Ms. Murphy-Ballantyne is a communications strategist with eight years of experience and a deep knowledge of public and media relations. She is currently the Assistant Director of Communications for the National Association of Community Health Centers (NACHC), where she contributes to communications, media, and public relations strategy in support of community, migrant, and homeless health centers across the US. She came to NACHC from Reingold, Inc. where she provided both government and non-profit sector clients with strategic communications.
In 1971, NACHC was founded as a nonprofit organization dedicated to providing advocacy, education, training, and technical assistance to health centers in support of their mission to provide quality health care to underserved populations.
**Tell Us a Little About Your Organization**

<table>
<thead>
<tr>
<th>What state are you representing?</th>
<th>How big is your organization?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska</td>
<td>50-100</td>
</tr>
<tr>
<td>Idaho</td>
<td>100-250</td>
</tr>
<tr>
<td>Oregon</td>
<td>250-500</td>
</tr>
<tr>
<td>Washington</td>
<td>500+</td>
</tr>
<tr>
<td>Colorado</td>
<td></td>
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<tr>
<td>Montana</td>
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<td>North Dakota</td>
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<td>South Dakota</td>
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<tr>
<td>Utah</td>
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<td>Wyoming</td>
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</tbody>
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**Focusing Social Media on Recruitment: It Works!**

Marisol Murphy-Ballantyne

March 27, 2014
Learning Objectives

- Understand the value in making social media a part of communication efforts.
- Understand the importance of a social media policy.
- Learn how to incorporate social media into a recruitment strategy.
- Learn which social media platforms are best for attracting candidates.

Tell Us About Your Social Media Use

Is your organization using social media?
- Facebook
- Facebook and Twitter
- Facebook, Twitter and LinkedIn
- Twitter
- LinkedIn
- LinkedIn and Facebook
- Twitter and LinkedIn
- Other
- None
What is Social Media?

- Interaction among people through the creation, sharing, and exchange of information in virtual communities and networks.
- Two-way communication channels where people can connect, interact, and engage one another.
- Users become content producers by creating and exchanging information.
- Social media networks include: Blogs, Facebook, YouTube, LinkedIn, Twitter, Pinterest, and many more.

Why Use Social Media?

- Social media offers a direct way to communicate with patients, staff, peers, and potential customers and employees.
- Social media is a way to build relationships through conversation.
- You can build/reinforce your brand’s image with social media.
- Social media allows you to reach a wider audience through word-of-mouth and costs less than traditional advertising.
Online Review Communities

Online job communities that allow employees and former employees to review an organization—Glass Door, Indeed, CareerBliss—are not exactly social media but they do allow you to listen to what others are saying about your organization as an employer. They also allow you to post jobs—usually for a fee.

But how do you deal with the negative reviews?

- If the review is inaccurate, includes profanity or attacks on other employees or fails to meet the guidelines of the website consider asking the website to review it and take it down. But only do this when you are sure it’s inaccurate because you don’t want to lose credibility.

- Respond. On most of these sites employers can respond. But you have to come off rational and sane. Be professional and thoughtful because if you slip-up it will backfire.

- Ask your employees to share their experience with the organization on the site. If you believe your employees are happy to be working with you than ask them to let others know. You can bury bad reviews this way and here what your current employees have to say at the same time.

- Buy advertising on the site. It won’t make negative reviews disappear but your ad promote more positive information about your organization.

- Manage your organization’s online presence on social media. Show candidates what your organization is all about with messages you control.


Who’s Using Social Media?

73% of online adults use social networking sites.

<table>
<thead>
<tr>
<th>Age</th>
<th>Household Income</th>
<th>Education Attainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>69%</td>
<td>18-29 90% Less than $30,000/ year</td>
<td>77% No high school diploma</td>
</tr>
<tr>
<td>78%</td>
<td>30-49 78% $30,000 - $49,999/ year</td>
<td>73% High school grad</td>
</tr>
<tr>
<td></td>
<td>50-64 65% $50,000 - $74,999/ year</td>
<td>73% Some College</td>
</tr>
<tr>
<td></td>
<td>65+ 46% $75,000 +</td>
<td>75% College+</td>
</tr>
</tbody>
</table>

Urban 76% Suburban 72% Rural 70%

White, Non-Hispanic 72% Black, Non-Hispanic 73% Hispanic 79%

http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/
Social Media Use for Recruitment

Is your organization using social media for recruitment?

