearch Internet Project

Social Networking Fact Sheet

www.pewinternet.org/fact-sheets/social-networking-fact-sheet/

pinstripe

You've Been Shredded on Glassdoor – Now What?

www.pinstripetalent.com/rpolosophy/bid/156454/You-ve-Been-Shredded-on-Glassdoor-Now-What

SEJ Search Engine Journal

Social Media Tools: Top 10 Tools for Managing Your Social Media Account

www.searchenginejournal.com/top-10-tools-managing-social-media-accounts/87843/

SocialFlow

Social Media Technology Solutions for Branding Success

www.socialflow.com/

socialmedia today

How to Write Effective Tweets

<http://socialmediatoday.com/mike-mcgrail/1506006/how-write-effective-tweets>

UndercoverRecruiter

Social Media and Its Effect on Employee Recruitment (Infographic)

<http://theundercoverrecruiter.com/social-media-and-the-effect-on-employee-recruitment-infographic/>

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ADDITIONAL RESOURCES

Alabama Department of Public Health

Social Media Toolkit: How to use social media as a recruitment tool for health care professionals.

www.adph.org/ruralhealth/assets/socialmediatoolkit.pdf

Forbes Articles

Three Companies Nailing Social Mobile for HR

www.forbes.com/sites/sylviaorhausersmith/2013/07/09/three-companies-nailing-social-mobile-for-hr/

2014: The Year in Social HR Matters

www.forbes.com/sites/jeannemeister/2014/01/06/2014-the-year-social-hr-matters/

idealware Workbook

The Nonprofit Social Media Policy Workbook

www.idealware.org/reports/nonprofit-social-media-policy-workbook

LinkedIn Article

These 8 Questions will get Passive Candidates to Change their Tune

<http://talent.linkedin.com/blog/index.php/2014/01/these-8-questions-will-get-passive-candidates-to-change-their-tune>

NEJM CareerCenter Recruiting Physicians Today (RPT)

Physician Recruitment and Social Media Networking

www.nejmcareercenter.org/minisites/rpt/physician-recruitment-and-social-media-networking/

Nonprofit HR Whitepaper

Using Social Media as an Effective Recruitment Tool for Nonprofits

www.nonprofithr.com/wp-content/uploads/2013/07/Whitepaper-Recruiting-and-Social-Networking_final.pdf