Yes  
No  
Don’t know
Social Media as a Recruitment Tool

- Ability to identify talent
- Wider reach
- Word of mouth recruitment
- Communicate information to current employees
- Increased engagement with talent
- Decreased cost
- Set tone for organizational culture

Social Media’s Effect on Recruitment

http://bit.ly/117g0vq

SOCIAL MEDIA

The Effect On Employee Recruitment

Social media has become the chief source of employees for companies and recruitment agencies worldwide. Websites like LinkedIn and Facebook have made it easier for employers to cast the character of potential employees in a easier, faster and cheaper way, before hiring.

92% of U.S. companies have used social media networks in 2013 to find talent and potential to hire employees.

Growth in the use of top social media networks in recruitment...

<table>
<thead>
<tr>
<th>Year</th>
<th>LinkedIn</th>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>90%</td>
<td>85%</td>
<td>90%</td>
</tr>
<tr>
<td>2011</td>
<td>85%</td>
<td>80%</td>
<td>85%</td>
</tr>
<tr>
<td>2012</td>
<td>80%</td>
<td>75%</td>
<td>80%</td>
</tr>
</tbody>
</table>

Top social media websites for recruitment purposes in 2012...

- LinkedIn: 92%
- Facebook: 87%
- Twitter: 95%
Social Media’s Effect on Recruitment

What employers are upset about...
- Not meeting deadlines: 70%
- Lying about skills: 56%
- Insults to people and brands: 48%
- Dishonesty: 48%
- Violation of privacy: 47%

What employers like to see...
- Publications and articles: 80%
- Professional organization membership: 66%
- Cheering or support: 40%

Social Media Policy

Does your organization have a social media policy?
- Yes
- No
- Don’t know
IMPORTANT! Create a social media networking policy for your organization.

A social media policy establishes guidelines for staff including:
• Who can post to your social media accounts
• What they can post
• Who needs to approve content
• And helps you protect your organization and employees from posting something that is inappropriate/not consistent with the organization’s brand.

To see a sample social media policy visit: http://www.nachc.com/client/SAMPLE%20Social%20Networking%20Policy%20Guide.pdf

Getting Started

Commit • Be ready to stick with it
Research • Know your audience, business needs, and goals
Strategize • Use your research to develop a social media strategy including what social media platforms will be used
Manage • Create a social media policy and share it with employees
• Create rules for your social media accounts
Engage • Encourage current employees to follow your social media accounts and share with their networks
HR Strategizing Example

Research
Ask questions:
• What is the online community saying about your organization?
• Does your organization already use social media? If so what channels and who manages them? What content is used? Can you use those channels to post about employment opportunities?
• What positions currently need to be filled and by when?
• What platforms are best for reaching the right candidates?
• What keywords do you need to use in your job descriptions?

Strategize:
• Outline your goals and timeline for achieving them, include when you will be posting the job and how many times and when it needs to be posted on social media. For example if a job is posted on Monday I may post it again at the end of the week so those who didn’t see it before can see it now.
• Outline who is responsible for what and work with your communications/marketing department to get the message out. Besides job postings what else can you post that would attract more candidates—photos, employee profiles, videos—that would make your organization more appealing to candidates.
• What metrics will you use to track your progress, for examples applications received.

Manage:
• Curate and create content for posting to social media that your audience will find interesting.
• Update the page/feed regularly.
• Track what works best and what didn’t work.
• Create a calendar.
• Find tools that could make your social media job easier—Hootsuite, Bitly, SocialFlow.
• Listen to what the online community saying about your organization so that you can respond to issues.

Good source for social media managing tools:

Engage:
• Respond to comments and questions in a timely manner.
• Don’t be afraid of adding personality to your posts.
• Show your audience some gratitude.
• Ask questions.
• Share other information users post that is of interest to your audience.
Using Facebook for Marketing/Recruiting

- It’s not all about you—share valuable content not just product information.
- Build your fan base—post link to your Facebook page anywhere you can and give people incentives to like your page.
- Find brand champions that can help your messages go viral.
- Ask family, friends, and employees to like the page.
- Use graph search to search for job titles, employers names, education, and target candidates directly.
- Build relationships by engaging your audience regularly. Don’t forget to interact with your audience by responding to questions/comments in a timely fashion, and keep the page active.

Source: http://blog.hirerabbit.com/how-to-recruit-with-facebook-infographic/
Example: Peak Vista Community Health Center

Tips for writing an effective Facebook Post:
• Keep it short. The longer the post the less engaged your audience will be.
• Avoid complicated. Interesting content can be in form of photos, links, or videos.
• Consider your audience and keep your tone friendly.
• Ask questions.
• Vary your posts.
• Choose the right time. Use Facebook analytics to see when your audience is tuned in.
• Use a call to action.
• Respond. Facebook won’t work if you don’t engage.

Using Twitter for Marketing/Recruiting

Twitter
18% of social media users use Twitter.
Twitter lets users send and read tweets—text messages limited to 140 characters.
Users can follow tweeters in the fields they are interested in and can gain followers in return.
Users can also re-tweet information they find useful to their followers.

• Twitter’s character limit only allows you to broadcast snippets so choose your tweets carefully. Share news and events that expose your organization’s culture.
• Use hashtags so that people searching for specific content can find your tweets. The # symbol, called a hashtag, is used to mark keywords, topics, or conversations in a Tweet. Twitter users created hashtags as a way to categorize and follow messages — and make them easier for users to track similar tweets. NACHC often uses #FQHC.
• Follow people you find interesting, in your field/health journalists/other health related organizations.
• People follow you because they like what you have to say so make sure to link to where you want people to go. Use a link shortener—like bitly.com—to fit within the 140 character limit.
• Use employees to tweet jobs—employee referrals often deliver the highest quality candidates.
• Connect with candidates—respond directly to candidates that have questions/comments.
• Keep your twitter feed current.
Example: NACHC

The art of crafting a tweet:
• Think message first
• Offer value from within the tweet
• Ask a question
• Invite audience participation
• Mix it up

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

LinkedIn

LinkedIn is professional social media marketing site.
22% of people on social media use LinkedIn.
User profiles are online resumes, listing employment and education history.
Users can join groups to enter into professional dialog with people in similar industries.
Users can also give recommendations, search for jobs or employees.

Using LinkedIn for Marketing/Recruiting
• Join groups or communities to ask questions and engage with others.
• Develop a complete, keyword-rich profile for your company on LinkedIn.
• Share updates on your company page—this a good place to share links to news articles including your organization and press releases.
• Actively search for candidates among LinkedIn members by searching on keywords for people with required qualifications.
• Ask current employees to activate their networks and reach out to potential candidates.
Example: NACHC

Passive Candidate - gainfully employed professionals that aren’t necessarily looking for work but who might be interested in the right opportunity.

- Simply reach out to the candidate. It’s a compliment to be pursued by an employer.
- Be good to your employees. If they are happy at work they will spread the word. Position your organization as a great place to work.
- Be specific. Look for the specific skills needed for the job.
- Build relationships with people that you may want to hire some day.
- Invite people to events.
- Follow online social engagements with in-person meetings.
- Make recruiting efforts part of your overall marketing efforts.
- Monitor online discussions for relevant conversations.
- Follow-up with candidates periodically. While they may not be ready to make a move right away they may be in future.

Social media and passive candidates
Keywords and Recruiting

In order for a potential candidate to find your job posting, your key words and phrases need to be relevant to search engines.

Research:
• What phrases are relevant in your job description?
• What terms might a job seeker use to search for a job like yours?

Be Specific:
• Use recognizable brand/company phrases that you’ve used in marketing materials
• Use your organization's location
• Use Industry specific terms
• Use commonly used abbreviations
• Use alternative job titles

Social Media Tips

• Avoid becoming a bulletin board for job vacancies—engage the audience and highlight industry work, projects and news, encourage feedback.

• Manage your groups and pages—set aside some time to do this.

• Craft mission/business statements to use on all platforms for consistency and encourage your employees to use them on LinkedIn or any other professional networks—they are your company’s ambassadors.

• Develop thick skin. Don’t delete critical/negative comments. Instead respond to comments and questions.

• Engage, engage, engage—remember social media is a conversation.
Example: Michigan Primary Care Association

Summary

• With 73% of online adults using social media it is an important part of your communication toolbox. Simply by joining the online conversation you can listen to what others are saying about your organization and about your industry. You can also reach more people instantly with your messages and brand at virtually no cost.

• Social media is particularly useful for recruiting. Via social media you can attract potential employees and passive candidates by sharing your employment opportunities far and wide. You can also show your audience that your organization is a great place to work by setting the tone.

• Keywords are important when writing a job description for the web. Remember to make sure keywords and phrases are relevant to search engines so the posting is easy to find.

• Getting started can seem overwhelming but with a social media policy, a little research, planning and commitment you can easily get going. You don’t have to jump into the deep end, you can start on the shallow end of the pool and work your way over.
Social Media Use in the Future

Will you consider using social media for recruitment in the future?

- Yes
- No
- Don’t know

Questions?

For continuing questions, contact:

Marisol Murphy Ballantyne
Assistant Director of Communications
National Association of Community Health Centers
mmballantyne@nachc.com
301 347-0425